

Introduced by Hindman

First Reading 11/06/06
Third Reading 01/16/07
Fifth Reading 02/19/07
Ordinance No. 019431

Second Reading 11/20/06
Fourth Reading 02/05/07
Sixth Reading 03/05/07
Council Bill No. B 444-06 A

AN ORDINANCE

amending Chapter 23 of the City Code as it relates to signs in the Columbia Special Business District; and fixing the time when this ordinance shall become effective.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF COLUMBIA, MISSOURI, AS FOLLOWS:

SECTION 1. Chapter 23 of the Code of Ordinances of the City of Columbia, Missouri, is hereby amended as follows:

Material to be deleted in ~~strikeout~~; material to be added underlined.

Sec. 23-1. Definitions and rules of construction.

For the purposes of this chapter, the following words and terms shall have the meanings respectively ascribed:

...

Awning. A roof-like cover, made of fabric, over a door or window and attached to a building.

Awning sign. Any sign or graphic attached to, painted on or applied to an awning or awning canopy.

...

Canopy. A roof-like cover extending over an entrance of a building or over a service island such as fuel service pumps.

Central business district. The central business district includes ~~one hundred fifty (150) feet on both sides of the right of way of the following streets: Fifth, from Locust to Ash; Sixth, Seventh, Eighth and Tenth, from Elm to Ash; Ninth, from Ash to University; Hitt, from Broadway to Elm; Short Street; Walnut and Ash Streets, from Fifth to Tenth; Broadway, from Fifth to Waugh; Cherry and Locust Streets, from Fifth to Hitt; and Elm~~

Street all property located within the boundaries of the Columbia Special Business District except property located adjacent to Providence Road.

. . .

Display sign. A structure that is arranged, intended, designed or used as an advertisement, announcement or direction; and includes a sign, screen billboard, poster panel and advertising devices of every kind. Display sign includes electronically operated changing alpha-numeric message signs. Display sign does not include animated signs or signs placed on the inside of display cases or show windows fronted with glass which do not protrude more than six (6) inches from the outside surface of the building wall.

Elevation. A side of a building that faces a public or private street or alley. One of the exterior walls of a building, inclusive of windows, doors and other openings, but not including any structural or nonstructural elements which extend beyond the roof of a building.

. . .

Flag. A piece of fabric attached to a staff.

Floor level. The level of habitable space in a building. "Street level" shall be the lowest floor level in a building in which no less than fifty-one percent (51%) of the interior side of the business adjacent to a street or alley is above the adjacent grade. "Lower level" shall be a level below the street level; "second level" shall be the first level above the main street level; and "upper level" shall be any level above the second. Floor level shall be determined for each elevation. Where buildings are situated on sloping lots and are adjacent to more than one street or alley, the level of a business may differ from one elevation to another.

. . .

~~*Projecting sign.* A display sign which is attached directly to the building wall and which extends more than twenty-four (24) inches from the face of the wall~~ Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

. . .

Roof sign. A display sign which is erected, constructed and maintained above the roof of the building.

Sandwich board. Any sign designated or constructed in such a manner that it can be moved or relocated without involving any structural or support changes.

...

Wind sign. A display of pennants, streamers, whirligigs or similar devices strung together and activated by wind.

Window sign. Any sign printed, attached, glued or otherwise affixed to the outside glass of a window.

...

Sec. 23-3. Nonconforming signs—Amortization.

(a) All signs which have been lawfully erected shall be deemed to be legal and lawful signs and may be maintained subject to the provisions of this Section.

...

(h) On-premise wall, canopy and awning signs lawfully in existence on December 20, 1993, including such signs existing pursuant to variances granted by the board of adjustment, which do not conform with the provisions of this chapter shall be removed, altered or replaced so as to conform with the provisions of this chapter no later than December 20, 2008.

(i) On-premise wall, canopy and awning signs in the Central Business District that were lawful conforming signs on February 19, 2007 but that do not conform with the provisions of section 23-12 shall be allowed to remain in place as lawful nonconforming uses until structurally altered or replaced through the sign permitting process. Ordinary replacement of sign messages, including replacement of sign panels and repainting of signs, and other alterations not requiring the use of the sign permitting process are permitted alterations provided the activity does not increase the extent of nonconformity. Lawful nonconforming signs in the Central Business District that were installed before 1956 that are deteriorated or damaged to any extent may be restored to their original condition. Any such sign that is destroyed may be replaced with a sign substantially the same as the original sign.

...

Sec. 23-12. Business signs--In central business district.

~~Business uses in the central business district, with the exception of shopping centers, office buildings, theaters automobile service stations, hotels and motels, shall be allowed the following signs:~~

~~(1) *Wall signs.* Each establishment shall be allowed on-premise wall, canopy and awning signs not to exceed the maximum surface area allowed under~~

~~section 23-25.1. Establishments with rear entrances may also have one wall or awning sign at the rear entrance not exceeding ten (10) square feet of sign surface area.~~

- ~~(2) *Under marquee signs, projecting signs.* Establishments fronted by a canopy or marquee may have one business identification sign, nine (9) inches by forty two (42) inches in size, suspended below the canopy so that the bottom of said sign is at least nine (9) feet above the grade. building.~~
- ~~(3) *Roof signs.* Establishments of one or two (2) stories with the building set back from the public right of way more than twenty (20) feet may have one roof sign. The allowed sign surface area shall be determined at the rate of two (2) square feet of sign surface area per linear foot of building frontage. No roof sign shall extend beyond the highest point of the roof upon which it is located.~~
- ~~(4) *Sale or lease of land.* One on-premise sign not exceeding twelve (12) feet in sign surface area shall be allowed to advertise the sale or lease of land.~~
- ~~(5) *Sale or lease of building.* One on-premise sign not exceeding twelve (12) square feet in sign surface area shall be allowed to advertise the sale, rental or lease of office or commercial space.~~

The Columbia Special Business District is intended to be attractive, historic and pedestrian friendly. Accordingly, signs should be smaller in scale and fewer in number. This will enhance the attractiveness of the area, reduce visual clutter, increase property values and encourage tourism and other business.

(a) *Applicability.* This section shall regulate business uses of signs within the central business district with the exception of theaters which shall be subject to section 23-24.

(b) *General sign standards.*

- (1) *Aggregate size limitations.* The aggregate of all signs on a single elevation of a building shall not exceed fifteen percent (15%) of the wall space of one elevation.
- (2) *Awning signs.* The total area of awning signs for street level businesses shall not exceed thirty-two (32) square feet. The total area of awning signs for lower, second level or upper level businesses shall not exceed eighteen (18) square feet.
- (3) *Building directories.* Each building entrance may have a building directory not larger than six (6) square feet in addition to the other allowed signs. The

building directory shall not be counted in calculating the aggregate of all signs.

- (4) Building identification signs. Each building may have a building identification sign in addition to the other allowed signs. The maximum size of a building identification sign shall be eighteen (18) square feet. The building identification sign shall not be counted in calculating the aggregate of all signs.
- (5) Projecting signs. Projecting signs shall not exceed eight (8) square feet and shall not project more than three (3) feet from the face of the wall. The bottom of a projecting sign must be at least eight (8) feet from the ground and the top of the sign must be no more than twelve (12) feet from the ground.
- (6) Sandwich boards. In addition to any other signs allowed, each business with a street level entrance shall be allowed one (1) sandwich board sign located on the sidewalk directly in front of the business, provided that a straight, unobstructed pathway at least sixty (60) inches wide is maintained on the sidewalk. The sandwich board sign shall not exceed eight (8) square feet per side and shall not be attached to any city or Columbia Special Business District property.
- (7) Wall signs. Wall signs for street level businesses shall not exceed thirty-two (32) square feet and must be placed below the bottom of the second level window on multi-story buildings. Wall signs for second level businesses shall not exceed twenty-four (24) square feet if placed no higher than the bottom of the second level window or shall not exceed eighteen (18) square feet if placed below the bottom of the third level window. Wall signs for lower level businesses shall not exceed twenty-four (24) square feet and must be placed no higher than the bottom of the second level window. Where no windows exist on the higher level, "bottom of window" shall not be higher than forty (40) inches above the finished floor level.
- (8) Window signs. Window signs for street level businesses shall not exceed thirty-two (32) square feet. Window signs for lower, second level or upper level businesses shall not exceed eighteen (18) square feet. Window signs located in multiple windows shall be counted as one sign.
- (9) Signs on any building elevations that would be adjacent to Providence Road but for city-owned property or vacant property no greater than one hundred fifty (150) feet in depth between the elevation and the road right-of-way shall be subject to the Sign Regulations applicable outside the central business district.

(c) Permitted sign types. Maximum surface area of each sign type is subject to the aggregate size limitations in Section 23-12(b)(1).

(1) Lower level businesses. Each business located on the lower level of a building shall be allowed one (1) of the following sign types per elevation:

- a. Awning (maximum 18 square feet);
- b. Wall (maximum 24 square feet);
- c. Window (maximum 18 square feet);
- d. Projecting (maximum 8 square feet, subject to subsection (b) placement standards).

(2) Street level businesses. Each business located on the street level of a building shall be allowed two (2) of the following sign types per elevation:

- a. Awning (maximum 32 square feet);
- b. Projecting (maximum 8 square feet, subject to subsection (b) placement standards);
- c. Wall (maximum 32 square feet);
- d. Window (maximum 32 square feet).

(3) Second level businesses. Each business located on the second level of a building shall be allowed one (1) of the following sign types per elevation:

- a. Awning (maximum 18 square feet);
- b. Window (maximum 18 square feet);
- c. Projecting (maximum 8 square feet, subject to subsection (b) placement standards);
- d. Street level wall (maximum 24 square feet placed no higher than the bottom of the second level window);
- e. Second level wall (maximum 18 square feet, placed no higher than the bottom of the third story window).

(4) Upper level businesses (third level and above). Each business located on the upper level of a building shall be allowed one (1) of the following sign types per elevation:

- a. Awning (maximum 18 square feet);
 - b. Window (maximum 18 square feet).
- (5) Single-use buildings. A business that occupies an entire building with a frontage equal to or greater than forty-eight (48) feet may choose to install only one (1) sign per elevation. In that case, the maximum size of the single sign is the lesser of sixty-four (64) square feet or fifteen percent (15%) of the wall space of one elevation, provided all other criteria are met. Wall sign placement is not restricted to below the second story window sill.
- (6) Large businesses. Street level tenants with forty-eight (48) feet or more of frontage and located in multiple-tenant buildings may choose to install only one (1) sign per elevation as an alternative to any two sign types as provided in Section 23-12(c)(2). In that case, the maximum size of the single sign is the lesser of forty-eight (48) square feet or fifteen percent (15%) of the wall space of one elevation, provided all other criteria are met. Wall signs must be placed no higher than the bottom of the second story window sill.
- (7) Temporary signs. Temporary signs are allowed as provided for in section 23-8.6.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

PASSED this 5th day of March, 2007.

ATTEST:

Sheela Amin
City Clerk

Darwin Hindman
Mayor and Presiding Officer

APPROVED AS TO FORM:

Fred Boeckmann
City Counselor