CASE:
Sign Amendments to the CC, Center City and COM1, Commercial Street and College Street area.

STAFF:
Harlan Hill, Director of Building Development Services 864-1061

STAFF RECOMMENDATIONS:
Approve

PROPOSED MOTION:
Move to approve the proposed amendments to the Zoning Ordinance as submitted in the staff report

SUMMARY OF REQUEST:
An amendment to Chapter 36 of the City Code, Article III, ‘Zoning Regulations,’ Division 5, Supplemental District Regulations,’ section 36-454 subsection (17) (a) 8.; for the purpose of modifying the City’s sign regulations to increase the authorized size of projecting signs in the Center City (CC) and Commercial Street (COM1) zoning districts and along College Street between Grant and Nettleton Avenue from 20 square feet to 30 square feet.

FINDINGS FOR STAFF RECOMMENDATION:

1. The Growth Management and Land Use Element of the Comprehensive Plan encourages innovative development and redevelopment through the use of incentives and appropriate regulations, to achieve desired residential and nonresidential development patterns

2. The proposed amendment will modify the current requirements to increase a projection sign from 20 square feet to 30 square feet in size which meets the provisions for projecting over public right-of-way. These provisions are that; no sign other than a government sign or a neighborhood identification sign reviewed and approved by the director of public works shall be allowed within or over public property or right-of-way. No such signs are allowed in the right-of-way of any thoroughfare designated as a part of the Federal Aid Urban (FAU) system. When the building is located on or within three feet of the right-of-way line and the director of public works grants consent, signs may project into the right-of-way as follows: 1. A horizontal separation of two feet from the inside curb line
to the closest edge of the sign shall be maintained. 2. The sign shall be at least ten feet above the highest level of the ground under the sign’s lowest point. 3. A license agreement shall be executed between the sign owner and/or the property owner and the City of Springfield.

3. The proposed increase is consistent with Springfield’s peer cities as researched by Building Development Services.
COMPATIBILITY WITH COMPREHENSIVE PLAN:

The Growth Management and Land Use Element of the Comprehensive Plan encourages innovative development and redevelopment through the use of incentives and appropriate regulations, to achieve desired residential and nonresidential development patterns.

The Community Physical Image and Character Element of the Comprehensive Plan takes into account that advertising by signage is a means of local business and property owner income but encourages improving visual appearances of urban areas by taking steps to reduce visual blight caused by signs.

SUMMARY OF PROPOSED TEXT AMENDMENT:

1. The attached draft Ordinance was reviewed by the Plans and Policies Committee on May 23, 2019. The Committee moved to forward the Ordinance to the full Council after review by the Planning and Zoning Commission.

2. The current sign ordinance allows a maximum of 20 square feet in size for a projecting sign over a public right-of-way. Building Development Services has researched other cities and the proposed increase to 30 square feet is the standard for Springfield’s peer cities. The provisions contained within this ordinance do not excessively and unnecessarily increase construction costs; do not restrict the use of new materials, productions, or methods of construction; and, do not give preferential treatment to particular types or classes of materials, products, or methods of construction.

3. The Building Development Services Department has met with representatives of the Downtown Springfield Association requesting the proposed changes to the sign ordinance.

4. Before an amendment shall be approved by ordinance, the Planning and Zoning Commission shall have first had a public hearing regarding the proposed amendment and made an official report to the City Council regarding the Planning and Zoning Commission’s recommendation regarding said amendment. Once the Planning and Zoning Commission has made its official report, any further review by the Planning and Zoning Commission shall not be required unless City Council elects to refer a matter back to the Planning and Zoning Commission for further review.

STAFF COMMENTS:

Staff requests that Commission approve amendments to the Zoning Ordinance of the city code as specified.

PUBLIC COMMENTS:

The Development Issues Input Group (DIIG), Downtown Springfield Association (DSA), Commercial Club and all Registered Neighborhood Associations were notified of these amendments and public hearing dates.
ATTACHMENT 1
DEPARTMENT COMMENTS

BUILDING DEVELOPMENT SERVICES COMMENTS:
No issues

CITY UTILITIES COMMENTS:
No issues

CLEAN WATER SERVICES DIVISION COMMENTS:
No issues

FIRE DEPARTMENT COMMENTS:
No issues

PUBLIC WORKS STORMWATER DIVISION COMMENTS:
No issues

PUBLIC WORKS TRAFFIC DIVISION COMMENTS:
No issues
Sec. 36-454. – Signs.

(17) (a) 8. In the center city (CC) and Commercial Street (COM1) zoning districts and along College Street between Grant and Nettleton Avenue, each premises which has multiple businesses located on the ground floor with direct exterior public access shall be allowed a projecting sign not to exceed ten square feet in size per business, provided it meets the provisions of subsection (3)(b) regardless of detached signs that are allowed on the premises. If the premises consists of only one business located on the ground floor with direct public access, a projection sign not to exceed 30 20 square feet in size shall be permitted. The minimum clearance shall be ten feet above the highest level of the ground below the sign.