

CITY COUNCIL WORKSHOP

**SIGN CODE
ALTERNATIVES FOR SPACING OF
SPECIAL FREESTANDING SIGNS**

OCTOBER 27, 2014

PURPOSE

- On August 11, 2014, City Council directed staff to develop alternatives and conduct additional analysis
- Provide staff alternatives
- City Council will give staff direction to revise the Sign Code and bring it back for adoption

DISCUSSION

Proposed separation distance of 3,000 linear feet between digital special freestanding signs would:

- Unduly restrict the conversion of existing special freestanding signs or nonconforming outdoor advertising structures to digital signs
- Overly restrict the number of new digital special freestanding signs

DEFINITIONS:

- **Nonconforming outdoor advertising structure (NOAS)** – means an off-premise sign that was installed prior to adoption of the Sign Code in 2002, which made these sign nonconforming.
- **Special freestanding sign (SFS)** - means a sign that can be located in the Industrial zoning district; such signs may not exceed 672 square feet and do not count against the maximum allowable sign area for the property on which it is located. There are specific height, size and design standards for SFS.

NOTEWORTHY POINTS

- Only NOAS in Industrial zone have the potential to become SFS.
- Existing NOAS on west side of town and north of I-80 cannot convert to SFS.
- Any industrial zoned property could have a SFS (static or digital) without separation distance requirements.
- Separation distance between SFS is a lineal distance measured on the same side of the road.

- Any commercial and industrial zoned properties can erect digital monument and/or freestanding signs.
- Sparks' sign code is 'content-neutral' so a sign owner may advertise any business or product even if not sold on site.

ALTERNATIVE 1

Current Code (Baseline): 1500 feet between all SFS
regardless whether digital or static

static SFS to static SFS - 1500 ft.

static SFS to digital SFS - 1500 ft.

digital SFS to digital SFS - 1500 ft.

ALTERNATIVE 1

Results

No. of Potential of NOAS Converted to SFS - 9

New Potential SFS - 47

Results in possible Digital SFS - 56

ALTERNATIVE 1

Considerations

Maintains the separation of 1500 feet between all SFS but does not differentiate if static or digital. The spacing is the same so any new SFS could potentially be a digital sign. NOAS must be converted to SFS to become a digital sign.

ALTERNATIVE 2

Proposed Code (as presented on 8/11/14):
1500 feet between all SFS with 3000 feet
between
digital SFS only

static SFS to static SFS - 1500 ft.

static SFS to digital SFS - 1500 ft.

digital SFS to digital SFS - 3000 ft.

ALTERNATIVE 2

Results

No. of Potential NOAS Converted to SFS - 9

New Potential SFS - 47

New Potential Digital SFS - 23 and potential 9
converted signs for a total of 32

ALTERNATIVE 2

Considerations

Maintains the separation of 1500 feet between static SFS and establishes an increased separation between digital SFS signs only. NOAS must meet SFS standards to become a digital sign.

ALTERNATIVE 3

1500 feet between existing static or digital SFS
and 3000 feet between new static or digital SFS

existing static SFS to existing static SFS - 1500 ft.

existing static SFS to new static SFS - 3000 ft.

existing digital SFS to existing digital SFS - 1500 ft.

existing static SFS to new digital SFS - 3000 ft.

existing digital SFS to existing static SFS - 1500 ft.

existing digital SFS to new static SFS - 3000 ft.

new static SFS to new static SFS - 3000 ft.

new static SFS to new digital SFS - 3000 ft.

new digital SFS to new digital SFS - 3000 ft.

ALTERNATIVE 3

Results

No. of Potential NOAS Converted to SFS - 9
New Potential SFS - 23
New Potential Digital SFS - 32

ALTERNATIVE 3

Considerations

This alternative treats all existing SFS whether digital or static in the same manner while applying a greater separation distance for all new SFS. This does not address the existing NOAS. This creates an additional layer of nonconforming signs by making existing SFS as nonconforming.

ALTERNATIVE 4

Only NOAS in Industrial district can be upgraded to digital. New SFS could be either digital or static.

No distance separation.

ALTERNATIVE 4

Results

No. of Potential NOAS Converted to SFS - 32
New Potential SFS - not determinable
New Potential Digital SFS - unknown

ALTERNATIVE 4

Considerations

Every property in Industrial district could be a SFS digital or static since there is no spacing requirement. This would allow NOAS to convert to SFS as long as they comply with height, size and design standards.

ALTERNATIVE 5

Only NOAS in Industrial district can convert to digital or static SFS with a minimum separation of 3000 feet.

New SFS (digital or static) would have a separation distance of 3000 feet.

NOAS to existing SFS (digital or static) - 3000 ft.

existing static SFS to existing static SFS - 3000 ft.

existing static SFS to new static SFS - 3000 ft.

existing static SFS to existing digital SFS - 3000 ft.

new static SFS to to new static SFS - 3000 ft.

new static SFS to new digital SFS - 3000 ft.

new digital SFS to new digital SFS - 3000 ft.

ALTERNATIVE 5

Results

No. of Potential NOAS Converted - 0

New Potential SFS - 23

New Potential Digital SFS - 23

ALTERNATIVE 5

Considerations

Establishes a new separation distance for all SFS. This assumes that NOAS have to convert to a SFS to become digital. This could make existing a SFS nonconforming and creates an additional layer of nonconformity.

ALTERNATIVE 6

Static SFS spaced 1500 linear feet apart while digital SFS are spaced 1500 feet radial.

existing static SFS to existing static SFS - 1500 linear ft.

existing static SFS to new static SFS - 1500 linear ft.

existing static SFS to new digital SFS - 1500 linear ft.

new static SFS to existing digital SFS - 1500 linear ft.

existing digital SFS to new digital SFS - 1500 radial ft.

new digital SFS to new digital SFS - 1500 radial ft.

ALTERNATIVE 6

Results

No. of Potential NOAS Converted to SFS - 9

New Potential SFS - 47

New Potential Digital SFS - 51

(includes 4 NOAS that could be changed to digital)

ALTERNATIVE 6

Considerations

This alternative is similar to the existing sign code however separation between digital SFS is measured radially and not linear. This alternative does not take into consideration which roadway the sign is oriented towards.