



Sign Ordinance Amendments

City Council
August 21, 2012

Sign Ordinance Amendments

- ❑ The City of McKinney is looking to make amendments to Chapter 134 of the Code of Ordinances.
- ❑ The City Council discussed potential amendments at a work session held on April 23rd and August 6th of this year.
- ❑ Development Services staff has held focus group meetings with the following groups to discuss the proposed amendments:
 - ❑ Business Retention and Expansion Program (BREP)
 - ❑ Chamber of Commerce
 - ❑ Homeowners

Purpose of sign regulation

- ❑ The intent of the McKinney Sign Ordinance is to establish regulations governing the display of signs and in part to achieve the following:
 - ❑ **Safety.** To promote the safety of persons and property.
 - ❑ **Communications efficiency.** To enhance the economy and the business and industry of the city by promoting the reasonable, orderly and effective display of signs and thereby encourage increased communication with the public.
 - ❑ **Environment quality and preservation.** To protect the public welfare and to enhance the appearance and economic value of the landscape.



Proposed Amendments

- ❑ The proposed amendments address issues that are either the source of applicant complaints or have been identified by staff as confusing and/or difficult to enforce.
- ❑ It is important to retain a balance between the *safety, communications efficiency, and environmental quality and preservation* when discussing possible amendments to the City's signage standards.
- ❑ When considering potential amendments staff has also compared the proposed standards with our neighboring communities to ensure that we are not placing any undue burden on the business community.

Temporary Construction Signage

- ❑ Business owners along segments of roadways under construction have expressed concerns about visibility and access.
- ❑ The proposed amendment would add a section titled “Temporary directional signs during street construction” that will permit, and provide standards for, signs alerting drivers to entrances to commercial properties.



Height of Pole Signs Along Freeways

- ❑ The existing ordinance allows a maximum height of 35 feet for pole signs on sites fronting on a freeway.
- ❑ Staff compared McKinney's standard with our neighboring cities and found the following:
 - ❑ Frisco - 16 feet
 - ❑ Plano - 40 feet
 - ❑ Allen - 40 feet
- ❑ Staff's recommendation is to allow up to 40 feet in height in order to be consistent along the US 75 corridor.



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Pole signs on major thoroughfares

- ❑ The City of McKinney currently restricts pole signs to the following thoroughfares:
 - ❑ US 75
 - ❑ SH 121
 - ❑ Louisiana/Virginia St., between US 75 and Wilson Creek Blvd
 - ❑ McDonald St., between Dorsey St. and University Dr.
 - ❑ Tennessee St., between Midway St. and University Dr.
 - ❑ University Dr., between US 75 and McDonald St.

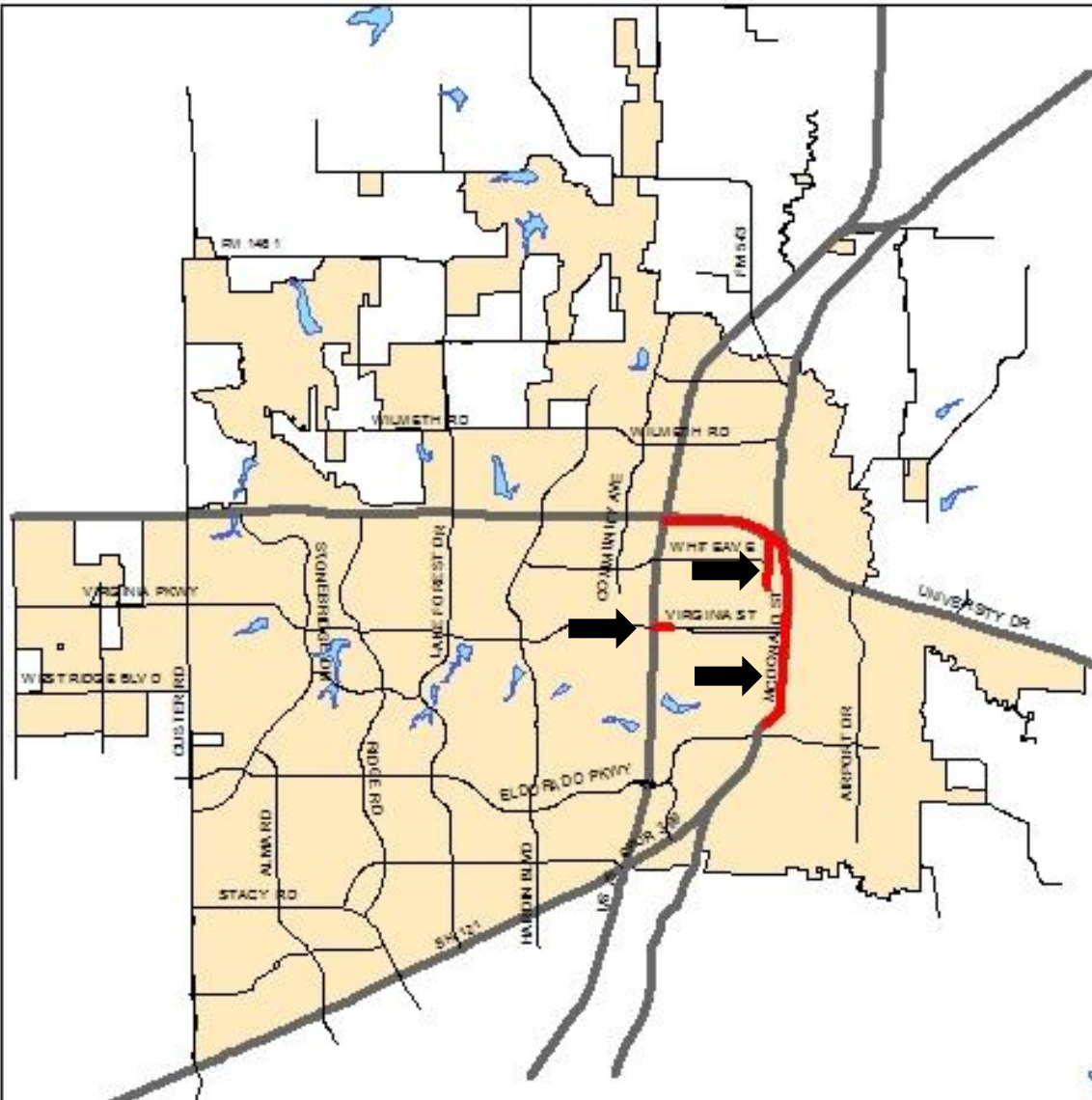


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Pole signs on major thoroughfares

- The proposed amendments would no longer permit pole signs on:
 - Louisiana/Virginia
 - McDonald
 - Tennessee



Electric Message Signs

- ❑ The existing ordinance limits electric message boards to 20 square feet and prohibits moving, flashing and intermittently lighted signs.
- ❑ The proposed amendments include the following:
 - ❑ Requires static images for a minimum 8 seconds
 - ❑ Animated, flashing, blinking, fading and scrolling images would be prohibited
 - ❑ Requires automatic dimming of images based on ambient light.
 - ❑ Limits brightness of image to 0.3 footcandles as measured at 45 feet from sign.



Multi-tenant Sign

- The existing ordinance limits the percentage of a multi-tenant sign that can be devoted to the directory or listing of businesses.
- This standard places limitations on applicants but does not seem to provide any benefit
- Other cities researched do not have a similar limitation
- Staff is recommending to eliminate this requirement



Projecting Signs

- A projecting sign is a sign attached to a building or extending, in whole or in part, 12 inches or more perpendicular to the surface of the building.
- The City of McKinney currently allows projecting signs in the CHD for businesses on Louisiana, Virginia, Tennessee and Kentucky Streets that do not face onto the McKinney Downtown Square.
- Staff proposes to allow such signs on the square as well as elsewhere in the community.



Billboards

- ❑ The existing ordinance limits the height of billboards to 35 feet, which is measured from the level of the street or road upon which the sign faces, or above natural ground level if such ground level is above the street.
- ❑ The proposed amendment would prohibit any new billboards within the city.
- ❑ Existing billboards along freeways would be allowed to increase their height to 40 feet (same as on premises signs) and their area from 288 square feet to 300 square feet.



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Grand Opening Signage

- ❑ The existing ordinance allows for display of a single grand opening banner for a period of 30 days.
 - ❑ Food service businesses are limited to 25 square feet
 - ❑ Other businesses are limited to 50 square feet
- ❑ The proposed amendment would allow businesses to use a full grand opening sign package for a period of 7 days.
 - ❑ The package may include banners, balloons, pennants and wind driven signs.
 - ❑ Each site would be limited to 2 feather flags.



Residential Open House

- ❑ The existing ordinance permits residential open house signs to be placed on the property for sale.
- ❑ The proposed amendment would permit the on-site sign and one off-site sign at the entrance to the subdivision, with consent of the property owner or HOA, if the property is owned by the HOA.
 - ❑ Signs would be permitted one hour before the event and two hours after.
 - ❑ The Homeowner focus group felt strongly that the City should not permit off-site open house signs. This direction is in direct opposition to the Chamber focus group.



Other Amendments

- ❑ Temporary signs for charitable, educational or religious events
 - ❑ Currently allowed 21 days prior to event
 - ❑ Increase size of sign from 24 to 32 square feet
 - ❑ Allow feather flags
- ❑ Temporary religious services signs
 - ❑ Provides signage guidelines for religious services in schools or other temporary locations
- ❑ Materials for monument/ground signs
 - ❑ Require detached ground signs to be framed with materials match or compliment the primary structure
- ❑ Human signs
 - ❑ Clarification on where permitted



Other Amendments

- ❑ Vehicular signs
 - ❑ Primary use of vehicle cannot be as a sign (must have actual transportation purpose)
 - ❑ Require that vehicles used for signage be operable and currently registered
- ❑ Mobile billboards
 - ❑ Prohibit from being parked or stationed on any property
- ❑ Directional Kiosk
 - ❑ Allow for directional kiosks within shopping centers, business parks or medical centers



"DRAWS ATTENTION TO A MESSAGE BRINGING IT DIRECTLY TO THE CONSUMER"



Town Center Study

- ❑ Several changes to the City's sign standards will also be included in the Town Center Study, including:
 - ❑ Simplification of standards and inclusion of improved graphics
 - ❑ Expand CHD related standards to a larger geographic area
 - ❑ Prohibit pole signs in all MTC character districts
 - ❑ Prohibit monument signs in certain MTC districts
 - ❑ Allow building mounted signs to be above second-story windows
 - ❑ Clarify what constitutes a sign on awnings and canopies
 - ❑ Clarify sign options for upper floor tenants