

4. ZOTA 2012-18: MODIFY REGULATIONS FOR WALL SIGNAGE IN THE P-1 AND MU-1 ZONES (1/1/13)* - petition for a Zoning Ordinance text amendment to modify the requirements for a third wall sign in the Professional Office (P-1) and Mixed-Use 1: Neighborhood Node (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 sign, 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)

The Zoning Committee Recommended: **Approval**, for the reasons provided by staff.

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*.

Staff Presentation: Ms. Wade presented the staff report, explaining that the proposed text amendment would permit a third wall sign in the P-1 and MU-1 zones, on buildings three stories tall or greater, if the building has frontage on at least two streets. She added, however, that such a third sign would not be permitted next to a residential zone. This would provide the ability for tenants in larger, multi-tenant buildings to better address their signage needs. Ms. Wade noted that the proposed text amendment would also continue the philosophy of using a "step-down" approach to signage, i.e., concentrating more intense signage in the more intense business zones. She stated that the staff and the Zoning Committee are recommending approval, for the reasons as listed in the staff report and on the agenda.

Citizen Comment: There were no citizens present to comment on this request.

Action: A motion was made by Ms. Beatty, seconded by Ms. Plumlee, and carried 9-0 (Brewer and Berkley absent) to approve ZOTA 2012-18, for the reasons provided by staff.