

**STAFF REPORT ON PETITION FOR ZONING ORDINANCE TEXT AMENDMENT**

**ZOTA 2012-18: MODIFY REGULATIONS FOR WALL SIGNAGE IN THE P-1 AND MU-1 ZONES**

INITIATED BY: Urban County Council

PROPOSED TEXT: (Note: Text underlined indicates an addition, and text ~~dashed through~~ indicates a deletion to the current Zoning Ordinance.)

**ARTICLE 17: SIGN REGULATIONS**

**17-7(e) PROFESSIONAL OFFICE ZONE (P-1) AND MIXED-USE 1: NEIGHBORHOOD NODE ZONE (MU-1)**

Permitted signs may be either free standing or wall mounted, as specifically noted; signs shall be non-illuminated, indirectly illuminated, or internally illuminated unless otherwise specified. No free-standing sign shall exceed ten (10) feet in height.

- (1) ~~One free-standing identification or business signs, limited to one free-standing sign per building and one wall-mounted sign per street frontage, with a maximum of two such wall-mounted signs per building; free-standing sign not to exceed forty (40) square feet in area with a ; wall-mounted sign not to exceed five percent (5%) of the wall area to which it is attached; minimum setback of ten (10) feet for a free-standing identification sign.~~
- (2) ~~(Note: Where~~ One wall-mounted identification or business sign for buildings with one street frontage, not to exceed five percent (5%) of the wall area to which it is attached. When a free-standing sign is not utilized on a lot with only one street frontage, a second wall-mounted sign on a different building face shall be permitted as regulated above in place of the permitted free-standing sign.)
- (3) Two wall-mounted identification or business signs for buildings with two street frontages, located on separate wall faces, not to exceed five percent (5%) of the wall area to which the signs are attached.
- (4) Three wall-mounted identification or business signs for buildings three (3) stories or taller with two street frontages, located on separate wall faces, not to exceed five percent (5%) of the wall area to which the signs are attached. Signs not located on a street frontage shall not be placed on a building face directly adjacent to any residential zone.

*Re-number remaining sections*

**STAFF REVIEW:**

The Urban County Council has initiated a text amendment to Article 17-7(e) of the Zoning Ordinance in order to allow a third wall sign on buildings that are three-stories tall or greater and that have frontage along two streets, as long as such sign does not face any residential zone, in either a Professional Office (P-1) or Mixed-Use 1: Neighborhood Node (MU-1) zone.

Currently, the Zoning Ordinance permits a third wall sign only when the building is located within a Professional Office Project, which must be approved by the Planning Commission and be a minimum of 10 acres in size. Until late 2011, only two wall signs on different faces of an office building had ever been permitted in the P-1 zone, as it is the most restrictive commercial zone within our community. That recent text amendment was reviewed by the Planning Commission and ultimately approved by the Council in November 2011.

This proposed text amendment will allow a third wall sign more generally in the P-1 zone, as well as the MU-1 zone, since they are regulated by the same sub-section of the Zoning Ordinance, but with similar restrictions to what was established for the Professional Office Projects just over a year ago. A third wall sign would be permitted if the

building to which the signs are being attached is at least three-stories tall, and has frontage along at least two streets. An additional restriction would prohibit such a sign from being attached to the face of a building that is directly adjacent to a residential zone, thereby limiting direct impact from a sign on a residential neighborhood. By broadening the Ordinance slightly to permit additional signage for buildings that are similarly situated to those in the Professional Office Parks – that is taller office and mixed-use buildings that are situated on a corner lot – more flexibility is given to multi-tenant buildings, which was the goal of the earlier text amendment.

Additionally, this text amendment does adhere to the general philosophy of treating similarly situated properties equally and to the community's tiered approach of regulating signage in commercial areas, that is, less signage for the least intensive zones.

The Staff Recommends: **Approval** for the following reasons:

1. The proposed text amendment will allow a slight adjustment to the otherwise permitted signage in the Professional Office (P-1) and Mixed Use: 1 Neighborhood Node (MU-1) zones. Obtaining a third wall sign is already permitted in a Professional Office Park setting, and this amendment will provide more flexibility within the community for similarly situated buildings and multi-tenant buildings.
2. The community's signage has been regulated in a tiered approach so that the least intensive business zones have the least intensive signage, and the most intensive business zones permit a greater number of signs, and ones that may be taller or larger in size. The proposed text remains consistent with the existing tiered approach of *Article 17: Sign Regulations*.

TLW/JWE/TAM

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