



City of Hudson, Ohio

Staff Report With Text

File #: 19-173 **Version:** 2 **Name:**
Type: Ordinance **Status:** Passed
File created: 11/14/2019 **In control:** City Council
On agenda: 3/3/2020 **Final action:** 3/3/2020
Title: AN ORDINANCE AMENDING VARIOUS SECTIONS OF CHAPTERS 1207 AND 1213 AND THE APPENDIX D OF THE CITY OF HUDSON'S LAND DEVELOPMENT CODE, AKA THE "PLANNING AND ZONING CODE" RELATED TO SIGNAGE REGULATIONS.
Brief Description: Proposed amendment the Land Development Code sign regulations in response to stakeholder engagement related to window sign regulations and additional items expressed by the merchant community.

Sponsors:

Indexes: Community Development - LDC

Code sections:

Attachments: 1. Exhibit A Land Development Code Amendment - Sign Regulations, 2. Notice of Public Hearing, 3. PC Recommendation Case 2019-1253 Sign Amendments 1-13-20, 4. Ordinance No. 19-173

Date	Ver.	Action By	Action	Result
3/3/2020	2	City Council	third reading	
3/3/2020	2	City Council	considered	Pass
3/3/2020	2	City Council	adopted on third reading	Pass
2/25/2020	2	City Council Workshop	item forwarded	
2/18/2020	2	City Council	public hearing held	
2/18/2020	2	City Council	second reading	
11/19/2019	1	City Council	first reading & referral to the Planning Commission	

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Brief Description: Proposed amendment the Land Development Code sign regulations in response to stakeholder engagement related to window sign regulations and additional items expressed by the merchant community.

Legislative History

Ord 19-41 - Temporary Moratorium on the enforcement of Land Development Code Regulations related to window signs erected for non-residential uses.

Council workshop discussion on November 12, 2019 (19-0117)

Council first reading & referral to Planning Commission - November 19, 2019

PC review and recommendation - January 13, 2020

Council second reading and Public Hearing - February 25, 2019

Council third reading and possible action - March 3, 2020

Purpose & Explanation

The community stakeholder group met 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.

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.

Planning Commission conducted a public hearing and review on January 13, 2020. The Planning Commission forwarded a recommendation to approve with the condition to consider expanding allowance for A frame signs to accommodate places of worship and civic organizations. City staff is currently notifying applicable organizations to inform them of the current regulations, the proposed amendments, and the upcoming City Council public hearing.

Legal Authority for Proposed Legislation

Pursuant to Charter Section 6.04, Contracts & Purchasing:

Competitively bid and advertised for two consecutive weeks; bid tab attached: [Yes/No/NA]
Joint or Cooperative Purchase Program
Professional Services
Other [provide explanation]

Fiscal Impact

Currently Budgeted (Account #, \$)

☐ Supplemental Appropriation Required (Account #, \$)
☒ Appropriation Not Required

Does this legislation require use of an emergency clause?

☐ Yes [if so, explain why]
☒ No

Suggested Action

Staff recommends City Council conduct a public hearing on February 18, 2020 and consider the recommendation of the Planning Commission per the action of January 13, 2020.

Submitted by,

Jane Howington, City Manager

Thomas Sheridan, Assistant City Manager - Professional Services

Greg Hannan, Community Development Director

Kris McMaster, City Planner