

CLARKSTON SIGN CODE UPDATE

City Council Presentation
August 26, 2014

Process

- Several Stakeholder meetings
 - Community members
 - Business owners
 - Sign Professionals
- Online Visual Preference Survey
 - Rated from love it (5) to hate it (1)
 - 131 responses from the survey (as of July 21, 2014)
- Created a draft based on feedback

VPS Takeaway

- Require monument signs of quality materials; bricks, stone, stucco, metal; lower sign height
- Regulate the number and size of tenant signs on multi-tenant monument signs
- Allow LED signs in tasteful contexts
- Encourage awning signs of quality material
- Limit the number and size of signage on canopies, regulate use of colors to convey a message



VPS Takeaway

- ❑ Prohibit pylon signs, vehicle signs, portable changeable copy signs
- ❑ Prohibit snipe signs in commercial areas
- ❑ Highly regulate or prohibit roof signs, inflatables
- ❑ Highly regulate flag signs, require high quality materials and limit number
- ❑ Highly regulate or prohibit banner signs , number, location, materials



VPS Takeaway

- Consistent sign materials and size, smaller scale signage
- Regulate wall signs
 - limit the number
 - size in-scale with building
 - consistent colors
 - high quality materials
- Regulate architectural elements as a means to convey a message
- Allow box signs as wall signs, but require quality materials
- Allow wall sign and monument sign together



VPS Takeaway

- Encourage external illumination of signs
- Reverse channel lettering or back-lit signs should be encouraged.
- Regulate internal illuminated channel letters
- Discourage internally-illuminated box signs, high quality materials
- Color of lighting can be problematic
- Allow exposed neon signs, but regulate



Comments

- “I love a cohesive look and feel that is natural and elegant but by the same token I do not feel we have the right to suppress our business owners abilities to market and succeed and I am not a big proponent of government control or mandatory adherence so we will need to tread carefully and with great wisdom on this front. “
- Allow business freedom
- Want “tasteful” signage
- “No plastic, No neon, no temporary signs”
- Frustration with regular variances

Changes to Code

Changes to Code

- Streamlined and simplified code, clarifying when necessary
- Added statement about balance of free speech and visual clutter in purpose statement
- Permits expire in 6 months (from 12 months), must file for new permit and submit fee
- Removed LED sign prohibition
- Residential Subdivision signs limited to 5' high, allowed external illumination

Changes to Code

- Signage in Non-Residential Areas
 - Prohibit pylon signs, even near interstate, allow billboards near highways
 - Monument signs Must be constructed of durable materials (brick, stone, stucco, and wood)
 - Allow detached and attached sign separately
 - Wall and Awning signs: removed requirements about text height (4") and restriction to 8 words, Removed restriction to one wall sign
 - Removed Off-Premises Signs (legally challenging)
 - Prohibit Vehicular Signs

Changes to Code

- Included Architectural Embellishments: Count as wall signage, Consistent with surrounding structures, Lighting counts as well
- Feather flag/streamers/event signs limited to 20 days a calendar year
- Give 90 days for existing signs to register with city
- Prohibit variances on number of signs or allowing prohibited signs, Based on standards of hardship
- Illumination must be white (warm or cold)
- Translation- removed English requirement (illegal)

Questions?

Schedule



- City Council Work Session: 26th August, 2014
- Public Hearing (City Council): 2nd September, 2014

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