

## ZONING MOTION 2012-2

### Text Changes in Signs Chapter to Accommodate Wayfinding Program

Proposed existing text to be deleted is shown ~~with a line through it~~  
Proposed new text is shown **in red**

#### SIGNS.

##### § 153.141 DEFINITIONS.

***Mural.*** A picture or design painted on or attached to an exterior surface of a structure. A *Mural* is a sign only if it is clearly related by language, logo, or pictorial depiction to the advertisement of any product or service or the identification of any business.

***Wayfinding Sign.*** A sign, frequently off-premise, specifically designed to provide directional or destination information, and provided as part of an overall community plan to improve communication to the public.

##### § 153.145 CERTAIN TYPES OF SIGNS PERMITTED IN ALL DISTRICTS.

The following signs are allowed in all districts in accordance with any standards listed for each without sign permits or sign registration.

(F) Signs established by government agencies, **including but not limited to wayfinding signs and building/site historic markers**, providing public instruction, warning, historical information, **directions**, or similar messages on public or private property. Such signs shall be located so as not to obstruct cross-visibility at intersections. **When off-premise signs for municipal uses are located on private property, a sign easement documenting the property owners' permission shall be required. The maximum sign area for an off-premise wayfinding sign, attached or detached, shall be 40 square feet. Detached signs shall not exceed 7 feet in total height.**

(J) **Indoor and Outdoor Public Assembly.**  
Off-premise signs for public assembly uses **and farmers markets** may be allowed on private property not part of the associated use, when such ~~assembly facility~~ **facilities** meets the following standards.

(1) The use must have consistent daily and/or weekly events which have 50 or more persons in attendance, and must be open to the general public, such as public or nonprofit users but not a membership-only venue **or for-profit business.**

(2) The public assembly facility must be located such that the building or main assembly area, ~~if outdoors,~~ **if indoor or a combination of indoor and outdoor**, is greater than 400 feet from the closest non-minor residential street access point and is partially or completely blocked visually by buildings, significant topographic changes, or natural vegetation.

(3) **If an outdoor facility, it must be partially or completely blocked visually by buildings, significant topographic changes, or vegetation from its primary pedestrian access point.**

(4) An off-premise sign for a qualified assembly use shall not be within a sight triangle or within 50 feet of an intersection of two thoroughfares, and must have written documentation of the property owner's permission for the placement of the sign. Maximum sign size will be 36 square feet, and the sign may not exceed 6 feet in total height.

(5) **For a farmers market in the HUC district, off-premise signage giving identification and direction to the site may be incorporated into a mural which has no other advertising.**

§ 153.150 SIGNS IN RURAL DISTRICT, ALL SINGLE- AND MULTI-FAMILY DISTRICTS, AND THE MANUFACTURED HOME DISTRICT.

(C) *Schedule of sign regulations:*

<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted</i>	<i>Max Area (sq ft)</i>
Fire or police station	Identification	<del>1 per street front</del> 1 per street front freestanding and 1 per building attached	<del>3</del> 40 for monument 40 for attached
Parks and playgrounds	Identification	1 per major entrance	<del>6</del> 40
Government/Wayfinding	na	See 153.145(F)	See 153.145(F)

§ 153.151 SIGNS IN THE RESIDENTIAL/INSTITUTIONAL DISTRICT.

(C) *Schedule of sign regulations for uses in the Residential/Institutional District.*

<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted</i>	<i>Max Area (sq ft)</i>
Government/Wayfinding	na	See 153.145(F)	See 153.145(F)

§ 153.152 SIGNS IN OFFICE DISTRICTS.

(C) *Permitted signs in Office Districts.*

<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted</i>	<i>Max Area (sq ft)</i>
Government/Wayfinding	na	See 153.145(F)	See 153.145(F)

§ 153.153 SIGNS IN BUSINESS AND INDUSTRIAL DISTRICTS.

(C) *Permitted signs in Business and Industrial Districts.*

<i>Use</i>	<i>Type Permitted</i>	<i>Number Permitted</i>	<i>Max Area (sq ft)</i>
Government/Wayfinding	na	See 153.145(F)	See 153.145(F)

**ZONING MOTION 2012-2**  
**INITIATED BY MATTHEWS BOARD OF COMMISSIONERS**

**MOTION TO CHANGE:**                      x   TEXT  
            DISTRICT BOUNDARIES  
 (IF FOR A CHANGE IN DISTRICT BOUNDARIES, LIST PARCEL(S) AFFECTED)

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**DATE OF INITIAL DISCUSSION TO SET HEARING 3-12-12**

**PUBLIC HEARING DATE 4-9-12**

**PROPOSED ACTION**

Add new provisions for wayfinding signage in SIGNS chapter 153.140 through 153.155.

**AFFECTED AND/OR ADJACENT PROPERTY OWNERS NOTIFIED NA**

**ATTACHMENTS INCLUDE Proposed new text in SIGNS Chapter**

**PROTEST PETITION FILED?**                   YES (IF YES, DATE)  
       NA   NO

**OTHER COMMENTS:** This text has been drafted to allow the variety of sign styles and locational placements as proposed in the Wayfinding project to date.

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## **STAFF REPORT AND RECOMMENDATION**

### **Zoning Motion 2012-2 New Text for New Wayfinding Program**

**DATE:** March 7, 2012  
**FROM:** Kathi Ingrish

#### **Background/Issue:**

The Town has been working with a consultant to develop a comprehensive new Wayfinding program which will utilize a variety of on- and off-premise signs to identify public facilities and provide directions to, and information on, select destinations.

This Zoning Motion can follow the typical text change schedule: joint public hearing on April 9, 2012, Planning Board review and recommendation on April 24, and Town Board consideration for approval on or after May 14.

#### **Related Town Strategy:**

7. To allocate resources to fully implement the Branding Initiative Town-wide.