

City Council Work Session Handouts

December 5, 2011

- I. Safe Routes to School Funding Presentation
- II. Sign Ordinance Enhancement Presentation

# Safe Routes to School

## Program Overview

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**City Council Briefing**

**December 5, 2011**



# Safe Routes to School

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## □ SRTS Program

- Initiated as part of SAFETEA-LU: a Federal Transportation Funding Bill
- In Texas, projects are selected and funded by TxDOT

## □ SRTS Primary Objectives

- Enable and encourage children to walk and bike to school
- Make walking and biking to school safer and more appealing, thereby encouraging a healthy and active lifestyle from an early age
- Improve safety and reduce traffic, fuel consumption, and air pollution near schools



# Safe Routes to School

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## □ Program Goals

- Bike, ped, and traffic safety
- Improved childhood health
- Reduced childhood obesity
- Encourage healthy, active lifestyles
- Increased interest in bike and pedestrian accommodations in the community
- Decrease traffic congestion
- Improved air quality



# Safe Routes to School

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- Yale Elementary and Richland Elementary projects were originally submitted for funding in 2007 but were not awarded a grant.
- The applications were resubmitted in 2009 and chosen by TxDOT's evaluation committee in 2010.
- How did we determine which schools to submit for SRTS funding?

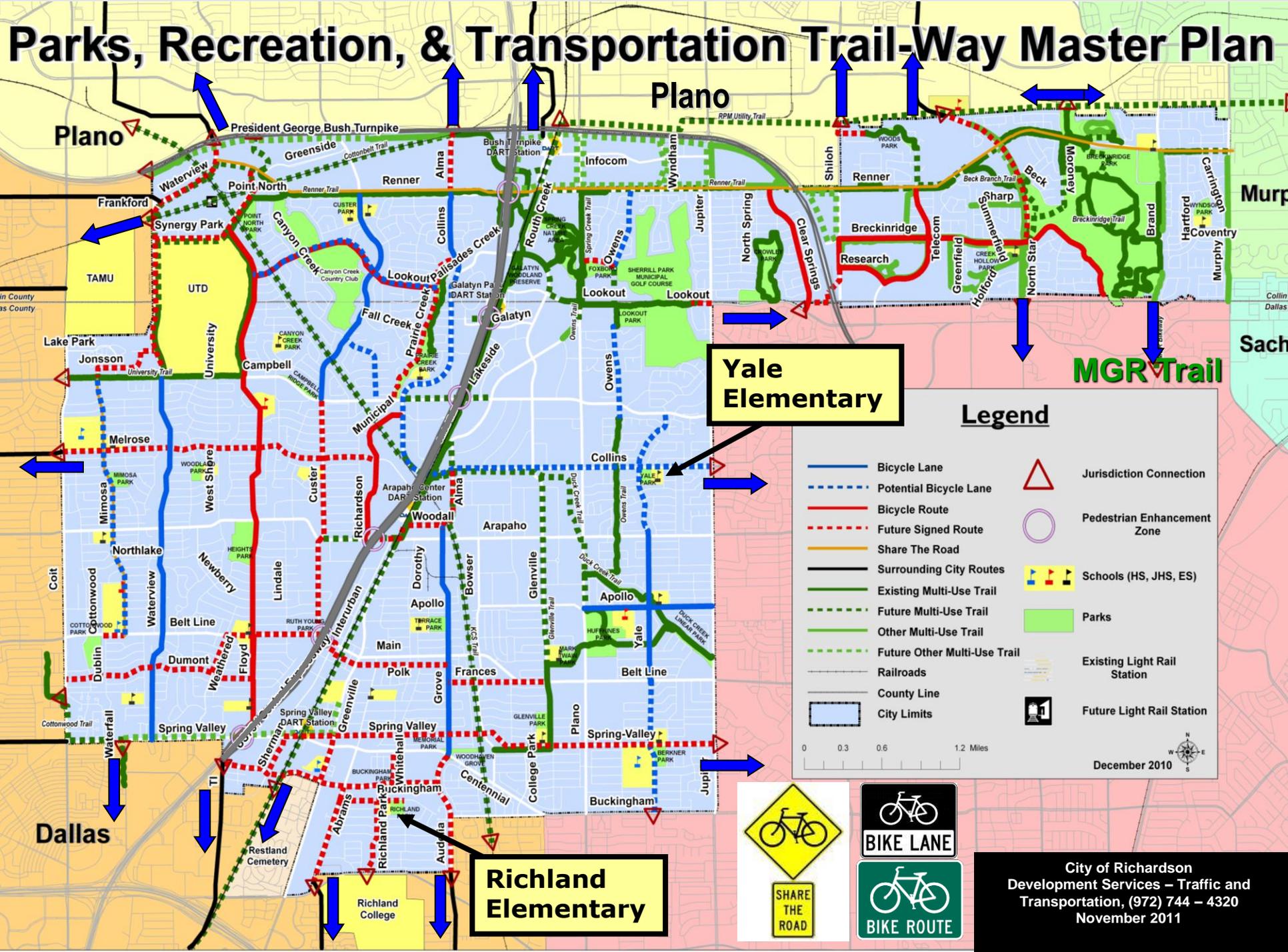


# School eligibility and needs assessment

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- ❑ City-wide inventory of barrier-free ramp and sidewalk replacement needs
- ❑ School areas not already funded through the City's 2006 bond program were further evaluated
- ❑ Coordination with RISD Administration
- ❑ Two schools were selected
- ❑ Yale and Richland Elementary
  - High density of ramp and sidewalk needs
  - Good opportunities for connecting bike lane and bike routes to schools, parks, and trails.





# Parks, Recreation, & Transportation Trail-Way Master Plan

Plano

Plano

**Yale Elementary**

**Richland Elementary**

## Legend

- Bicycle Lane
- - - Potential Bicycle Lane
- Bicycle Route
- - - Future Signed Route
- Share The Road
- Surrounding City Routes
- Existing Multi-Use Trail
- - - Future Multi-Use Trail
- - - Future Other Multi-Use Trail
- Railroads
- County Line
- City Limits
- Jurisdiction Connection
- Pedestrian Enhancement Zone
- Schools (HS, JHS, ES)
- Parks
- Existing Light Rail Station
- Future Light Rail Station

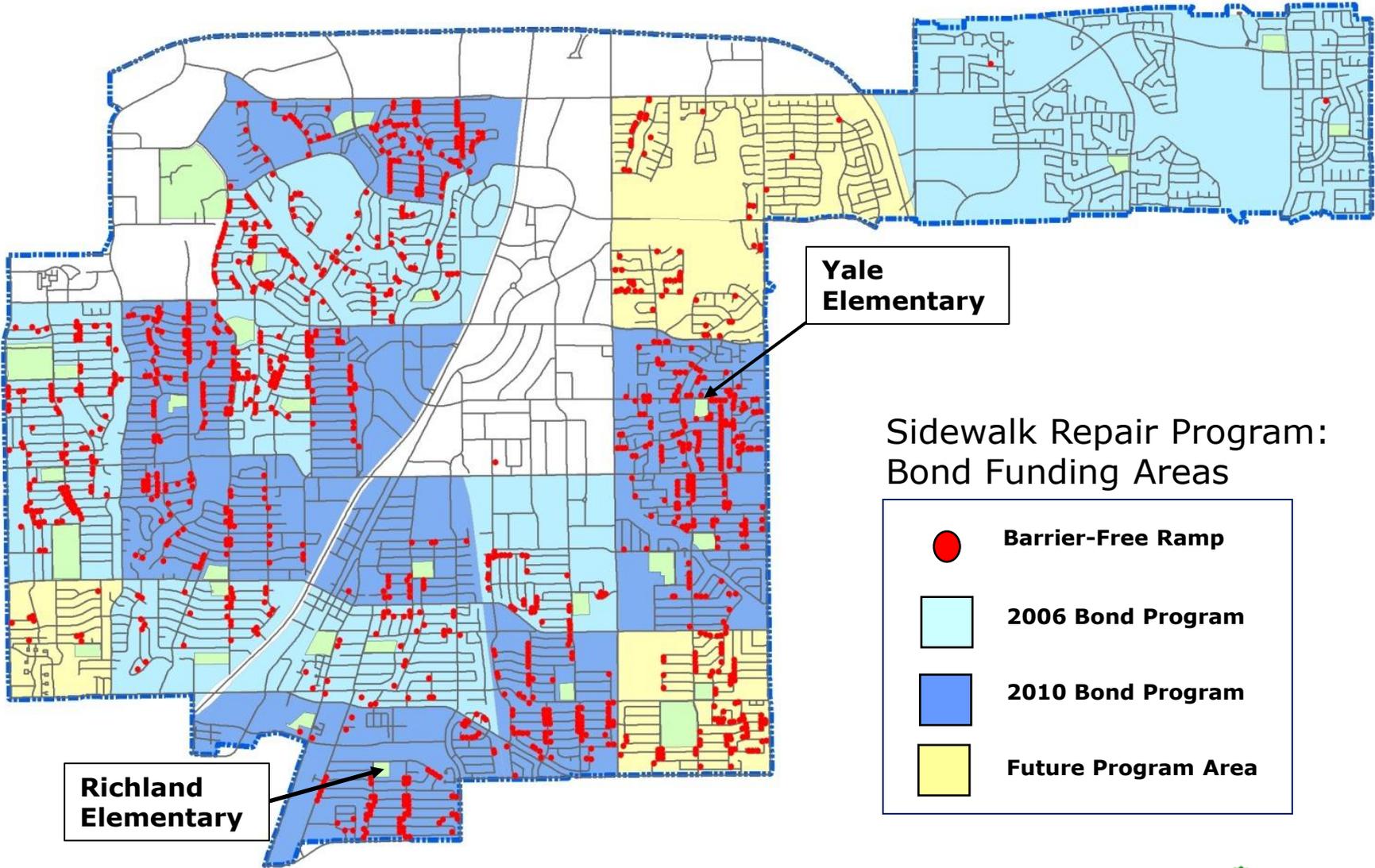
0 0.3 0.6 1.2 Miles

December 2010



City of Richardson  
 Development Services – Traffic and  
 Transportation, (972) 744 – 4320  
 November 2011

# Safe Routes to School



# Safe Routes to School

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- Included in eligible SRTS work:
  - Barrier-free curb ramps
  - Sidewalks (repairs and missing links)
  - School crosswalk and signage upgrades
  - Bike lanes
  - Bike routes



# Safe Routes to School

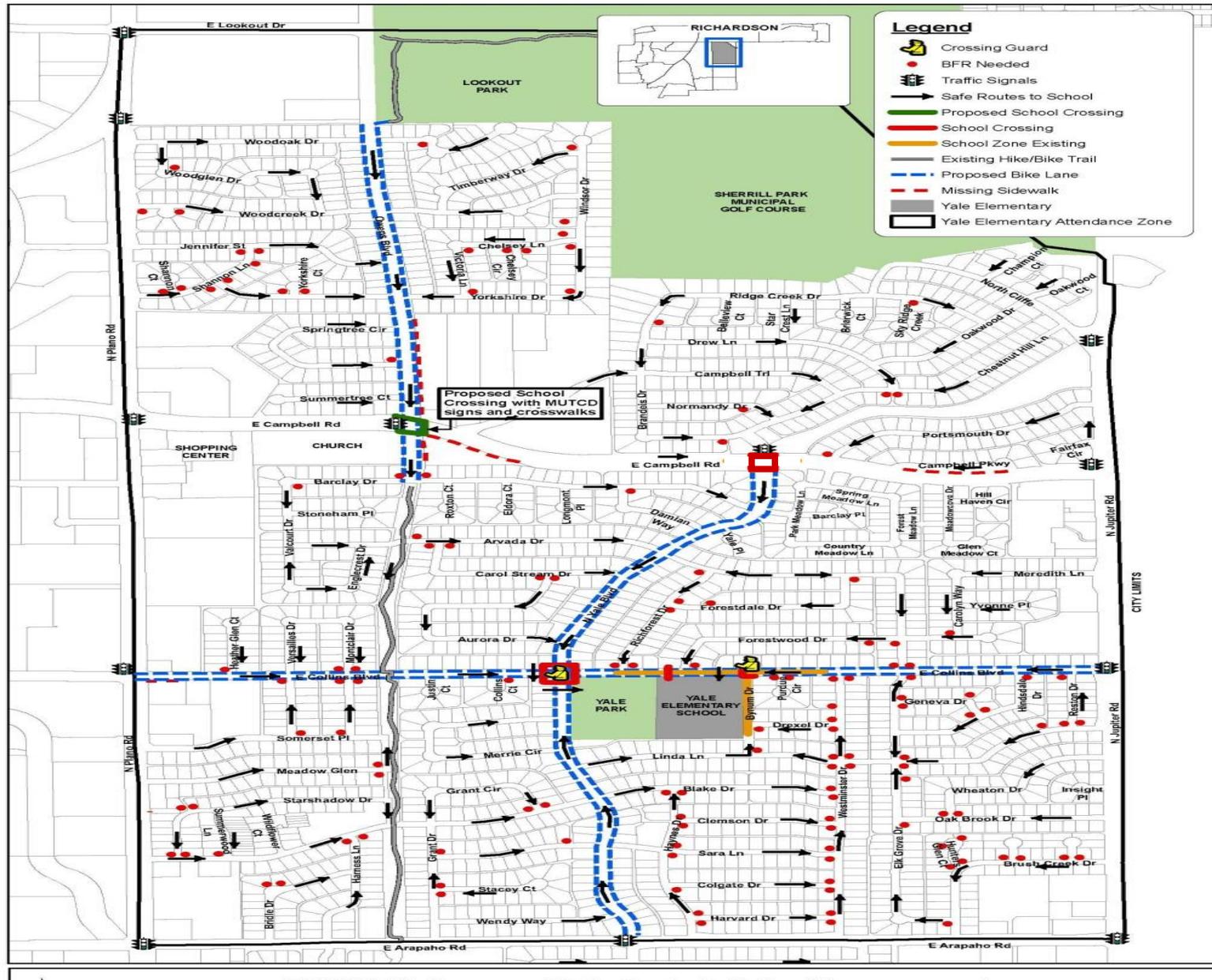
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## Project Cost

- Yale Elementary
  - \$ 553,790 total cost
  - \$ 50,000 City matching funds through in-kind labor for engineering
- Richland Elementary
  - \$ 371,682 total cost
  - \$ 25,000 City matching funds through in-kind labor for engineering
- No direct City funds required



# Yale Elementary SRTS Project





# Safe Routes to School

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## What's next?

- Execute agreements with TxDOT
  - Council Resolution on the agenda for approval at Dec. 12 meeting
- Receive TxDOT Authorization to Proceed
- Neighborhood outreach
- Coordination with schools
- Prepare plans and specifications
- Oversee and inspect construction
  - Construction anticipated in 2013



# SIGN ORDINANCE OVERVIEW AND ENHANCEMENT OPPORTUNITIES

City Council Briefing: December 5, 2011

# Introduction

- City Council 2011-13 Statement of Goals
  - *Economic Development: Ensure that development, redevelopment, and construction requirements are clearly communicated, and the City's processes and procedures are predictable, consistent, easy to understand, and timely.*

# Introduction

- ❑ Recommendations are intended to make it easier for business owners to interpret and apply sign regulations.
- ❑ The proposed enhancements also seek to address other opportunities that have developed due to changes in sign technology and construction methods as well as community trends.

# Overview of Briefing

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- ❑ Overview of existing ordinance
- ❑ Identify shortcomings of existing ordinance
- ❑ Discuss enhancement opportunities
- ❑ Outline next steps



# Overview of Existing Ordinance

# Overview of Existing Ordinance

- ❑ First adopted in 1966
- ❑ Last amended in 2004 – Exempted political signs
- ❑ Regulations organized in the following manner:
  - ❑ General regulations (9 subsections)
  - ❑ Prohibitions (12 subsections)
  - ❑ Classification (7 categories)
  - ❑ District Regulations (4 categories)

# General Regulations

- ❑ Signs shall not obstruct ingress or egress.
- ❑ Certain signs are not subject to the provisions.
- ❑ Signs shall not interfere, obstruct, or be confused with any traffic sign, signal, etc.
- ❑ Signs within 5' of street lines shall not have protruding nails, tacks or wires.
- ❑ Glass lenses are required on Gooseneck reflectors and lights to prevent glare.
- ❑ Signs are to be maintained in good condition.
- ❑ Illuminated signs must comply with the electric code and Underwriters' Laboratories requirements.

# Prohibited Signs

- Obscene, indecent, or immoral material.
- Balloons or other floating devices (except grand openings).
- Signs on public property.
- Signs excessively illuminated, animated, flashing, etc.
- Goods, wares, and merchandise.
- Cloth, paper, banner, flag, etc... suspended from any sign, building or structure (does not include legal, permitted temporary signs).
- Unshielded lighted signs within 150 feet of a residential property or within 50 feet of a public school.

# Prohibited Signs

- ❑ Signs attached to a mobile structure where the primary use of such structure is for sign purposes.
- ❑ Signs attached to a vehicle; primary use cannot be a sign, must move every 24 hours, cannot be within 20 feet from the street, and cannot contain promotional/directional information.
- ❑ A-frame signs and sandwich-board signs.
- ❑ Portable lighting such as laser lights, light displays and searchlights.
- ❑ Canopies with light transmitting through.

# Classification

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- ❑ Class 1 - Minor Signs
- ❑ Class 2 - Window Signs
- ❑ Class 3 - Traffic-Related Signs
- ❑ Class 4 - Temporary Promotional Signs
- ❑ Class 5 - Major Freestanding Signs
- ❑ Class 6 - Monument Signs
- ❑ Class 7 - Attached Signs

# Types of Minor Signs

1. Real estate signs in single family, duplex and apartment districts
2. Real estate signs in all other districts
3. Nameplates
4. Temporary political signs
5. Temporary construction signs
6. Occupational signs
7. Memorial signs or tablets
8. Flags
9. Signs hanging from a projecting structure
10. Fuel price signs
11. Temporary home builder directional signs
12. Off-premise directional real estate signs
13. Hours of operation, security information, telephone number signs
14. Public, charitable, and religious institution signs
15. Employment signs
16. Address numbers
17. Model home signs

# Regulations by Use District

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- Single-family / Duplex
- Apartment
- Office / Industrial
- Retail / Commercial

# Shortcomings of Existing Ordinance

- ❑ **Ordinance tends to be difficult for business owners and contractors to understand due to classification / use district approach**

# Concept/Plan Review Considerations

## Example

- Major Free Standing Sign
- Retail / Commercial District
- Illuminated

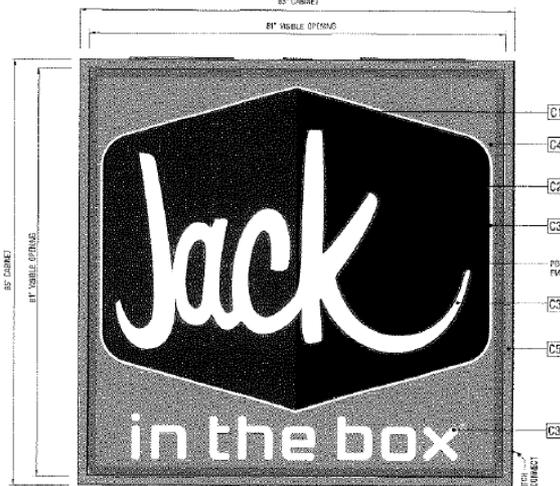
**PYLON SIGN - 7' X 7' ILLUMINATED POLYCARBONATE**



**FEDERAL HEALTH SIGN COMPANY**  
 2000 North Highway 121  
 Dallas, Texas 75239  
 (817) 455-9077 (800) 627-9455  
 Fax (817) 455-9100



FRONT VIEW



SIDE VIEW

**MATERIALS:**  
**FACE: U.V. POLYCARBONATE - EMBOSSED & PAINTED SECOND SURFACE**  
**CABINET: EXTRUDED ALUMINUM**  
**ILLUMINATION: FLUORESCENT**  
**POLE: SQUARE TUBE or STEEL PIPE**

**DEDICATED CIRCUITS**  
 120v - 20 Amp (Break Req'd) (FBI)

ALL BRANCH CIRCUITS SHALL BE DEDICATED TO SIGNS (INCLUDING GROUND AND NEUTRAL) AND SHALL NOT BE SHARED WITH OTHER LOADS

**COLOR SPECIFICATIONS**

TRANSLUCENT FACES - PAINT	
C1	Jack (Pantone 485 100-486-4 100 Pant)
C2	Jack Sign (Pantone 485 143 100 Pant)
C3	Jack Sign (Pantone 485 143 100 Pant)
C4	Jack Sign (Pantone 485 143 100 Pant)
C5	Jack Sign (Pantone 485 143 100 Pant)
CABINETS - PAINT	
C6	Jack Sign (Pantone 485 143 100 Pant)

**100A-20 AMP CIRCUIT ELECTRICAL PANEL** TO SIGN LOCATION AND THE PANEL SHALL BE 100 AMP BY SUPPLIER'S OWNERS ELECTRICAL. NUMBER OF CIRCUITS REQUIRED PER SIGN TO BE PER FEDERAL HEALTH SIGN ENGINEERING SPECIFICATION AND REQUIREMENTS.

**ALL SIGNS TO COMPLY WITH U.L.C. REQUIREMENTS AND ARTICLE 600 OF THE N.E.C. AND ALSO MEET ANY STATE AND LOCAL CODE REQUIREMENTS. THIS TO INCLUDE PROPER GROUNDING AND BONDING OF THE SIGN.**

**Standard Approvals:**  
 The sign shall be provided as per all applicable codes and regulations. All Federal Health Sign Company signs are designed to meet all applicable codes and regulations. All signs shall be provided as per all applicable codes and regulations. All signs shall be provided as per all applicable codes and regulations.

Job Number: **23-06810-10**  
 Date: **AUGUST 30, 2011**  
 Sheet Number: **23** of **23**  
 Design Number: **23-06810-10-R1**

# Design / Evaluation Criteria

- Size of sign
- Number of signs
- Location of sign
- Landscaping requirement
- Design considerations – special permitting requirements, construction standards, possible prohibited features

# Step 1 – Sign Class

## **Sec. 18-101. Class 5, Major Freestanding Signs.**

Major freestanding signs in the use districts, where permitted, require a sign permit to be issued by the chief building official prior to erection. Major freestanding signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area, and shall be constructed to receive dead load as required in the building code or other ordinances of the city. All major freestanding signs shall be placed in concrete bases or footings. Major freestanding signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces and may be supported by noncombustible material only and finished in a presentable manner; wood or nonpainted steel supports are specifically prohibited. Heavy timber and other materials may be used if approved by the chief building official. Major freestanding signs shall be protected by wheel or bumper guards when required by the building official. Major freestanding signs shall not have attached any guys or braces. Major freestanding signs must be located a minimum of 30 feet from an adjoining private property line and a minimum of 60 feet from any other sign and may not be located within 100 feet of any single-family residential zoned property. All major freestanding signs must be located on site. No permit for a major freestanding sign shall be issued unless the application therefore contains a letter of approval and request from the owner of the real property where such sign is to be constructed. No major freestanding sign shall be constructed so that the minimum clearance thereof is less than nine feet if any portion thereof overhangs a driveway, parking space, sidewalk, or other public or private right-of-way for the passage of vehicles or pedestrians. All major freestanding signs designed to be constructed at an overall height of eight feet or less from ground level shall be landscaped around the base of the sign in an area equal to four square feet for each square foot of sign and base area.

# Step 1 – Sign Class

## **Sec. 18-101. Class 5, Major Freestanding Signs.**

Specifically, major freestanding signs shall include:

1. Signs erected in apartment, office, technical office and industrial districts to identify an establishment, center, complex, occupation, district or institution. Height, area and permissible number regulations are defined in the specific use district (article IV).
2. Signs erected in retail and commercial districts to identify a center or complex or to identify a single establishment and/or advertise the occupants, services or products of a single establishment. Such signs shall be termed as “single-usage major freestanding signs.” Height, area and permissible number regulations for such signs are specified in article IV of this chapter.
3. Signs erected in retail and commercial districts to identify a center or complex or to identify multiple establishments and/or advertise multiple occupants, services or products of a center or complex. Such signs shall be termed as “multiple-usage major freestanding signs.” Height, area and permissible number regulations for such signs are specified in article IV of this chapter.
4. Signs erected in retail and commercial districts as menu boards are limited to one such sign per eating establishment with drive-through service. Height, area and permissible number regulations for such signs are specified in article IV of this chapter.
5. Signs erected in industrial districts to identify a center, complex or establishment. Height, area and permissible number regulations for such signs are specified in article IV of this chapter.

# Step 2 – District Regulations

## **Sec. 18-125. Retail, commercial districts.**

The retail and commercial use districts shall include all zoning classifications designated for local retail or commercial usage.

- (5) Class 5. Major freestanding signs shall be permitted in these districts. Single-usage major freestanding signs, as described in article III, shall not exceed a height of 20 feet and shall not exceed an area of 60 square feet. Multiple-usage major freestanding signs, as described in article III, shall not exceed a height of 20 feet and shall not exceed an area of 80 square feet. The number of signs shall be limited by the following:
- a. For sites of less than ten acres, one single-usage major freestanding sign shall be permitted.
  - b. Eating establishments with drive-through service are permitted two menu board signs per site. No menu board sign shall be (1) larger than 45 square feet; (2) more than eight feet high; and (3) located closer than 30 feet to adjacent property lines. One menu board may contain a digital display two square feet or less which may not flash, change color, or be illuminated to an intensity to cause glare or brightness to a degree that could constitute a hazard or nuisance.
  - c. For sites of ten acres, but less than 15 acres, two single-usage major freestanding signs shall be permitted or one single-usage major freestanding sign and one multiple-usage major freestanding sign shall be permitted.
  - d. For sites of 15 acres or greater, three single-usage major freestanding signs shall be permitted, or one-multiple usage major freestanding sign and two single-usage major freestanding signs shall be permitted or two multiple-usage major freestanding signs shall be permitted, providing that only one multiple-usage major freestanding sign may be located per public street frontage.
  - e. For sites exceeding 15 acres on which signs are desired in excess of the above regulations, a total sign plan for the site may be submitted to the sign control board for consideration as a variance of this chapter.

# Step 3 – Illumination

## **Sec 18-6 (7)**

All illuminated signs shall be subject to the provisions of the electrical code of the city as may be amended. In addition, all internally illuminated signs shall bear the Underwriters' Laboratories label or be build to comply with the Underwriters' Laboratories requirements.

## **Sec 18-5 (7)**

No lighted signs shall be erected within 150 feet of a residential district unless lighting is shielded from view in the direction of the residential district.

# Shortcomings of Existing Ordinance

- ❑ Ordinance tends to be difficult for business owners and contractors to understand due to classification / use district approach
- ❑ **Ordinance prescribes inconsistent regulations for the same or similar uses (churches for instance) that locate in the various use districts**

# Shortcomings of Existing Ordinance

- ❑ Ordinance tends to be difficult for business owners and contractors to understand due to classification / use district approach
- ❑ Ordinance prescribes inconsistent regulations for the same or similar uses (churches for instance) that locate in the various use districts
- ❑ **Ordinance does not include regulations for new, modern sign types or community signs**

# New Sign Types



# Community Sign Types



# Shortcomings of Existing Ordinance

- ❑ Ordinance tends to be difficult for business owners and contractors to understand due to classification / use district approach
- ❑ Ordinance prescribes inconsistent regulations for the same or similar uses (churches for instance) that locate in the various use districts
- ❑ Ordinance does not include regulations for new, modern sign types
- ❑ **Ordinance does not detail or specify how various sign elements shall be measured**

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- ❑ Ordinance tends to be difficult for business owners and contractors to understand due to classification / use district approach
- ❑ Ordinance prescribes inconsistent regulations for the same or similar uses (churches for instance) that locate in the various use districts
- ❑ Ordinance does not include regulations for new, modern sign types
- ❑ Ordinance does not detail or specify how various sign elements shall be measured
- ❑ **All variances require Sign Control Board approval**

A decorative header consisting of a blue rectangular bar on the left and an orange rectangular bar extending to the right. The text "Recommended Enhancements" is written in white on the orange bar.

# Recommended Enhancements

# Recommended Enhancements

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## **1. Organize regulations by Sign Type**

- ❑ Eliminate classification and use district sections**

# Sign Type Regulations

- Every Sign Type would include the same six elements:
  - Purpose
  - Size
  - Number
  - Location
  - Landscaping
  - Design

# Example Ordinance – Major Freestanding Signs

**Purpose:** To identify a center, complex, occupants, services, products, occupation, district, or institution.

**Size:**

- a. Apartment District: 25 square feet in area, 8 feet in height.
- b. Office, technical office, and industrial districts:
  - a. Sites less than 10 acres: 25 square feet in area, 6 feet in height.
  - b. Ten acres or more: 60 square feet in area, 20 feet in height.
- c. Retail, commercial districts: 25 square feet in area, 8 feet in height.
  - a. Single-use signs: 60 square feet in area, 20 feet in height.
  - b. Multiple-use signs: 80 square feet in area, 20 feet in height.

**Number:**

- a. Apartment District: No more than one freestanding sign per adjacent public street shall be permitted.
- b. Office, technical office, and industrial districts:
  - a. Sites less than 20 acres: one freestanding sign
  - b. Each additional 10 acres over 20: one additional freestanding sign
  - c. No more than one freestanding sign shall be permitted per industrial building per each adjacent public street.
- c. Retail, commercial districts:
  - a. Sites less than 10 acres: one single-use freestanding sign
  - b. Sites more than 10 but less than 15 acres: two single-use freestanding signs or one single-use and one multiple-use freestanding sign.
  - c. Sites more than 15 acres: three single-use freestanding signs, one multiple-use and 2 single-use freestanding signs, or two multiple-use freestanding signs. Only one multiple use freestanding sign may be located per public street frontage.

# Example Ordinance – Major Freestanding Signs

## **Location:**

- a. All major freestanding signs must be located on site.
- b. Major freestanding signs must be located a minimum of 30 feet from an adjoining private property line.
- c. Major freestanding signs must be located a minimum of 60 feet from any other sign.
- d. Major freestanding signs must be located a minimum of 100 feet from any single-family residential zoned property.
- e. Lighted signs must be located a minimum of 150 feet from a residential property line.

## **Landscaping:**

All major freestanding signs designed to be constructed at an overall height of eight feet or less from ground level shall be landscaped around the base of the sign in an area equal to four square feet for each square foot of sign and base area.

## **Design:**

- a. Major freestanding signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area.
- b. All major freestanding signs shall be placed in concrete bases or footings.
- c. Major freestanding signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces and may be supported by noncombustible material only and finished in a presentable manner; wood or nonpainted steel supports are specifically prohibited.

# Recommended Enhancements



1. Organize regulations by Sign Type
  - Eliminate classification and use district sections
2. **Include new Sign Types currently not addressed by existing ordinance.**

# Recommended Enhancements

1. Organize regulations by Sign Type
  - ❑ Eliminate classification and use district regulations
2. Include new Sign Types currently not addressed by existing ordinance.
3. **Adopt an appendix to include supporting material (pictures, diagrams, etc.)**

# Recommended Enhancements



Merchandise or Display Sign



Mobile Advertisement Sign



Monument Sign



Moving Sign



Open House Sign



Pennant



Pole Sign



Political Sign



Portable Sign



Project Development Sign



Residential Real Estate Sign



Revolving Sign



Roof Sign



Secondary Road Sign



Scoreboard



Searchlight



Snipe/Bandit Sign



Temporary Religious Sign



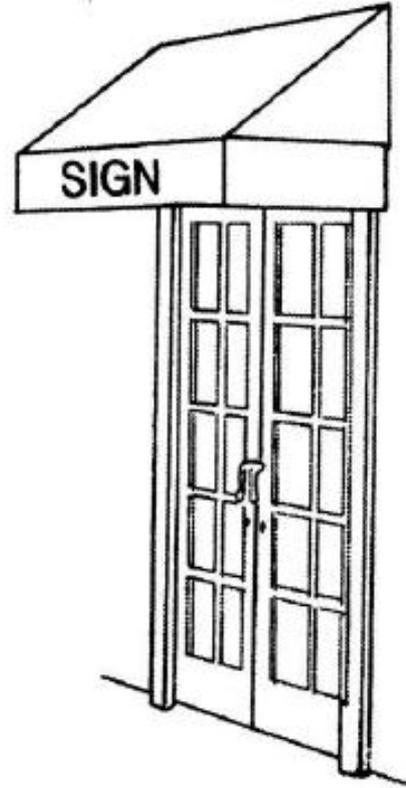
V-Shaped Sign



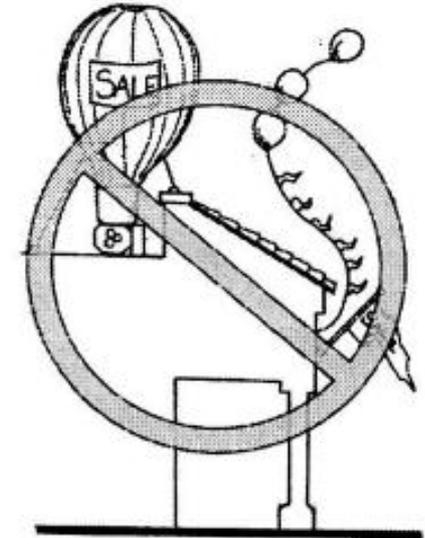
Vehicle Sign



Vehicle Sign

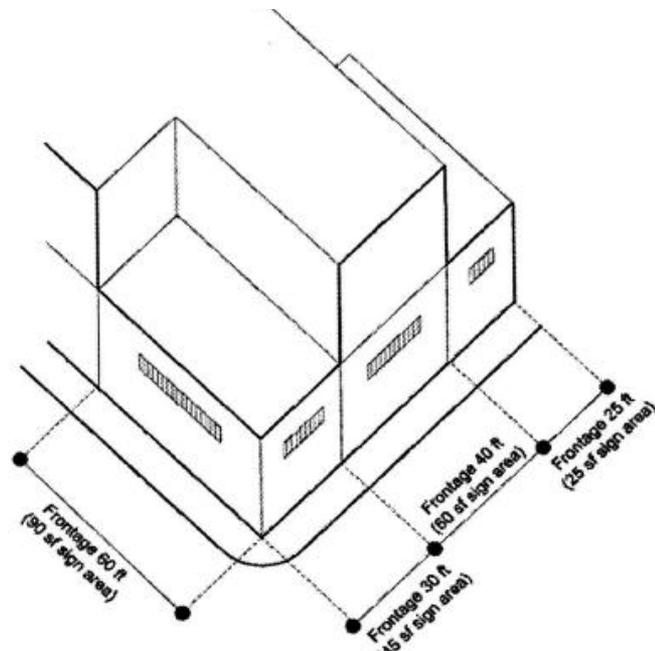
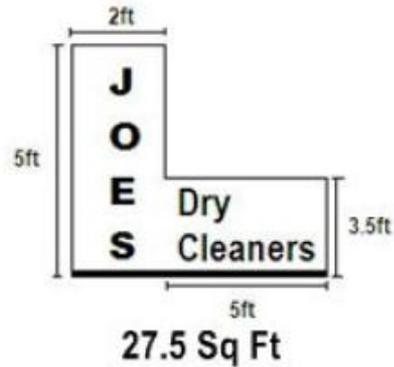
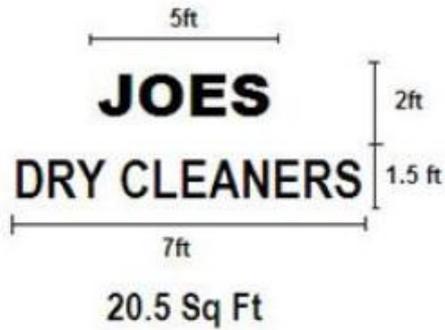


Awning Sign

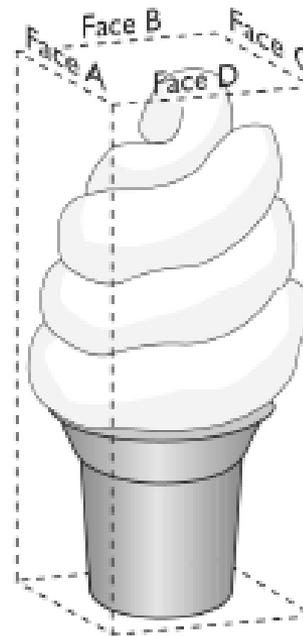


Windblown Devices

# Recommended Enhancements



Permanent Non-Residential Signs



Total sign area = Sum of all vertical sign faces of smallest cube encompassing the sign.

# Recommended Enhancements

1. Organize regulations by Sign Type
  - ❑ Eliminate classification and use district regulations
2. Include new Sign Types currently not addressed by existing ordinance.
3. Adopt an appendix to include supporting material (pictures, diagrams, etc.)
4. **Create minor and major variance classifications**

# Recommended Enhancements

- Minor Modification – Insignificant differences; meet intent and goals of ordinance
  - May be approved administratively by Chief Building Official
  
- Major Modification – Significant changes; unclear if meet intent and goals of ordinance
  - Must be approved by Sign Control Board of Adjustment

# Next Steps

- Accept City Council feedback regarding recommended organization strategy
- Begin working with Sign Control Board on preparing a draft ordinance
  - Include partners such as the Chamber of Commerce, to make certain business and community concerns and needs are addressed
- Bring draft ordinance back to City Council in Spring of 2012 for further consideration / action