



# City of Hudson, Ohio

## Staff Report With Text

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<b>Type:</b>	Staff Report	<b>Status:</b>		Filed	
<b>File created:</b>	11/17/2020	<b>In control:</b>		City Council Workshop	
<b>On agenda:</b>	11/24/2020	<b>Final action:</b>		11/24/2020	
<b>Title:</b>	Sign Code Regulations Brief Description: Discussion on Sign Code Regulations applicable to Downtown (District 5) vs shopping plaza oriented development in District 5 and District 7.				
<b>Sponsors:</b>					
<b>Indexes:</b>	Community Development				
<b>Code sections:</b>					
<b>Attachments:</b>	1. Ordinance 19-173 LDC Amendment - Signage Regulations, 2. LDC Sign Code summary for non-residential districts				

Date	Ver.	Action By	Action	Result
11/24/2020	1	City Council Workshop	discussed	

### Sign Code Regulations

**Brief Description:** Discussion on Sign Code Regulations applicable to Downtown (District 5) vs shopping plaza oriented development in District 5 and District 7.

### Legislative History

Ordinance 19-173 approved March 3, 2020.

### Purpose & Explanation

City Council adopted amendments to the sign code on March 3, 2020 per Ordinance 19-173. The amendments focused on the following:

- Window signs: Revision increased area to thirty-three (33) percent window coverage, removed temporary vs permanent criteria, removed restrictions of number of signs, and removed the requirement for a permit.
- Projecting signs: Revision allows both upper and lower floor tenants to place a hanging sign above ground floor entrances and the revision removed the minimum 12 ft frontage requirement.
- Permanent ground signs: Revision reduced the street frontage requirement for additional ground signs from five hundred (500) feet to three hundred (300) feet.
- A-Frame signs: Revision permitted A-Frame signs when adjacent to buildings.

Staff hosted a merchant open house on March 12, 2020 to review several key projects in the city including the recently adopted sign code amendments. As part of this discussion and individual comments from Council members, some additional themes have been referenced for consideration. Staff had been planning to meet

with local businesses and Council representatives in the Spring 2020 but placed the engagement on hold due to the COVID-19 Pandemic.

Discussion topics include:

1. Study of the signage allowances between the Acme Plaza (D5), the downtown district (D5) and the South Main Street Plaza (D7) regulations.
2. Study if Acme Plaza should be in a zoning district or signage standard more aligned with D7 rather than the downtown area.
3. Study if window/building signage standards should be eased when signs are not directly visible or oriented to the public right of way (internal shopping center)

The attached summary chart provides a simplified summary of the signage allowance for the various non-residential district. The current standards provide very little variation based on the zoning district. Significant variations do exist on a specific site basis such as size bonus for large setback, number bonus for second entrance frontages, and number bonuses for large street frontages.

### Timing Considerations

None

### Fiscal Impact

Currently Budgeted (Account #, \$)

Supplemental Appropriation Required (Account #, \$)

☒ Appropriation Not Required.

### Suggested Action

Staff recommends City Council provide feedback and guidance regarding possible Land Development Code amendments related to signage regulations.

### Submitted by,

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