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MEMORANDUM

To: City Council, Mayor Basil

CC: Jane Howington, City Manager, Thomas Sheridan, Asst City Manager

From: Nick Sugar, Senior Planner, Greg Hannan, Community Development Director

Subj: Sign Code Update – Results from Stakeholder Group Meetings

Staff facilitated a sign stakeholder group comprised of the following business contacts. AHBR members were notified of the meetings however were unable to attend due to scheduling conflicts:

Erin Chenault, Viva Bene Gourmet	Kendra Altomare, Hudson's Restaurant
Kate Schlademan, Learned Owl	Jeffrey Lehman, Great Clips
Lisa Carson, Carson Group	Christine Callahan, Callahan's Carpet One
Don Husat, Hudson Heritage Association	

The stakeholder group met on the following dates:

March 14, 2019

April 29, 2019

July 9, 2019

Summary:

The stakeholder group meet to review the Land Development Code sign regulations in response to Ordinance 19-41 which established a moratorium on city enforcement related to window signs. The group also discussed the proposed A frame sign ordinance and signage options for upper level tenants as this was a concern expressed by the Merchants of Hudson Association. The three meetings focused on the following discussions:

- a. City and stakeholder review of the sign allowances and understanding how they are interpreted
- b. Understanding merchants needs and any frustrations/difficulties with the current regulations.

- c. Balancing business needs with aesthetics
- d. Determining improved signage options for upper level tenants
- e. Simplifying the standards for both city staff and merchants

The draft sign code amendments are attached. Summary of the key proposals include:

- **Increased allowance for window signs:** Proposed update would allow thirty-three (33) percent, or 1/3 coverage of storefront windows. This percentage will include both temporary window signs and permanent window signs. No permit would be required for window signage.
- **Projecting signs for both upper or lower floor tenants:** Proposed update would allow both upper and lower floor tenants to place a hanging sign above ground floor entrances along their dedicated frontage or adjacent to a street level entrance for upper level tenants.
- **Increased allowance for permanent ground signs:** Proposed update would reduce the street frontage requirement for additional ground signs from five hundred (500) feet to three hundred (300) feet.
- **A-Frame signs:** Proposed update would allow A-Frame signs where previously prohibited, with certain stipulations.