

# Sign Code Amendment

20-0014M

# Amendments Overview

- **Sign Code Amendments**

- Removing content-based regulations
- Format: reorganization and addition of graphics
- Updated variance/meritorious exception process

# Remove Content Based Regulations

- Revised language and definitions
- Updated standards

## Example:

### Current:

(3) *Signs interfering with traffic.* Signs that imitate an official traffic sign or signal, or which contain the words "stop," "go slow," "caution," "danger," "warning" or similar words used on official traffic signs or signals. Signs which are of a size, location, movement, content, coloring or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal, or which obstruct the view in any direction at a street or road intersection.

### Proposed:

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**(c) Signs Interfering with Traffic<sup>5</sup>**

Any sign that imitates an official traffic sign or signal. Any sign that is of a size, location, movement, coloring, or manner of illumination that may be confused with or construed as a traffic control device; or that hides from view any traffic or street sign or signal; or that obstructs the view in any direction at a street or road intersection.

# Reorganization of Sections

## Current:

### ▪ **Table of contents**

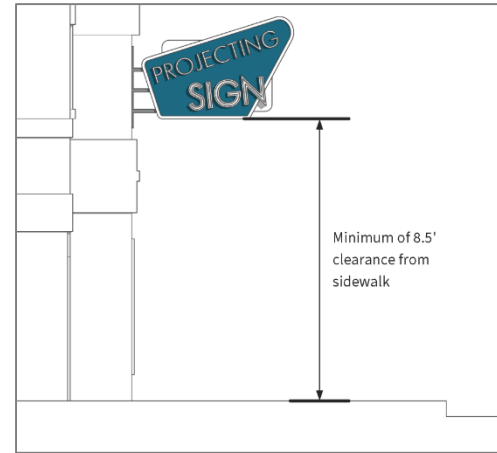
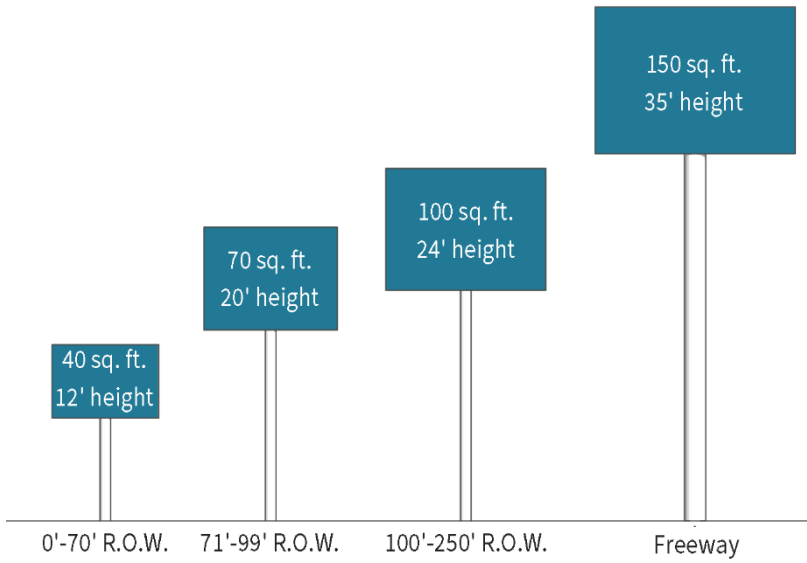
- 134-1 Purpose
- 134-2 Administration
- 134-3 Permit; Penalty for violation of chapter
- 134-4 Definitions
- 134-5 Prohibited signage
- 134-6 All zoning districts
- 134-7 Business and agricultural zoning districts
- 134-8 Nonbusiness zoning districts
- 134-9 MTC – McKinney Town Center zoning district
- 134-10 Multiple-building lot coordinated signage
- 134-11 Nonconforming signs; removal of signs by city; exceptions; variances

## Proposed:

### ▪ **Table of contents**

- 134-1 Purpose and Intent
- 134-2 Authority and Jurisdiction
- 134-3 **General Procedures**
- 134-4 Removal of Certain Signs
- 134-5 Exemptions, Exceptions and Appeals
- 134-6 Prohibited Signage
- 134-7 **General Sign Standards**
- 134-8 **Permitted Signs**
- 134-9 **Temporary Signs**
- 134-10 MTC – McKinney Town Center zoning district
- 134-11 **Comprehensive Sign Package**
- 134-12 Nonconforming Signs
- 134-13 **Definitions**

# Added Graphics



# Variance Process

- **Variance** – a process where an applicant can ask for relieve from the technical requirements (height, size, etc.) of the ordinance.

|          | Current   | Proposed  |
|----------|---|---|
| Variance | <ul style="list-style-type: none"><li>○ Apply for sign permit</li><li>○ Staff consideration and action</li><li>○ Appealed to City Council</li></ul> | <ul style="list-style-type: none"><li>○ Apply for sign permit</li><li>○ Staff consideration and action</li><li>○ Appealed to:<ul style="list-style-type: none"><li>• <b>Sign Board (BOA) or</b></li><li>• <b>City Council (content-based appeals)</b></li></ul></li></ul> |

# Meritorious Exception Process

- **Meritorious Exception** – process by which an applicant can propose an innovative sign for an appropriate site or location.

|                       | Current   | Proposed  |
|-----------------------|---|---|
| Meritorious Exception | <ul style="list-style-type: none"><li>○ Apply for meritorious exception</li><li>○ Staff review and recommendation</li><li>○ City Council consideration &amp; action</li></ul> | <ul style="list-style-type: none"><li>○ Apply for meritorious exception</li><li>○ <b>Staff consideration and action</b></li><li>○ <b>Appeal to Sign Board (BOA)</b></li></ul> |

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Questions?



