



DATE: August 15, 2023

CASE: TA-06-23 Text Amendment (Sign Ordinance Revisions)

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BACKGROUND:

Article 12 of the Concord Development Ordinance contains regulations for exterior signage. City Planning is proposing to amend two subsections of Article 12, 12.4.5 Projecting Signs and 12.4.7.B Window Signs. The text amendment aims to address feedback that Staff has received from business owners within the Center City (CC) zoning district regarding signage. While some of these proposed changes are applicable in the CC district, some are also applicable in other zoning districts.

Sign contractors and business owners have expressed the desire for the City to increase the flexibility and clarity of the regulations for window signs. The proposed text amendment aims to address this feedback by:

1. Increasing the maximum window sign area from 10% to 20% in Center City.
2. Clarifying that window signs stating the address and hours of operation for a business are not included in the calculation of window sign area.
3. Clarifying that window signs applied to the glazing of recessed storefront entrances are included in the calculation of window sign area.

Additionally, staff has received feedback that the maximum sign area for projecting signs in Center City is too restrictive. Projecting signs in the Center City district are currently limited to 6 SF while other zoning districts may have up to 16 SF of projecting signage. Staff is proposing to increase the maximum size of projecting signs in Center City to 12 SF and finds that an appropriate size for the Center City district.

Staff is also proposing to allow projecting signs in all districts to be placed anywhere on a wall where a wall sign is displayed. This adds flexibility as the current regulations limit the placement to being centered under or above the wall sign.

In the proposed ordinance language, new language proposed is red, bold and underlined and language proposed to be deleted is strikedthrough.

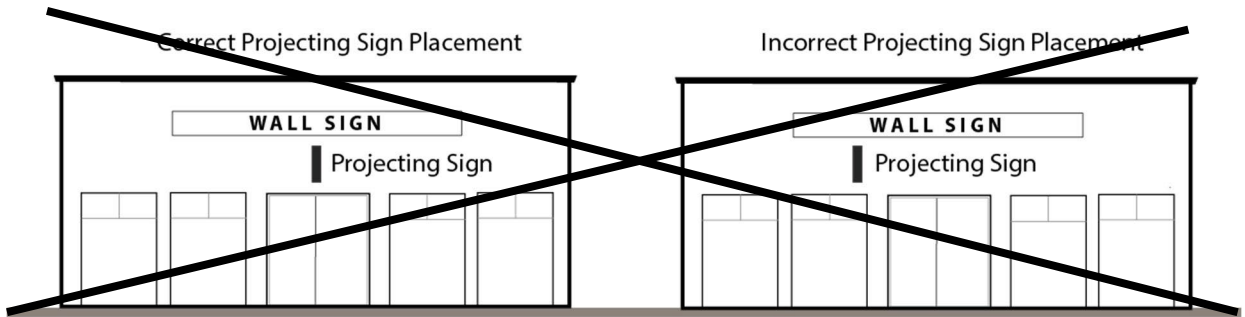
ARTICLE 12 SIGN STANDARDS

12.1.1. PROJECTING SIGNS

B. Permitted Sign Location

Projecting signs may be displayed on any building wall where a wall sign is permitted to be displayed. ~~When projecting signs are displayed on the same building wall as a wall sign, the projecting sign shall be mounted in a location that is either directly above or below the wall sign (the primary sign where multiple wall signs are displayed) and centered on the midpoint of such sign. Alternatively,~~ **Additionally**, a projecting sign may be displayed at the intersection (corner) of two building walls.

~~Figure 12-8: Permitted Location of Projecting Signs When Displayed with Wall Signs~~



D. Permitted Sign Area

Projecting signs may have an area of up to 16 square feet within the C-2, C-1, OI, B-1 and up to ~~€~~ **12** square feet within the CC districts.

12.4.7. INCIDENTAL SIGNS.

B. Window Signs

The following standards shall apply to Window Signs

1. Window signs may be displayed by any use which is permitted to display a wall sign.
2. Window signs shall only be permitted to be displayed on windows and doors on the first floor of each building frontage.
- 3. Address and hours of operation on windows shall not count in the calculation of window sign area.**
- 4. If the storefront entrance is recessed, any signs applied to the glazing of the recessed doors and recessed windows shall count toward the calculation of window sign area.**
- ~~3.~~ **5.** In the Center City zoning district, window signs **require a sign permit and** are permitted to cover up to ~~10%~~ **20%** of the glazed area of the first floor building frontage on which they are located.
- ~~4.~~ **6.** In all other districts window signs may occupy an area that is equal to the permitted area of wall signage allowed on each building frontage. Where both window and wall signage are displayed on the same building frontage, the combined area of all window and wall signs displayed on that frontage shall not exceed the 8% square footage limit as set forth in the Wall Sign standards in this Article.
- ~~5.~~ ~~Up to 16 square feet of signage may be displayed on the glazed portion of doors and on windows within four (4) feet of the edge of each customer entrance without counting toward the limits set forth in (3) and (4) above. This exemption shall not apply to any sign exceeding four (4) square feet in area.~~