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To: Mission Planning Commission  
From: Danielle Sitzman, City Planner  
Date: March 27, 2017  
Re: Case # 16-07 Sign Code Changes

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As a follow up to the discussion and public hearings conducted over the past year staff has prepared the attached sign code changes for consideration and recommendation by the Planning Commission to the City Council. The City's land use attorney has reviewed the proposed changes.

#### Analysis of Proposed Sign Code Changes

Attached is a redline copy of the proposed code changes as well as a table showing the impact by zoning district and sign type. The proposed changes are intended to address only a few targeted issues, not overhaul the existing sign code. If adopted as proposed, most businesses will continue to be allowed the same number, size and type of signs as they are now.

The most significant changes from the previous version reviewed include the following:  
*(underlined and italicized below)*

- Allow window signs anywhere in Mission with a limit on coverage of windows of 50% of the window glazing while continuing to limit glazing coverage in the Downtown District to 10%. Permits for window signs would be required.
- Require sign permits and permit fees for temporary signs. Allow for permit fees to be waived for temporary signs in the R-1, R-2 and R-3 residential zones, applications from churches, schools, community centers, libraries and other charitable non-profit entities. Sign permit fees to be established by Resolution.
- Limit the posting of temporary signs to no more than 90 days per calendar year per business. The allowable lengths of posting as follows: Consecutive days 3,7,15,30, or 60; Non-Consecutive Days 30 or 60.
- Prohibit costumed characters as attention attracting devices. Comments received regarding regulating this activity as commercial messaging were neutral to somewhat opposed. Therefore, staff has removed any proposed changes to costumed characters from consideration.
- Eliminate all pole signs by December 31, 2023 through an amortization process. Comments received were largely in opposition or merely neutral on this action. Therefore, staff has removed any amortization proceedings from consideration.

- Continue to regulate/prohibit pole signs. The definitions of pole and monument signs have been edited to clarify the desired sign characteristics. The previous exemption for pole signs meeting certain criteria within 1000' of the intersection of Metcalf Avenue and Johnson Drive has also been removed. Any detached sign which does not meet the proposed definition of monument sign will become a legal non-conforming sign upon adoption of these code changes. Based on a review of the 2015 sign inventory, an additional 17 detached signs will be added to this list. Legal non-conforming signs are regulated under Section 420.220 and may be used and maintained but not refaced to serve a different establishment or business.
- Based on comments received, changes have been added to the definition of sign maintenance to include corporate merger, consolidation or other legal name change as allowable reasons to change copy or logo without being considered sign refacing.

Other changes proposed which have not been altered since they were last presented include:

- Allow marquee signs by right in three additional commercial zoning districts
- Allow monument signs by right in the Main Street District 1 and Pedestrian Oriented Business District zoning districts under certain conditions
- Allow electronic signs for the display of prices for fuel
- Streamline the approval process for electronic time/temperature instruments
- Standardize the processes of placing liens against properties that have been abated by the City

#### Next Steps

The Planning Commission is required to make a recommendation to the City Council whenever changes to the text of the zoning code are proposed.

#### Staff Recommendation

Staff recommends approval of the proposed changes to the the code as presented in the draft ordinance. Text shown as strikethrough will be removed in final version to be adopted by the City Council.