



Legislation Text

File #: 23-0506, Version: 1

CITY COUNCIL AGENDA ITEM

ACTION REQUESTED:

Adopt the resolution authorizing approval of certain relief from Section 6-16-5 related to the Ogden Avenue Pole Sign Grant Program

DEPARTMENT: Transportation, Engineering and Development

SUBMITTED BY: Gabrielle Mattingly, AICP

BOARD/COMMISSION REVIEW:

N/A

BACKGROUND:

Ordinance History

Pole signs are defined as a type of ground sign which is supported by a pole structure extended from the ground. While pole signs have largely been prohibited in the City since the early 2000s, an exception was created for Ogden Avenue whereby pole signs remained a permitted improvement. However, in 2008, new pole signs were prohibited Citywide by code amendment, including along Ogden Avenue, and all pole signs in existence at the time were deemed existing non-conforming structures.

Adopted Incentives to Remove Pole Signs

While pole signs have been prohibited along Ogden Avenue since 2008, approximately 49 existing non-conforming pole signs were identified along the East Ogden Avenue corridor in 2018.

In 2018, the City Council discussed incentives to eliminate pole signs along the East Ogden Avenue corridor (from Washington Street to the City's eastern boundary). Based on general support for incentives to encourage the voluntary removal of non-conforming pole signs along the corridor, the City Council approved \$30,000 in funding in the 2019 budget to create an Ogden Avenue Pole Sign Replacement Grant Program. Additionally, at the June 4, 2019 meeting, the City Council passed resolution 19-024 granting authority to the Zoning Administrator to administratively approve relief from Section 6-16-5 (Signs on Commercial and Institutional Property) for all sign projects submitted along the East Ogden Avenue Corridor that include the voluntary removal of non-conforming pole signs.

Staff has continued to include funding in the annual budget to support the Ogden Avenue Pole Sign Replacement Grant Program. However, the adopted resolution (Resolution 19-024) expired on December 31, 2022.

Staff is seeking approval of a new resolution which provides the same allowances approved by

Resolution 19-024. Staff proposes this resolution be effective through December 31, 2028.

DISCUSSION:

Many properties along the East Ogden Corridor will not be able to site a monument sign on their property in compliance with all code requirements based on limited existing setbacks between the parking lot and the property line, limited property depth, existing lot widths which may not meet code minimums for a monument sign, and inability to meet the required setback from the interior property lines. Requiring a variance to replace a pole sign with a monument sign can be costly and time-consuming, thereby potentially deterring a property owner from making the request.

Due to the site restrictions noted above, the City Council adopted a resolution which granted the Zoning Administrator the authority to administratively approve certain variance requests such as: reducing the lot frontage or setbacks required for a monument sign, permitting a larger sign area for new monument signs, and permitting additional wall signage if space is not available to locate a new monument sign. However, the approved resolution expired on December 31, 2022. Staff is seeking approval of a new resolution which provides the same allowances.

Since adoption of the Ogden Avenue Pole Sign Grant Program and Resolution 19-024, staff has worked closely with property owners along the corridor to remove existing non-conforming pole signs. The removal of such signs has largely been triggered by new development along the corridor or through sign permit submittals for replacement of dilapidated pole signs. To date, several properties have sought relief through the administrative waivers granted by Resolution 19-024 and one grant has been approved for the amount of \$10,000 for the property located at 909 E. Ogden Avenue.

Should the proposed resolution be adopted, sign projects submitted along the Corridor that include the voluntary removal of non-conforming pole signs located along east Ogden Avenue (even if they are not participating in the grant program) would benefit from the administrative waivers through December 31, 2028. Approval of the proposed resolution will continue to incentivize property owners to replace existing non-conforming pole signs along the corridor.

FISCAL IMPACT:

\$30,000 (Operating Budget)