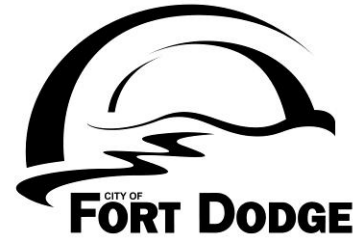


August 4, 2014

To: Mayor Bemrich and City Council

From: David Fierke, City Manager

Subject: Text Amendments – Wall Signage



ACTION: Hold Public Hearing and First Reading

Brief History

At the City Council Workshop on July 14, 2014, the Council directed City staff to address requirements on Wall Signs as soon as possible. Further direction provided by the Council was to amend the Zoning Ordinance to allow wall signs on all faces of the use, so long as the total square footage of wall signs stays within the limits already established within the Ordinance. The following is provided per the City Council's direction:

The City's Zoning Ordinance was adopted in 1978 and the Sign Ordinance underwent a complete revision in 2009, some of which to account for recommendations identified in the City's Corridors of Commerce Action Plan, which was adopted in 2008. Upon the 2009 revision of the Sign Ordinance, wall signs were permitted on the primary face of the use and two faces of the use where a building was situated on a corner or double-frontage lot.

It was determined in 2011 that allowing wall signs on only one face of the use was too restrictive; therefore, the Ordinance was amended to allow wall signs on two faces of the use and corner or double frontage lots were permitted one additional sign on the third face of the use, so long as no detached signage (excluding directional signs) was placed on the same property. Since the previous revisits to wall sign requirements, the Council is finding it unreasonable to limit wall signs to only two faces of the use. Per the Council's recommendation, the following changes are being proposed to Section 17.08.04:

J. ON-PREMISE SIGNS – GENERAL PROVISIONS:

1. Wall signs are subject to the following regulations:

- a. Wall signs may be mounted on any two faces of the use. ~~Corner or double frontage lots may be permitted one additional sign on any third face of the use. Properties opting to install a third wall sign are not permitted to have or occupy any detached sign, excluding directional signs. If a detached sign already exists on site, a third wall sign is not permitted. Properties in the SC District over 20 acres in size and abutting more than two frontages are exempt from this provision.~~
- b. A wall sign may not extend beyond the corner of the wall to which it is attached, except where extension permits attachment to another permitted wall sign;

- c. A wall sign shall not extend more than thirty (30) inches from the wall to which it is attached;
- d. A wall sign must be parallel to the wall to which it is attached;
- e. Wall signs may not cover in whole or in part any wall opening or major architectural feature of the building;
- f. A wall sign may not extend beyond or above the building's roofline;
- g. A wall sign attached to a building on its front property line may encroach upon public right-of-way by no more than eighteen (18) inches. Such a wall sign shall provide minimum vertical clearance of nine (9) feet;
- h. Where permitted, canopy signs are counted as wall signs when calculating total permitted sign area.
- i. For buildings with more than one leasable space, the maximum allowable sign area shall be calculated according to the amount of tenant frontage. Wall sign location must relate to the location of the tenant frontage.

Analysis of Issue

The City's Corridors of Commerce Action Plan (adopted in 2008) specifically recommends that sign clutter be mitigated along the Corridor. One planning principle identified within the Corridor Plan for reducing sign clutter was to limit the size and types of signage. The Plan also recommended that new and unique signage be placed along the Corridor, and that new design regulations for signage be implemented to limit the size, placement, format and copy area. A strategy identified within the Plan for reducing sign clutter was the use of monument signs rather than taller pole signs. Further, requirements for the overlay zoning districts proposed in the Corridor Plan permitted both wall signs and monument signs. The following requirements for the Business Highway 20 Corridor will remain within the existing Zoning Ordinance in order to reduce sign clutter in this area:

- detached signs shall be monument signs, and
- where a building is situated within 15 feet of the right-of-way line, no monument sign shall be placed.

In addition to these Corridor-specific requirements, all signage shall stay within the required square footage and meet the placement requirements of Section 17.08.04.J.1 (see above).

Under the recommended changes by City Council, detached signage will be permitted in addition to all wall signage, so long as each stays within the maximum allowed sign square footage and meets placement requirements as currently established within the Ordinance. The maximum permitted square footage of wall signs, detached signs varies by district.

Budget Impact

No City expenditures are anticipated.

Strategic Plan Impact

This action relates to the following Policies:

Policy C.2.1: The important economic, tourism, and community image benefits of attractive major travel corridors through the area shall be recognized. Such entryway corridors shall receive priority attention for improved appearance and development standards, including landscaping, signage, tree preservation, underground utilities, streetlights, and sidewalks.

Policy D.3.23: Businesses shall be encouraged to replace existing, non-conforming signage with updated, conforming signage.

Existing Plan Impact

See above, "Analysis of Issue"

Subcommittee or Commission Review / Recommendation

The Plan and Zoning Commission reviewed this proposal at their August 12th meeting and unanimously recommended approval of the amendment.

Staff Conclusions / Recommendations

Subject to City Council review, and comments from the public, Staff recommends approval of the proposed text amendment to Section 17.08.04.J.1.

Alternatives

Delay the first reading, should amendments to the text be desired. Another option is to reject the proposed changes. No changes to the ordinance would then occur.

Implementation and Accountability

If the Council completes three readings of the ordinance, the City's ordinance will be amended to reflect the changes.

Signed



Carissa Miller
Associate Planner

Approved



David R. Fierke
City Manager

Prepared By: Carissa Miller, Associate Planner ;Bus. Affairs & Community Growth, 819 1st Ave S. Fort Dodge, IA 50501, 573-8321
Return To: Bus. Affairs & Community Growth, 819 1st Ave S. Fort Dodge, IA 50501

ORDINANCE NO. _____

AN ORDINANCE AMENDING ORDINANCE NO. 1489 OF THE ORDINANCES OF THE CITY OF FORT DODGE, IOWA: THE SAID ORDINANCE NO. 1489 BEING ENTITLED: "AN ORDINANCE REGULATING AND RESTRICTING THE LOCATION, CONSTRUCTION AND USE OF BUILDINGS AND STRUCTURES, AND THE USE OF LAND IN THE CITY OF FORT DODGE, IOWA, AND FOR SAID PURPOSES DIVIDING THE CITY INTO DISTRICTS AND CREATING BOARD OF ADJUSTMENT, REPEALING ORDINANCES IN CONFLICT WITH THIS ORDINANCE, AND PROVIDING FOR PENALTIES FOR VIOLATION OF THE REGULATIONS."

BE IT ORDAINED BY THE CITY COUNCIL OF FORT DODGE, IOWA:

SECTION I

This Ordinance amends said Ordinance No. 1489 by directing the incorporation of language within the zoning regulations.

SECTION II

That Ordinance No. 1489 of the City of Fort Dodge, Iowa, as adopted, enacted and passed on the 17th day of October, 1978, be the same is hereby amended by making the following change:

By amending "Section 17.08.04.J.1.a." to read as follows:

- a. Wall signs may be mounted on all faces of a use.

SECTION III

That upon enactment of this Ordinance as by law provided that the City cause the change to be made upon the zoning regulations adopted in Ordinance 1489 and make notation in ink thereon of reference to the date of passage and approval of this amendatory Ordinance.

SECTION IV

If any section, clause, provision or portion of this Ordinance is adjudged unconstitutional or invalid by a court of competent jurisdiction, the remainder of this Ordinance shall not be affected thereby.

SECTION V

This Ordinance shall be in full force and effect from and after its publication as provided by law.

The above Ordinance passed and adopted by the City Council of the City of Fort Dodge, Iowa this _____ day of _____ 2014.

First consideration _____ day of _____ 2014.

Ayes: _____

Nays: _____

Other: _____

Second consideration _____ day of _____ 2014.

Ayes: _____

Nays: _____

Other: _____

Third consideration _____ day of _____ 2014.

Ayes: _____

Nays: _____

Other: _____

CITY OF FORT DODGE

BY: _____
Matt Bemrich, Mayor

ATTEST:

Jeffery Nemmers, City Clerk

STATE OF IOWA, WEBSTER COUNTY, ss:

On this _____ day of _____, 2014 before me, the undersigned, a Notary Public in and for said State, personally appeared Matt Bemrich and Jeffery Nemmers to me personally known, who being by me duly sworn, did say that they are the Mayor and City Clerk, respectively, of said corporation; that the seal affixed thereto is the seal of said corporation; that said instrument was signed and sealed on behalf of said corporation by authority of its City Council; and that the said Mayor and City Clerk as such officers, acknowledged the execution of said instrument to be the voluntary act and deed of said corporation, by it and by them voluntarily executed.

Notary Public in and for said State of Iowa