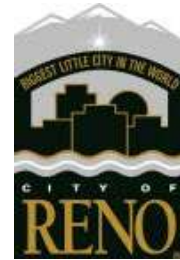


# Sign Ordinance Text Amendment



## Summary of Overall Proposed Changes:

- Removed allowance for all parcels within the Gaming Overlay to have virtually unlimited signage and limited this allowance to nonrestricted gaming facilities.
- Updated triggers for entitlement review related to signs to be consistent across the code. If an entitlement is triggered, the process is for a Major Site Plan Review, which requires Planning Commission approval is required.
- Add a statement on "content neutrality" to address federal laws relating to freedom of speech.
- Modified/added sign definitions for monument sign, pole sign and freestanding sign.
- Added sign requirements for several zoning districts that had been inadvertently left out of the code.
- Cleaned up the Table on Sign Regulations by Zoning District to provide clearer regulations, consistency across zoning districts, and incorporate footnotes directly into the table where possible.
- Provide the allowance for schools to have animated signs.
- General clarifying language where necessary for more consistent implementation.
- **No changes** have been made to code related to billboards (off-premise signs), nits on animated signs aside from reducing allowance on school signs, or to gas station sign regulations.

## Summary of changes from the first public review draft:

- Removed the Gaming Overlay unlimited sign allowance and shifted that allowance to nonrestricted gaming facilities only by:
  - Adding the MD-ED zoning district to the Urban Districts standards and removed the potential for unlimited signage in this zoning district unless it is affiliated with a nonrestricted gaming facility.
  - Adding nonrestricted gaming facility use to the table with larger sign allowances previously provided to the entire Gaming Overlay District.
- Urban District freestanding sign area allowance for doubling of sign area if parcel is greater than 1 acre, similar to current allowance, based on feedback.
- Created standards allowing for flashing/animated signs for schools with specific requirements to mitigate impacts to the adjacent properties.
- Added clarity on street frontage to directly mention parcel frontage, as parcel and business are both used throughout the table.
- Amended illumination standards for the residential and UT zoning districts to allow for indirect illumination only.
- Included verbiage regarding the number of freestanding signs allowed to be based on parcel or commercial center, which memorializes an existing process.
- Verbiage included to address the need to move signage for public projects.