2020 Sign Code Update

City Council & Planning Commission
September 28, 2020
Introduction

● Staff
  ○ Danielle Hollrah
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  ○ Steve Horner
● Mark White
  ○ Partner with White & Smith, LLC: Planning and Law Group
● Ordinance Review Committee of the Planning Commission
  ○ Janie Thacker
  ○ Kip Strauss
  ○ Ned Reitzes
Introduction

● Steering Committee
  ○ Jeff Carson - Kansas City Regional Association of Realtors
  ○ Mark Franzen - HTK Architects
  ○ Chris Hafner - Davidson Architecture & Engineering
  ○ Tim Holverson - OP Chamber of Commerce
  ○ Cindy Proett - Luminous Neon
  ○ Ned Reitzes - OP Planning Commission
  ○ Michael Schmidt - Sign Systems
  ○ Greg Shannon - Block Real Estate Services
  ○ Rick Smith - Dimensional Innovations
  ○ Melissa Vancrum - Douthit Frets Rouse Gentile & Rhodes, LLC
Overview

- Total rewrite & reorganization

- Organized by:
  - Sign type (permanent & temporary)
  - Zoning district

- Makes common deviations allowed

- Consolidates & simplifies
Why?

- Update 30 year old code to better fit and address needs of our community today
- Make code easier to read and use (e.g., tables and graphics providing examples)

- Legal Compliance
  - *Reed v. Gilbert, 2015 Supreme Court Decision*
General Principles

- Time - Place - Manner restrictions are OK
- Cannot restrict content
- No user-specific restrictions or allowances
Sign Basics to Know

- Sign area = single rectangle
- Sign elements
- Sign size = % of facade
Significant Changes
Office & Commercial

- Increase number of wall signs per facade (total sign area does not change)
  - Office: 1 to 2
  - Commercial: 1 to 3
Office & Commercial

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  - Office: 1 to 2
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Office & Commercial
Office Buildings

- Recognize variety of construction and use

- Traditional multi-story office building
  - Signs per building

- Multi-story/Multi-tenant
  - Also allow ground floor tenant signage

- Single-story/Multi-tenant
  - Allow signs per business (similar to commercial)

- Similar building configurations added for commercial signs
Office & Commercial
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Digital Display

- Point-of-activity
- Canopy over 200 s.f.
Digital Display

G10 – Double Unit
Digital Display

- Point-of-activity
- Canopy over 200 s.f.
Gas Stations

- Cannot be treated separately
- Incidental sign may substitute for previously-allowed monument sign
- Option for digital display on large canopies
- Existing monument signs become nonconforming
Digital Display
Incidental Signs

● Common usage could include permanent sales or leasing information, directional information, etc.

● If post-mounted, new design requirements

● Existing signs that become nonconforming removed by January 1, 2022
  ○ Permanent leasing sign for multi-family, office or commercial

● Permit required
Incidental Signs
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- If post-mounted, new design requirements

- Existing signs that become nonconforming removed by January 1, 2022
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- Permit required
Highway Monument Sign

- Number allowed based on size of development
- 300 s.f. of sign area
Highway Monument Sign

All noted dimensions are approximate and may be modified slightly during manufacturing to allow proper component usage.

SPECIFICATIONS:
- PROPOSED LED HIGHWAY MONUMENT SIGN
- BASE CONSTRUCTION OF NATURAL STONE
- PAINTED ALUMINUM CABINET AND TOPPER
- OPTIONAL, INTEGRAL ILLUMINATION OR NON-ILLUMINATED CUSTOMER ID PORTION
- MAX 200 SQ FT OF ADVERTISEMENT
- FULL-COLOR ELECTRONIC MESSAGE CENTER
- MAX HEIGHT OF SIGN 20 FT WITH OVERALL MAX HEIGHT OF 30 FT INCLUDING BASE PER RIGHT-OF-WAY GRADE
- LANDSCAPING AROUND HIGHWAY MONUMENT SIGN BY CUSTOMER

CUSTOMER: CITY OF OVERLAND PARK
NAME: DANIELLE MCELHAN
LOCATION: 8600 SANTA FE DRIVE
OVERLAND PARK, KS 66212

DATE: 12/11/18
DESIGN NO.: CP-30390
ARTIST: JH
SCALE: 3/16" = 1'

APPROVED:

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Residential Development

- Monument sign - no change
  - Signs not allowed in entry medians
  - Grading plan required when adjacent to unimproved thoroughfare
  - Overall structure height limited to accessory use height

- New internal subdivision monument sign type
Residential Development
Residential Development

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- New internal subdivision monument sign type
Residential Development
Residents

Temporary Signs - Residential

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Number Limit</th>
<th>Sign Area Limit</th>
<th>Height Limit</th>
<th>Time Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stake Sign</td>
<td>Up to 3 per lot</td>
<td>9 total s.f. for all stake signs</td>
<td>6 feet</td>
<td>60 days</td>
</tr>
</tbody>
</table>

- When actively for sale or lease - additional sign allowed for duration
- Additional temporary sign for corner lots
- State Statute preempts number limit on political signs during election season
Temporary Signs - Commercial

- 4 types
- Allow 3 per development plus wall-mounted banner per business
- Time limit per type; 30 days between displays
- Special event permit required only to exceed - size, duration, number
- Temporary messages in a permanent display allowed
Temporary message in permanent display

SATURDAYS | 4:30PM
SUNDAYS | 8, 9:30, 11AM

NOW ENROLLING
FALL CLASSES
AGES 18 MONTHS-5 YEARS
rollinghillskc.org
Signs During Construction

- Additional temporary signs for permitted construction activities
  
- 4 types
  - Adds fence-mounted
  - Adds construction site screening

- Allow 3 per project
Signs During Construction

ER OPEN DURING CONSTRUCTION

Advent Health
South Overland Park

GE JOHNSON
Construction Company

Advent Health
South Overland Park
Special Use Permits

- Billboards - increased time limit from 3 to 5 years

- Highway monument sign with Digital Display
  - Allowed for CP-2 or CP-3 and SUP of certain size
  - Spacing
  - Hold times, transitions and brightness defined
  - Related buildings must be constructed first
Special Use Permits

<table>
<thead>
<tr>
<th>OPTION A</th>
<th>OPTION B</th>
<th>OPTION C</th>
<th>OPTION D</th>
<th>OPTION E</th>
</tr>
</thead>
<tbody>
<tr>
<td>199.85 SQ FT</td>
<td>199.85 SQ FT</td>
<td>200 SQ FT</td>
<td>199.85 SQ FT</td>
<td>300 SQ FT</td>
</tr>
</tbody>
</table>

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- FULL COLOR/ELECTRONIC MESSAGE CENTER
- MAXIMUM HEIGHT OF SIGN IS WITH OVERALL MAX HEIGHT OF SIGE INCLUDING BASE PER-SIGHT-OF-WAY GRADE
- LANDSCAPING AROUND HIGHWAY MONUMENT SIGN BY CUSTOMER

DATE: 9/10/19
DESIGN NO. CP-190551
SCALE: 1/8" = 1'

APPROVAL:
Special Use Permits (continued)

- Building-mounted Digital Display
  - CP-O and SUP of certain size
  - Setback from highway
  - Size limited to 10% of facade
  - Located integral to building architecture
  - Movement and brightness defined
Next Steps

- November 9th - Planning Commission
- December 7th - City Council