Summary of Key Changes to the Sign Code
Zoning Code Amendment P2025-0125-ZCA

Proposed Section	Changes	Purpose
Approvals and Processes		
17.330.025(A)(1)(b) and 17.330.030(E)	Reference Chapter 17.550 for administrative modification and variance provisions. Identify the one item for which an administrative modification may be granted. Remove reference to hardship provisions in Sign Ordinance	Allow some flexibility on size of certain types of signs, and streamline process for modification and variance/hardship exemption
N/A	Remove reference to CUP.	A CUP does not pertain to a sign since it is not a land use.
17.330.025(D)(1)(h) and (2)(g)	Add standards/findings for approval for master sign program and multiple-business sign program	Provide criteria upon which a decision shall be based
17.330.025(D)(2)(b)	Increase number of businesses to 4 of more (from 2 or more) for multiple-business sign program requirement	Provide flexibility to business owners, with existing requirement for 2 or more businesses not necessary and overly burdensome
17.330.010(B);17.330.025; 17.330.035; and 17.330.040	Identify signs requiring a sign permit	Create clarity and ease of understanding.
17.330.060(D) and (E)	Create provisions for permit expiration and revocation of sign permit or sign program	Clarify that permit expiration is consistent with existing Subsection 17.595.030 (Time Limits and Extensions) of the Code, and provide revocation procedures to ensure that noncompliance with the Sign Ordinance can be addressed

Proposed Section	Changes	Purpose
Content Neutrality		
17.330.005(A(3); 17.330.010(D); 17.330.030(A); and 17.330.060(A)	Provide clarity that the Sign Ordinance does not regulate signs except for time, place, and manner	Provide consistency with legal determinations regulating signs - content neutrality
Clarity		
17.330.020; 17.330.025; 17.330.030; 17.330.035; and 17.330.040	Simplify standards for size, height, and number of signs	Create clarity and ease of understanding
Throughout	Incorporate graphics	Create clarity and ease of understanding
Throughout	Incorporate additional tables to summarize sign standards	Create clarity and ease of understanding
Throughout	Reorganize ordinance, including sections/subsections	Create clarity and ease of understanding
Sign Types		
17.330.035 and 17.330.040	Remove content-based sign categories (e.g., new business signs, future occupancy signs, holiday, public information signs) and create yard sign category for content-neutrality and banner sign category	Provide consistency with legal determinations regulating signs – content neutrality
17.330.035(A), (B), and (C)	Create separate categories for monument and pylon signs	Differentiate between these two sign types
17.330.035(C)	Clarify where electronic message signs are permitted	Provide clear guidance
17.330.020(B) and 17.330.025(B)	Create allowance for A-frame signs	Provide standards for a sign type frequently used in the City and flexibility for businesses
17.330.020(A)(8)	Prohibit pole signs	Reduce visual obtrusion from signs
17.330.040(B)(5) and Table 3-14	Create specific regulations for temporary real estate open house signs, including temporary sign permit for locating real estate open house signs in the public right-of-way sidewalk and/or parkway, valid for one year	Address the needs of the real estate business community and residents, while minimizing over-proliferation of open house signs

Proposed Section	Changes	Purpose
Development Standards		
17.330.035(B)	Require the sum of the area of certain types of signs to not exceed the total allowance for wall signs on a building/tenant space	Minimize over-proliferation of signage, especially those serving same type of viewer
17.330.055(J)	Extend time to 180 days for removal of abandoned non-conforming sign	Provide flexibility for businesses
17.330.035(C)(3)	Provide for electronic and video signs for fueling stations, per State law	Provide consistency with State law
17.330.035(C)(1) and (2)	Drive-through establishments and vehicle dealership establishments signage standards expansion	Provide greater detail and clarity for allowed signage