

Proposed Lawrence Sign Code – Major Changes from Current Code (5-23-17)

Background

In May 2016, after discussions about possible sign code amendments that could benefit both the business community and the City of Lawrence, the City Commission authorized City staff to initiate a review of the City's sign code. However, soon after initiating discussions with stakeholders, it became evident that a landmark 2015 U.S. Supreme Court decision regarding day-to-day regulation of signs, *Reed v. Town of Gilbert, AZ* ("*Reed v. Gilbert*"), and subsequent related court rulings, compelled Lawrence to completely rewrite its sign code. Because of *Reed v. Gilbert*, the proposed code does not regulate permanent or temporary signs based on message content of a sign (e.g., no references to, or regulations based on sign message, such as "real estate", "political", "gas and fuel sales pricing", "development", "area marker", "time and temperature", etc.), except for a few exceptions noted in *Reed v. Gilbert* (certain governmental signs, traffic control signs and on-premise/off-premise commercial speech signs). The *Reed v. Gilbert* decision also made it much more challenging to prohibit changeable electronic message center (EMC) signs (often called changeable digital or LED signs) if a community had previously allowed them in some form (Lawrence has allowed EMC signs to display "time/temperature" and "gas/fuel pricing" for years).

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- 1. Primary focus of sign regulation is based on zoning, land use or lot conditions rather than on message content.** In the proposed sign code, both permanent and temporary signs are regulated in a content-neutral manner with regulations distinguished not by business, service, product, issue or ideology (content-based), but by zoning districts, land use "character" districts (such as "historic districts"), zoning land use classifications or special lot conditions. The proposed code sets forth sign allowances (maximum number, individual sign area, total sign area, height, etc.) by sign type in 3 broad "groups" of zoning district classifications (based on intensity of allowed land uses in each zoning district) for various sign type categories (e.g., permanent freestanding monument, wall, pedestrian and internal ground signs; and temporary signs) in a single code section and table rather than within 18 separate sections as in the current sign code. Changes proposed for each of the 3 zoning district "groups" are summarized below in Item 5.
- 2. Significantly expanded definitions/sign types.** The proposed sign code has 71 definitions; current code has 26. Many current definitions are clarified and/or expanded. New definitions are added for sign types mentioned in current code but not defined, and for sign types previously interpreted to be "similar" to other defined sign types. Fifteen new definitions relate to changeable electronic message center (EMC) signs, which would be generally allowed in the proposed code. Sign definitions and sign types are structured to avoid regulation of signs (number of signs, maximum individual sign size, maximum sign height, maximum total sign area for all signs, etc.) based on message content (in accordance with *Reed v. Gilbert*); unlike the current sign code, the proposed code DOES NOT define or categorize by message content (no references to "real estate signs", "area identification markers", "political signs", "gas/fuel sales pricing signs", "time/temperature signs", "occupational signs denoting an occupant in a building", "professional name plate signs" or "bulletin board sign for public, charitable or religious institutions").
- 3. Electronic message center signs (EMCs) are generally allowed.** EMCs are allowed for many types of permanent signs in the proposed sign code. Permit applications for EMCs would require: (1) sign manufacturer specifications providing maximum brightness rating; (2) information on type of dimming control/s provided to ensure appropriate dimming at night/darker conditions (e.g., dusk to dawn); and (3) a signed statement from the property or business owner agreeing to abide by regulations governing sign brightness/dimming and EMC operation. Other proposed requirements include: (1) are limited to one per lot street frontage; (2) EMCs are limited to permanent freestanding monument signs, wall signs, interior EMC window signs not exceeding a total of twelve square feet and

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permanent internal ground signs serving drive-through facilities; (3) EMC sign faces must be set back at least 200 feet from any adjacent residentially zoned lot as measured perpendicularly from the sign face, and at least 100 feet from any adjacent residentially zoned lot as measured parallel to the closest edge of the sign; (4) EMCs as allowed for certain non-residential land uses in residential and office zoning districts cannot be operated between the hours of 10:00 PM and 7:00 AM; (5) EMCs are limited to no more than 50% of allowed individual permanent freestanding monument area and no more than 20% of allowed wall sign area; (6) required automatic dimming controls must limit illumination to no more than 0.3 foot-candles relative to ambient light (generally, between dusk and dawn); (7) only static display of messages is allowed with at least three seconds between message changes; and (8) messages can only be changed through dissolving or fading transition methods - no scrolling, travelling, flashing or animated transitions would be allowed.

4. Temporary sign regulations are greatly modified. Because temporary signs can no longer be regulated based on message content, significant changes from the current code are necessary. Temporary signs would be regulated based on zoning district, zoning land use or special lot conditions without direct reference to the message of the sign (except for obscene matter); therefore, there will no longer be different temporary sign size, height or number allowances based on a sign's message. Generally, the proposed code provides greater flexibility and discretion to property owners and businesses for temporary signs, as follows.

- For lots in residential and office zoning districts (see Group 1 zoning districts in Item 5).
Temporary signs meeting size, height and number allowances are exempt from permitting and maximum display time per calendar year. Generally, residential land-use lots would be allowed up to 3 temporary signs (or up to 4 for corner lots) at the same time, with no sign exceeding 8 sq. ft. in area and 4' in height, and the total area of all signs not exceeding 16 sq. ft. Allowed non-residential land-use lots would be allowed to have somewhat larger and taller temporary signs. "Feather signs" would not be allowed in these zoning districts.

Signs placed on a lot for 50 days prior to and 10 days after the date of a political election, referendum or ballot measure are exempt from the limit on number of signs.

- For lots in commercial, downtown and industrial zoning districts (see Group 2 and Group 3 districts in Item 5).
 - Maximum display time per calendar year would be increased from 30 days to 45 days for each individual business or tenant space, which could be divided into multiple shorter periods during the year (e.g., three separate 15-day periods). Current code allows only one maximum 30-day permit for a single sign per calendar year for each business or tenant space. Maximum size of any individual temporary sign would be 32 sq. ft., and the maximum height of freestanding temporary signs would be 9 ft. The maximum number of signs allowed and the maximum total area of all temporary signs allowed on a lot at the same time would be as follows.
 - Single tenant lots: Maximum of 2 signs on lots with single street frontage; maximum of 3 signs on lots with multiple street frontages (maximum of 2 signs on any street frontage). Maximum total allowed sign area of 64 sq. ft.
 - Multi-tenant lots: Maximum of 1 sign for each tenant space; maximum of 4 signs on lots with single street frontage; maximum of 6 signs on lots with multiple street frontages (maximum of 4 signs on any street frontage). Maximum total allowed sign area of 96 sq. ft.
 - Permits for temporary signs would be required, except for signs specifically exempted from permit as follows.

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- Temporary signs placed on lots for sale or for lease, provided they meet other specified temporary sign maximum area and height limitations. Such signs would not count toward maximum allowed temporary sign display time per calendar year or maximum allowed total temporary sign area.
- Temporary signs not exceeding 8 sq. ft. placed on lots for 50 days prior to and 10 days after the date of a political election, referendum or ballot measure. Such signs would not count toward the maximum allowed temporary sign display time per calendar year.
- Temporary signs installed in place of otherwise allowable permanent signs (meeting maximum area and height allowances) on a lot where a new building or tenant space is under construction may remain on the lot during the period of new building or tenant space construction (these are called “temporary development signs” in current code).
- Temporary “Minor Signs”, as defined in proposed code (4 sq. ft. or less and intended to convey messages to internal users of the site, and generally not visible from or intended to convey messages to people in the right-of-way) are exempt from permitting and other temporary sign standards, including maximum allowed display time per calendar year.

5. Sign allowances for different types of signs are set forth in 3 broad zoning district “groups” in a single table rather than within 18 different sections of the current sign code. Significant changes for each of the 3 proposed broad zoning district “groups” are summarized below. A copy of the proposed code Sec. 5-1814 and Table 5-1814 are attached to this document.

Group 1: Least intense use zoning districts (residential, residential-office, office-commercial, general public and institutional, urban reserve and open space zoning districts, and all planned unit and planned office developments).

- Sign allowances for permanent freestanding monument and wall signs for non-residential and multifamily uses in Group 1 zoning districts have been increased to allow somewhat larger wall signs, multiple wall signs for multi-tenant buildings/developments and larger monument signs. The current code severely restricts size and number of signs allowed for office uses and other allowed non-residential uses in these districts, which has been the impetus for many requested and approved sign variances over the years.
- Proposed code allows permanent freestanding monument signs at each public road access point to a residential subdivision/development of 2 acres or more, not to exceed a total of 2 signs, with a maximum size of 32 sq. ft. per sign and a maximum height of 6 ft. (or up to 48 sq. ft. and 8’ in height if set back at least 10’ from the street right-of-way property line), and external illumination by indirect white light only. Current code allows “area markers” to identify a residential subdivision/development of 4 acres or more, at same public road access point locations. Per current code, such signs can be up to 24 sq. ft. with a maximum height of 4 ft., and cannot be illuminated.
- Current code allows no sign illumination in Group 1 zoning districts. The proposed code prohibits internal illumination of most signs, but allows external illumination of permanent signs by white light only. The proposed code allows changeable electronic message center (EMC) signs as a portion of allowed freestanding monument signs, with significant limitations and restrictions, in the Office Commercial (CO) zoning district and for certain non-residential land uses in other Group 1 zoning districts (including *Community Facilities*, *Religious Assembly* and *Medical Facilities* land uses). Permitted EMCs in Group 1 districts cannot be operated between the hours of 10:00 PM and 7:00 AM.

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- Temporary signs are regulated differently in proposed code since signs can no longer be regulated based on message content (e.g., “real estate signs” or “political signs”) per *Reed v. Gilbert*. The effect of the proposed code changes on temporary signs allowed in Group 1 districts is minimal, with added flexibility and discretion for residential property owners, and for non-residential and office land uses. ***See Item 4 above for additional detail on temporary sign allowances.***

Group 2: Moderately intense use zoning districts (hospital district, less intense commercial districts, downtown commercial district, less intense industrial districts, planned commercial districts and planned industrial districts).

- In proposed code, sign size, height and number allowances for permanent freestanding monument and wall signs are not significantly different from current code. However, proposed code allows wall signs to be installed on 3 building walls, rather than on only 2 walls, in many instances.
- Changeable electronic message center signs (EMCs) are allowed in proposed code for a portion of otherwise allowed permanent freestanding sign and permanent wall sign area, for permanent internal ground signs serving drive-through facilities and for interior window signs up to 12 sq. ft. (with significant limitations and restrictions). The only zoning districts not eligible for EMCs in Group 2 are Inner City Neighborhood Commercial (CN1) and Downtown Commercial (CD).
- Window signs are defined and regulated in proposed code. Non-illuminated window signs would be exempt from permit and would be generally unregulated. Internally illuminated interior window signs with a total area of 12 sq. ft. or less would also be exempt from permit. Permits would be required for internally illuminated interior window signs exceeding 12 sq. ft. total, and would be regulated in accordance with wall sign allowances. Current code is basically silent on window signs.
- Temporary signs are regulated much differently in proposed code since signs can no longer be regulated based on message content (e.g., “real estate signs” or “political signs”) per *Reed v. Gilbert*. Proposed temporary sign regulations are the same for Group 2 and Group 3 zoning district groups. Generally, the proposed sign code provides greater flexibility and discretion to property owners and businesses for temporary signs. Allowances for total number of temporary signs, maximum individual temporary sign area, maximum total temporary sign area (for multiple signs), maximum temporary sign height, temporary sign location, minimum distance separation between temporary signs and maximum temporary sign display time are set forth in a single table (see Table 5-1814). ***See Item 4 above for additional detail on temporary sign allowances.***

Group 3: Most intense zoning districts (community and regional commercial districts, and medium and general intensity industrial districts).

- In proposed code, sign size, height and number allowances for permanent freestanding monument and wall signs are unchanged or slightly increased from current code. Proposed code allows wall signs to be installed on 3 building walls, rather than on only 2 walls, in many instances, and allows monument signs to be up to 4’ taller and up to 12 sq. ft. larger (depending on front property line setback) than allowed in current sign code.
- Changeable electronic message center signs (EMCs) are allowed in proposed code for a portion of otherwise allowed permanent freestanding sign or permanent wall sign area (limited to one EMC sign per lot street frontage), for permanent internal ground signs serving drive-through facilities and for interior window signs up to 12 sq. ft.
- Window signs are defined and regulated in proposed code. Non-illuminated window signs would be exempt from permit and would be generally unregulated. Internally illuminated interior window signs with a total area of 12 sq. ft. or less would also be exempt from permit. Permits would be

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required for internally illuminated interior window signs exceeding 12 sq. ft. total, and would be regulated in accordance with wall sign allowances. Current code is basically silent on window signs.

- Proposed temporary sign regulations are the same for both Group 2 and Group 3 zoning district groups. ***See Item 4 above for additional detail on temporary sign allowances.***

- 6. Existing nonconforming “off-premise billboard” signs and “on-premise pole” signs.** The proposed code prohibits new off-premise billboard signs and on-premise pole signs, similar to current code that has prohibited them since the mid 1990’s. However, unlike current code, proposed code does not allow existing billboard or pole signs to be “structurally altered” (as newly defined) or rebuilt at same location if removed, unless they conform to current code standards. The proposed code also requires such signs to conform when redevelopment of a lot is determined to be a Major Development Project requiring site plan review and approval in accordance with the City of Lawrence Land Development Code (Article 20 of the Lawrence City Code).
- 7. Sign permit and appeal/variance fees.** Fees for most sign permits are unchanged, except for the following: (1) a new fee for a face or copy change only (to an existing sign) is identified (\$50 instead of current fee of \$75); (2) awning and canopy signs are now considered to be wall signs (per revised definitions), with fee being the same as for a wall sign (\$75 instead of \$25 for an awning or canopy sign). The sign code appeal or variance application fee is proposed to be increased from \$250 to \$350 to match current application fee for a City zoning variance.
- 8. Sign contractor licensing and insurance requirements.** A new section on sign contractor licensing and insurance requirements is included in proposed code. Current code has no specific requirements for sign contractor licensing, although minimum general liability and worker’s compensation proof of insurance is currently required with permits for most types of permanent signs. The City has required businesses that hang or erect signs in Lawrence to obtain a license and to annually renew (as has been required for other construction contracting businesses for many years). In proposed code, licensing requirements for businesses that contract to hang or erect signs are listed, with an initial licensing fee of \$100 and an annual license renewal fee of \$50 (unchanged from fees that have been charged for many years, though not codified). Minimum general liability insurance requirement is increased to \$500,000 from \$100,000. In proposed code, exceptions to license and insurance requirements are listed (signs otherwise exempt from permit and temporary signs). Such exceptions are not listed in current code.
- 9. Sign code enforcement and violation penalties.** Requirements for issuance of notices and orders by the Building Code Official, and for removal of unsafe or abandoned signs, when necessary, are more clearly outlined. Per proposed code, a sign may be deemed “abandoned” if it remains on a building or property that has been vacant and unoccupied for a period of 1 year or more. After proper notice to a property/sign owner has been given, the Building Code Official is authorized to grant one or more extensions of time for a property/sign owner to remove unsafe or abandoned signs for additional periods not exceeding 90 days each (provided such extension is requested in writing by the property/sign owner and justifiable cause is demonstrated). If abatement or removal of an unsafe or abandoned sign is necessary due to failure by the property owner or occupant receiving notice to abate or remove, specific notice and procedures for abatement by the City, and for assessment of related costs to the property owner and to the property, are outlined. Additionally, current code sets a \$50 minimum fine for other violations of the sign code (when a person is found guilty in Municipal Court). The proposed code establishes a minimum fine of \$100 per violation, with a maximum fine of \$500 per violation.

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5-1814 SIGN ALLOWANCES

The following sign allowances apply to zoning districts or groups of zoning districts as the basic standard. Other restrictions in this Section or this Article, or other regulations, may operate to further reduce the basic sign allowances within each zoning district. Zoning district names referenced in Table 5-1814 are set forth below.

RS, Single-Dwelling Residential Districts
RSO, Single-Dwelling Residential – Office District
RM, Multi-Dwelling Residential Districts
RMG, Multi-Dwelling Residential – Greek Housing District
RMO, Multi-Dwelling Residential – Office District
CN1, Inner Neighborhood Commercial District
CN2, Neighborhood Commercial Center District
CO, Office Commercial District
CD, Downtown Commercial District
CC, Community Commercial Centers District
CR, Regional Commercial District
CS, Commercial Strip District
IBP, Industrial/Business Park District
IL, Limited Industrial District
IM, Medium Industrial District
IG, General Industrial District
OS, Open Space District
H, Hospital District
PUD, Planned Unit District
PRD, Planned Residential District
PCD, Planned Commercial District
PID, Planned Industrial District
POD, Planned Office District
UR, Urban Reserve District

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Table 5-1814: Sign Allowances

	RS, RSO, RM, RMG, RMO, PUD, PRD, POD, CO, UR and OS Zoning Districts	H, CN1, CN2, CS, CD, IBP, IL, PCD, and PID Zoning Districts	CC, CR, IM and IG Zoning Districts
Permanent Wall Signs	<p>Permitted principal non-residential land uses or multi-dwelling land uses (excluding duplexes and attached 2 to 4 unit dwellings):</p> <ul style="list-style-type: none"> <i>Number of Signs:</i> 1 per public street right-of-way frontage, regardless of the number of buildings having street frontage. <i>Sign Area:</i> 5% of building wall area to which the sign is attached, maximum. <i>Sign Size:</i> 32 sq. ft. per sign maximum. <i>Sign Illumination:</i> Internally illuminated wall signs are not allowed; externally illuminated signs are allowed provided they are indirectly lighted with white light only and are not constructed of reflective or luminous materials. 	<ul style="list-style-type: none"> <i>Number of Signs:</i> 1 sign per tenant on wall with exterior public entrance to tenant space (multi-tenant building). Otherwise, unlimited number of signs on walls where signs are allowed. <i>Sign Area:</i> 10% of the building wall area maximum, or 150 sq. ft., whichever is less. For each 100 foot increment the building wall is set back from a public street right-of-way, the base maximum area may be increased by 50%, provided the total area of wall signs shall not exceed 10% of the building wall area or 450 sq. ft., whichever is less. <i>Sign Location:</i> Allowed on building walls facing or fronting a public street right-of-way or a parking lot or other open space under the same ownership with at least fifty lineal feet between the building wall and the nearest building. No wall sign shall be allowed on any building wall that fronts or faces any directly abutting residentially zoned lot or parcel. In no case shall wall signs be constructed on more than 3 building walls of a building. <i>Sign Illumination:</i> Internally and externally illuminated signs are allowed. 	<ul style="list-style-type: none"> <i>Number of Signs:</i> 2 signs per tenant on wall with public exterior entrance to tenant space (multi-tenant building). Otherwise, unlimited number of signs on walls where signs are allowed. <i>Sign Area:</i> 10% of the building wall area maximum, or 150 sq. ft., whichever is less. For each 100 foot increment the building wall is set back from a public street right-of-way, the base maximum area may be increased by 50%, provided the total area of wall signs shall not exceed 10% of the building wall area or 450 sq. ft., whichever is less. <i>Sign Location:</i> Allowed on building walls facing or fronting a public right-of-way or a parking lot or other open space under the same ownership with at least 50' between the building wall and the nearest building. No wall sign shall be allowed on any building wall that fronts or faces any directly abutting residentially zoned lot or parcel. In no case shall wall signs be constructed on more than 3 building walls of a building. <i>Sign Illumination:</i> Internally and externally illuminated wall signs are allowed.

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Permanent Freestanding Signs	<p>For permitted non-residential land uses, regardless of lot size, or any residential subdivision project or multi-dwelling project (excluding duplexes and attached 2 to 4 unit dwellings) on lots or parcels of 2 acres or more:</p> <ul style="list-style-type: none"> <i>Number of Signs:</i> 1 monument sign per public street frontage for non-residential uses OR per entrance for residential projects on two acres or more. <i>Sign Area Allowance:</i> For non-residential land uses on less than 2 acres, 1 sq. ft. for each 5' of lot public street frontage. <i>Sign Area:</i> 32 s.f. maximum per sign. For each 5' of setback from the public street right-of-way property line, maximum sign area may be increased by 8 sq. ft. to a maximum of 48 sq. ft. <i>Sign Height:</i> Monument design required for permanent signs; 6' high maximum (height includes monument base). For each 5' of setback from the public street right-of-way property line, maximum sign height may be increased by 1' to a maximum of 8'. <i>Sign Illumination:</i> Externally illuminated signs are allowed provided they are indirectly lighted with white light only and are not constructed of reflective or luminous materials. Internally illuminated signs are not allowed, except in the CO zoning district and for allowed <i>Community Facilities, Religious Assembly or Medical Facilities</i> land uses, as defined in the City of Lawrence, Kansas Land Development Code, in all other zoning districts. 	<ul style="list-style-type: none"> <i>Number of Signs:</i> 1 monument sign per lot. For lots of 3 or more acres, 1 additional monument sign may be allowed at a secondary entrance facing or fronting a different public street than the first sign. <i>Sign Area:</i> 60 sq. ft. maximum. For each 5' of setback from the public street right-of-way property line, maximum sign area may be increased by 6 sq. ft. to a maximum of 72 sq. ft. For lots of 3 or more acres, additional square footage of 20 sq. ft. is allowed. As an alternative to additional square footage of 20 sq. ft. for 1 sign on lots of 3 or more acres, 1 additional sign is allowed with a maximum area of 40 sq. ft. <i>Sign Height:</i> Monument design required; 12' high maximum. For each 5' feet of setback from public street right-of-way property line, height may be increased by 2' to a maximum of 16' (height includes monument base). <i>Sign Illumination:</i> Externally illuminated or internally illuminated signs are allowed. 	<ul style="list-style-type: none"> <i>Number of Signs:</i> 1 monument sign per lot. For lots of 3 or more acres, 1 additional monument sign may be allowed at a secondary entrance facing or fronting a different public street than the first sign. <i>Sign Area:</i> 72 sq. ft. maximum. For each 5' of setback from the public street right-of-way property line, maximum sign area may be increased by 6 sq. ft. to a maximum of 84 sq. ft. For lots of 3 or more acres, additional square footage of 20 sq. ft. is allowed. As an alternative to additional square footage of 20 sq. ft. for 1 sign on lots of 3 or more acres, 1 additional sign is allowed with a maximum area of 48 sq. ft. <i>Sign Height:</i> Monument design required for permanent signs; 16' high maximum (height includes monument base). For each 5' feet of setback from public street right-of-way property line, height may be increased by 2' to a maximum of 20' (height includes monument base). <i>Sign Illumination:</i> Externally illuminated or internally illuminated signs are allowed.

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	<i>RS, RSO, RM, RMG, RMO, PUD, PRD, POD, CO, UR and OS Zoning Districts</i>	<i>H, CN1, CN2, CS, CD, IBP, IL, PCD, and PID Zoning Districts</i>	<i>CC, CR, IM and IG Zoning Districts</i>
<i>Permanent Internal Ground Sign</i>	<ul style="list-style-type: none"> <i>Number of Signs:</i> 1 for each 10,000 sq. ft. of a lot or parcel. <i>Sign Size:</i> 4 sq. ft. maximum on lots or parcels less than 2 acres; up to 8 sq. ft. for lots or parcels of 2 acres or more, and when set back at least 50' from public street right-of-way or lot or parcel lines. <i>Sign Height:</i> 6' maximum, when set back at least 50' from public street right-of-way or lot or parcel lines. <i>Sign Illumination:</i> Internally illuminated signs are not allowed; externally illuminated signs are allowed provided they are indirectly lighted with white light only and are not constructed of reflective or luminous materials. 	<ul style="list-style-type: none"> <i>Number of Signs:</i> 1 for each 5,000 sq. ft. of a lot or parcel up to and including 20,000 sq. ft., plus 1 for each 10,000 sq. ft. of a lot or parcel greater than 20,000 sq. ft. <i>Sign Size:</i> 4 sq. ft. maximum when located within 15' of public street right-of-way; 6 sq. ft. maximum when located more than 15' but not more than 50' from public street right-of-way; 16 sq. ft. maximum when located more than 50' from public street right-of-way. Signs serving drive-through facilities may be 32 sq. ft. maximum when set back at least 50' from the public street right-of-way and located further back from the public street right-of-way than the wall of the primary use building that faces a public street right-of-way. <i>Sign Height:</i> 3' maximum height when located within 15' of public street right-of-way; 4' maximum height when located more than 15' but not more than 50' from public street right-of-way; 6' maximum height when located more than 50' from public street right-of-way. Signs serving drive-through facilities may be 8' maximum height when set back at least 50' from the public street right-of-way and located further back from the public street right-of-way than the wall of the primary use building that faces a public street right-of-way. <i>Sign Illumination:</i> Internally and externally illuminated signs are allowed. 	<ul style="list-style-type: none"> <i>Number of Signs:</i> 1 for each 5,000 sq. ft. of a lot or parcel up to and including 20,000 sq. ft., plus 1 for each 10,000 sq. ft. of a lot or parcel greater than 20,000 sq. ft. <i>Sign Size:</i> 6 sq. ft. maximum when located within 15' of public street right-of-way; 8 sq. ft. maximum when located more than 15' but not more than 25' from public street right-of-way; 16 sq. ft. maximum when located more than 25' from public street right-of-way. Signs serving drive-through facilities may be 32 sq. ft. maximum when set back at least 50' from the public street right-of-way and located further back from the public street right-of-way than the wall of the primary use building that faces a public street right-of-way. <i>Sign Height:</i> 4' maximum height when located within 15' of public street right-of-way; 6' maximum height when located more than 15' but not more than 25' from public street right-of-way; 8' maximum height when located more than 25' from public street right-of-way. Signs serving drive-through facilities may be 8' maximum height when set back at least 50' from the public street right-of-way and located further back from the public street right-of-way than the wall of the primary use building that faces a public street right-of-way. <i>Sign Illumination:</i> Internally and externally illuminated signs are allowed.

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RS, RSO, RM, RMG, RMO, PUD, PRD, POD, CO, UR and OS Zoning Districts		H, CN1, CN2, CS, CD, IBP, IL, PCD, and PID Zoning Districts		CC, CR, IM and IG Zoning Districts	
Temporary Signs	<ul style="list-style-type: none">▪ <i>Freestanding (also includes signs attached to fences, guardrails or retaining walls):</i><ul style="list-style-type: none">○ <i>Sign Area:</i> Total area of all freestanding signs shall not exceed 16 sq. ft. per lot with a maximum sign size of 8 sq. ft., except for allowed principal non-residential land uses for which the total area of all freestanding signs shall not exceed 32 sq. ft. per lot, with a maximum sign size of 32 sq. ft.○ <i>Sign Height:</i> 4' maximum above ground on which sign is placed, except for allowed principal non-residential land uses where sign can be 6' maximum above ground on which sign is placed.○ <i>Number of signs:</i> Maximum of 3 signs at the same time for lots with a single street frontage; maximum of 4 signs at the same time for lots with multiple street frontages, with a maximum of 3 signs at the same time on any street frontage.Feather signs are not allowed per Section 5-1816.F.7.▪ <i>Attached to building wall:</i> Allowed for permitted principal non-residential land uses or multi-family land uses only (excludes duplexes and attached 2 to 4 unit dwellings):<ul style="list-style-type: none">○ <i>Number of Signs:</i> 1 per building with 2 maximum per public street frontage, regardless of number of buildings with frontage.○ <i>Sign Area:</i> 12 sq. ft. maximum per sign. <p><i>Exceptions to maximum sign area and height.</i> (1) Residential subdivisions two or more acres in size and zoned RS, PRD or PUD: One temporary sign not exceeding 64 sq. ft. and 8' in height above adjoining grade that is installed near a main public street entrance to the subdivision. Such sign shall be located a minimum of 15' from any public right-of-way and shall be removed within 30 days after completion of construction of the last attached or detached dwelling in the subdivision. (2) Lots greater than one acre in size and zoned RM, POD or CO: One temporary sign not exceeding 64 sq. ft. in combined total area installed on a lot that is greater than one acre in size that is under construction and development. Such sign shall not exceed 10' in height above adjoining grade.</p> <p><i>Exception to maximum number of signs.</i> Temporary signs installed on a lot for not more than 50 days prior to and 10 days after the date of a political election, referendum or ballot measure.</p> <p><i>Exemption from permit.</i> Temporary signs as allowed above are exempt from permit.</p>		<ul style="list-style-type: none">▪ <i>Freestanding (includes signs attached to fences, guardrails or retaining walls):</i><ul style="list-style-type: none">○ <i>Sign Area:</i> 32 sq. ft. total for lots with less than 160 feet of public street frontage, or 1 sq. ft. for each 5' of lot public street frontage for lots with 160 feet or more of public street frontage, not to exceed 64 sq. ft. total for all signs on a single-tenant lot or 96 sq. ft. total for all signs on a multi-tenant lot.○ <i>Sign Size:</i> 32 sq. ft. maximum per sign.○ <i>Sign Height:</i> 9' maximum above ground on which sign is placed.○ <i>Spacing:</i> At least 50' from any other temporary sign.○ <i>Number of signs:</i><ul style="list-style-type: none">▪ For single tenant lots: Maximum of 2 signs at the same time for lots with a single street frontage; maximum of 3 signs at the same time for lots with multiple street frontages, with a maximum of 2 signs at the same time on any street frontage.▪ For multi-tenant lots: Maximum of 1 sign at a time for each tenant space; maximum of 4 signs at the same time for lots with a single street frontage; maximum of 6 signs at the same time for lots with multiple street frontages, with a maximum of 4 signs at the same time on any street frontage.Feather signs are allowed. See Section 5-1816.F.7. for additional standards applicable to feather signs.▪ <i>Attached to building wall:</i><ul style="list-style-type: none">○ <i>Number of Signs:</i> 2 maximum per public street frontage.○ <i>Sign Area:</i> 5% maximum of wall area facing a public street.○ <i>Sign Size:</i> 32 sq. ft. maximum per sign.▪ Total maximum display time of 45 days per calendar year per business or tenant space, which may be divided into separate display time periods throughout the calendar year. <p><i>Exemptions from permit.</i> (1) Temporary signs not exceeding the maximum sign size and height allowances above, and located on a lot where the property or a portion thereof is for sale, lease or rent, as set forth in Sec. 5-1816.F.4. of this Article. Such signs shall not count against the total temporary sign area allowance for the lot, and are exempt from the required temporary sign spacing from other permitted temporary signs on the lot. (2) Temporary signs not exceeding 8 sq. ft. in area that are installed on a lot for not more than 50 days prior to and 10 days after the date of a political election, referendum or ballot measure. (3) Temporary signs that are classified as Minor Signs.</p> <p><i>Exceptions to the maximum allowed display time per calendar year.</i> (1) Up to two temporary signs not exceeding 64 sq. ft. in combined total area installed on a lot where a new building, addition or tenant space is under construction for the interim period of new construction or new tenant space finish. (2) Temporary signs placed on a lot where the property or a portion thereof is for sale, lease or rent, as set forth in Sec. 5-1816.F.4. of this Article. (3) Temporary signs not exceeding 8 sq. ft. in area that are installed on a lot for not more than 50 days prior to and 10 days after the date of a political election, referendum or ballot measure.</p> <p><i>Exception to maximum number of signs.</i> Temporary signs not exceeding 8 sq. ft. in area that are installed on a lot for not more than 50 days prior to and 10 days after the date of a political election, referendum or ballot measure.</p>		

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Table 5-1814: Sign Allowances

	<i>RS, RSO, RM, RMG, RMO, PUD, PRD, POD, CO, UR and OS Zoning Districts</i>	<i>H, CN1, CN2, CS, CD, IBP, IL, PCD, and PID Zoning Districts</i>	<i>CC, CR, IM and IG Zoning Districts</i>
Permanent Pedestrian Sign	<p>For permitted non-residential land uses.</p> <ul style="list-style-type: none"> <i>Number of Signs:</i> 1 per public entrance to building or tenant space. <i>Sign Height:</i> 4' high maximum, when mounted on the ground. <i>Sign Location:</i> Within 20' of entrance, when mounted on the ground. <i>Sign Area:</i> 6 sq. ft. maximum. 	<ul style="list-style-type: none"> <i>Number of Signs, Size and Location:</i> 1 sign for each public entrance to a building or tenant space, maximum of 8 sq. ft. and within 20' of entrance. <i>Sign Height:</i> 6' high maximum, when mounted on the ground. <p>OR</p> <ul style="list-style-type: none"> <i>Sign Number & Size:</i> 1 sign for each 25' of building public street frontage; 6 sq. ft. maximum. <i>Sign Height:</i> 6' high maximum, when mounted on the ground. <p><i>Exemption:</i> Portable pedestrian signs or any pedestrian sign mounted on a building that projects into the right-of-way are exempt from right-of-way prohibition in the CD zoning district. Portable pedestrian signs shall meet the standards of Section 5-1817.C.</p>	

5-1815 STANDARDS APPLICABLE TO ALL SIGNS

No sign shall be attached to any public utility pole or erected, located or placed within the right-of-way of a public road or street, except governmental signs, approved civic promotion or welfare signs, or other similar signs as permitted by the applicable federal, state or local road authority, or by the applicable public utility, or where specifically exempt from the right-of-way prohibitions in this Article.

- A. No sign shall be erected, located or placed without the property owner's permission.
- B. No sign shall imitate or resemble government signs for traffic direction or any other public safety symbol.
- C. No sign located on the triangle formed by two curb lines at the intersection of two streets, a public street and alley, two internal access streets, an internal access street and a public street or a driveway and public street, extending for a distance of 50 feet each way from the intersection of the curb lines, shall be permitted to exceed a height of more than 36 inches above the road level of the adjoining street, alley or driveway in order that the view of the driver of a vehicle approaching an intersection with a street shall not be obstructed.
- D. No sign shall be placed on any vehicle or trailer, when such vehicle or trailer is placed or parked visible from the right-of-way, and the primary purpose of the sign is to deviate from the standards or criteria of this Article.
- E. No sign attached to any building shall extend vertically above the highest portion of the roof line or parapet, whichever is less.
- F. Any sign projecting over a walkway or other active area in front of a building or other active area where people may walk shall maintain at least 8' vertical clearance.
- G. No sign shall be erected, located or placed in or on a public utility or drainage easement, unless specifically authorized by the Director of Planning and Development Services, or his or her designee.
- H. No sign, other than an authorized governmental sign, shall be erected, located or placed closer than 5' to the side or rear lot line (as those lot lines are defined in the City of Lawrence, Kansas Land Development Code) of the lot on which the sign is erected, located or placed.
- I. No sign shall include balloons, streamers, pennants or other air activated elements, or any animated sign elements, whether animated by mechanical, electrical, or environmental means.
- J. Any illumination shall be designed to eliminate negative impacts on surrounding rights-of-way and properties. The light from an illuminated sign shall not flash or oscillate, or create a negative impact on residential uses in direct line-of-sight to the sign.
- K. External light sources shall be directed and shielded to limit direct illumination of any object other than the sign.
- L. Any sign with a commercial message shall be an on-premise sign, as defined in this Article.

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5-1816 STANDARDS APPLICABLE TO SPECIFIC SIGN TYPES

A. Monument Signs.

1. Monument signs shall be located within a landscape area as may be required by a site plan required and approved pursuant to the City of Lawrence, Kansas Land Development Code.
2. Monument signs shall have a base at least 65% of the width of the widest part of the sign and not more than 125% of the width of the widest part of the sign. **Exception:** Monument signs with a base at least 33% of the width of the widest part of the sign and not more than 150% of the width of the widest part of the sign, if approved by the Monument Sign Design Review Committee in accordance with Section 8-1825 of this Article.
3. The base and sign shall include ornamental architectural details and materials that complement the overall design of the site and building.
4. Monument signs shall be no closer than 10 feet to any other sign, building or structure unless constructed entirely of noncombustible material.
5. Monument signs shall have a surface or facing of noncombustible materials, or other material approved by the Building Code Official, or his or her designee. Combustible structural trim may be used on monument signs.
6. No monument sign located on the triangle formed by two curb lines at the intersection of two streets, a public street and alley, two internal access streets, an internal access street and a public street or a driveway and public street, extending for a distance of 50 feet each way from the intersection of the curb lines, shall be permitted to exceed a height of more than 36 inches above the road level of the adjoining street, alley or driveway in order that the view of the driver of a vehicle approaching an intersection with a street shall not be obstructed.

B. Wall Signs.

1. **Flat wall signs.** A wall sign with the exposed face of the sign mounted in a plane approximately parallel to the plane of the wall, which does not extend more than 18 inches from the wall.
2. **Projecting wall signs.** A wall sign is considered to be a projecting wall sign when any portion of the sign extends more than 18 inches from the wall, canopy or marquee to which it is attached. A projecting wall sign shall not project more than six feet from the face of the wall, canopy or marquee to which it is attached, and shall not extend over any public driveway, alley or thoroughfare used for vehicular traffic.
3. **Awning or canopy wall signs.** Awnings and canopies, and awning and canopy signs shall meet the following standards.
 - a. Awning materials. Awnings may be constructed of cloth or metal, provided that all frames and supports shall be of metal.
 - b. Awning and canopy construction standards. Awnings and canopies shall be of materials constructed in accordance with the requirements of the City of Lawrence, Kansas Building and Fire Codes as adopted in Chapter V, Article 2 and Chapter VIII, Article 2 of the Code of the City of Lawrence, Kansas, respectively.
 - c. Awning setback from street curbline. No awning shall be permitted to extend beyond a point two feet inside the street curbline.
 - d. Awning support. Every awning shall be securely attached to and supported by the building, and properly maintained in such manner.
 - e. Awning and canopy signage area. To determine the allowable signage area on the awning or canopy, the surface area of the awning or canopy behind any lettering, logo or insignia shall be measured by establishing the square footage covered by the perimeter of signage. No awning or canopy sign, or any portion of an awning or canopy sign, shall contain a changeable sign.
 - (1) The combined sign area of signs on an awning or canopy supported by attachment to a building and other wall signs on the same building facade shall not exceed the allowances for wall signs pursuant to this Article. When more than 50 percent of the total square footage of an awning or canopy supported by attachment to a building contains logo, insignia or lettering, the surface area of the entire awning or canopy, including the surface area without lettering, logo, or insignia, shall be considered a sign for purposes of this Article.
 - (2) The combined sign area on any canopy face of a canopy that is structurally independent from another building shall not exceed twenty percent (20%) of the area of the canopy face, except that signs on a canopy face with an area not greater than 25 square feet shall not exceed fifty percent (50%) of the area of the canopy face.

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All wall signs for which a permit is required under this Article shall have a facing surface of noncombustible materials, provided that combustible structural trim may be used on a wall sign. However, the surface or facing and structural trim of a wall sign which is attached to a stone, brick or masonry wall may be of exterior grade plywood having a thickness of not less than one (1) inch. No plywood sign shall be illuminated or in any manner be operated or serviced by electricity.

- C. **Portable Pedestrian Signs.** Portable pedestrian signs (“A-Frame” or “sandwich board”) for retail and service uses shall be located on private property, except in the CD zoning district where such signs may be located on the public right-of-way, provided:
1. Not more than one (1) sign shall be located within close proximity to each main public entrance to the building.
 2. Signs shall be located within twelve inches of the building where the business exists.
 3. Signs shall be located on or near a sidewalk with at least six feet clear passage maintained for pedestrians on the sidewalk, and any sign shall not otherwise be placed in any location that creates visual obstructions or safety hazards for users of the right-of-way.
 4. Signs shall not exceed 32 inches in width and 48 inches in height above the adjacent sidewalk.
 5. Signs shall not be illuminated or contain any digital display, and shall not contain banners, flags, streamers, balloons or other moving parts.
 6. Signs shall not be displayed during non-business hours.
 6. Signs shall be designed with durable materials and quality aesthetics for use on a recurring basis (no banners, flags, streamers, balloons or other moving parts). Although changeable copy can be included as part of the design, such as chalkboards, signs designed as “temporary signs” are not eligible as a portable pedestrian signs, and the allowance for signs in the right-of-way specifically does not apply to any temporary sign.
- D. **Electronic Message Center (EMC) Signs.** Electronic message center signs are subject to the following additional limitations:
1. EMC signs shall be limited to CN2, MU, CO, CC, CR, CS, PCD, PID, IL, IM, IG, GPI and H zoning districts, or for permitted principal Office, Community Facilities, Religious Assembly or Medical Facilities uses as defined in the City of Lawrence, Kansas Land Development Code in all other zoning districts except CN1 and CD zoning districts.
 2. EMC signs in RS, RSO, RM, RMG, RM, PUD, PRD, POD, CO, UR and OS zoning districts shall not be operated or illuminated between the hours of 10:00 PM and 7:00 AM.
 3. EMC signs shall be limited to permanent freestanding monument signs, permanent wall signs, interior EMC window signs not exceeding a total of twelve square feet and permanent internal ground signs serving drive-through facilities.
 4. EMC signs shall be limited to not more than 50% of the total allowed sign area of permanent freestanding signs.
 5. EMC signs shall be limited to not more than 20% of the total allowed sign area of permanent wall signs.
 6. EMC signs shall be limited to not more than one (1) per lot street frontage, excluding EMC window signs not exceeding a total of twelve square feet and permanent internal ground signs serving drive-through facilities.
 7. EMC sign faces shall be set back at least 200 feet from any adjacent residentially zoned lot or parcel as measured perpendicularly from the sign face, and at least 100 feet from any adjacent residentially zoned lot or parcel as measured parallel to the closest edge of the sign face.
 8. Automatic dimming controls shall limit the illumination to no more than 0.3 foot-candle relative to ambient light, as measured using a foot-candle (lux) meter calibrated within the past 36 months and in conformance with the following process:
 - a. Light measurements shall be taken with the meter aimed perpendicular to the sign message face or at the area of the sign emitting the brightest light when that area is not the sign message face, at a preset distance depending on sign size. Distance shall be determined by taking the square root of the product of the sign area and 100. For example, using a 12-square-foot sign: $\sqrt{12 \times 100} = 34.6$ feet measuring distance. **Table 5-1816.1** below provides a sample of distances from which to measure the brightness of an automatic changeable electronic message center.

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Table 5-1816.1

Area of EMC	Measurement Distance from Sign
10	32
16	40
20	45
24	49
30	55
40	63
50	71

- b. An ambient light measurement shall be taken using a foot-candle meter at some point between the period of time between 30 minutes past sunset and 30 minutes before sunrise with the sign turned off to a black screen.
 - c. Immediately following the ambient light measurement taken in the manner required by this subsection, an operating sign light measurement shall be taken with the sign turned on to full white copy.
 - d. The brightness of an EMC shall be compliant with the brightness requirements of this subsection when the difference between the ambient light measurement and the operating sign light measurement is 0.3 foot-candle or less.
9. Only static display of messages is permitted with at least three (3) seconds between changes in display and no more than one (1) second for transitions. Messages shall be changed only through dissolving or fading transition methods. No scrolling, travelling, flashing or animated transitions are allowed.
 10. Not more than two (2) temporary signs shall be allowed on any property that has an approved, operating EMC sign, excluding temporary signs placed on a lot for not more than 50 days prior to and 10 days after the date of a political election, referendum or ballot measure.

E. Temporary Signs. Temporary signs are subject to the following additional limitations:

1. It shall be the responsibility of the person who causes the temporary sign to be erected to see that the temporary sign placed with the permission of the property owner is removed when the display time has exceeded the applicable regulatory time limit.
2. Temporary signs shall not be illuminated or painted with a light-reflecting paint.
3. Temporary signs may be constructed of either rigid or non-rigid material, and securely anchored so as not to pose a distraction or hazard to drivers. Non-rigid materials (such as banners) which are secured by a support or frame to avoid distraction of flapping may be used as a freestanding temporary sign when set back at least 10 feet from the pavement edge of the fronting roadway.
4. The Building Code Official, or his or her designee, is authorized to allow a temporary sign to remain on a lot or parcel for longer than 60 days in a calendar year provided:
 - a. the property owner consents and that real property is being offered for sale through a licensed real estate agent or for lease or rent through a leasing agent;
 - b. when not offered for sale through a real estate agent or for lease or rent through a leasing agent, when the sign is owned by the property owner and that real property is offered for sale, lease or rent by the owner through advertising in a local newspaper of general circulation or on the Internet; and
 - c. the temporary sign is removed within 15 days after completion of the sale of that real property, or within 15 days after a contract for lease or rent of that real property has been executed with a person leasing or renting the property.
5. The Building Code Official, or his or her designee, shall be authorized to require the removal of any temporary sign that pertains to an expired event.
6. Not more than two (2) temporary signs shall be allowed on any property that has an approved, operating electronic message center sign, excluding temporary signs placed on a lot for not more than 50 days prior to and 10 days after the date of a political election, referendum or ballot measure.
7. Temporary feather signs are not allowed in RS, RSO, RM, RMG, RMO, PUD, PRD, POD, CO, UR and OS Zoning Districts and are limited to not more than one (1) feather sign per lot street frontage at the same time in all other Zoning Districts. Temporary feather signs may not exceed nine (9) feet in height above the ground on which they are placed and 16 square feet in area, must be at least 50' from any other temporary freestanding sign on the same lot, and must be set back from the public right-of-way by a distance that is equal to or greater than the height of the feather sign.