

## DEVELOPMENT DEPARTMENT

DATE: August 28, 2001

TO: ALL STAFF MEMBERS  
Planning Division  
Development Department

ALL STAFF MEMBERS  
Code Enforcement (Sign Ordinance)  
Department of Housing and Neighborhood Revitalization

THROUGH: RAY BEACH, Planning Manager  
Planning Division

FROM: NICK P. YOVINO, Director  
Development Department

SUBJECT: DEVELOPMENT DEPARTMENT POLICY AS ISSUED BY THE DIRECTOR RELATIVE TO SECTION 12-217.5.K.1.c (3) OUTDOOR ADVERTISING IN THE C-1 ZONE DISTRICT-- ALLOWING APPROVAL OF MODIFIED GEOMETRICAL SHAPES (FREEFORM) FOR REGISTERED TRADEMARK/EMBLEM-TYPE SIGNS

The Director of the Development Department has made a determination which resulted in a new Development Department Policy which allows for approval of registered trademark/emblem-type signs that are of a modified geometrical shape; i.e., freeform. This policy is based upon a code interpretation made by the Director and does not result in the addition, modification or deletion of any FMC text. The interpretation relates to the highlighted FMC Section text as follows:

SECTION 12-217.5. PROPERTY DEVELOPMENT STANDARDS. The following Property Development Standards shall apply to all land and structures in the "C-1" District:

### K. OUTDOOR ADVERTISING

1. The following signs may be permitted, subject to approval of a shopping center Master Sign Program pursuant to Section 13-908 or a sign permit application pursuant to Section 13-907, and subject to the following limitations:
  - c. One free standing sign advertising any permitted nonresidential use, other than an automobile service station, for each six hundred linear feet or less of street frontage. On any street frontage greater than six hundred feet, one sign will be allowed for each additional six hundred feet of frontage or portion exceeding three hundred linear feet. Such sign shall comply with the following regulations:
    - (1) The sign may contain thereon the name of the buildings, occupants or groups thereof.
    - (2) No individual sign shall exceed eighty square feet in area or twenty feet in height.
    - (3) **The sign** shall not be blinking, flashing, rotating or animated and **shall have a geometrical shape such as a rectangle, square, circle, triangle, pentagon, hexagon, octagon, regular polygon, trapezoid or ellipse.** Lights used to illuminate the sign shall be installed to concentrate the illumination on the sign and to minimize glare upon a public street or adjacent property.
    - (4) A freestanding sign shall be installed so that its display is visible primarily from the traffic on the street on which the sign has frontage.
    - (5) Freestanding signs adjacent to freeways shall be subject to the standards specified in Article 10 of Chapter 13.

### **NEW DEVELOPMENT DEPARTMENT POLICY:**

If a freestanding sign consists of a trademark emblem and the shape of the emblem deviates from the individual geometrical shapes listed above, such freestanding sign shall be considered to be in compliance; as long as it complies with all other regulations listed above; and, with any other regulations that may be applicable.

**CALCULATING "FREEFORM" SIGN AREAS:**

Calculating the area of a sign to assure that it is in compliance with the sign area restriction is difficult when the sign is of a "freeform" shape; therefore, "freeform" shaped sign areas shall be calculated by measuring the freeform shapes according to what shape(s) they most closely resemble.

Below is an example of a "freeform" shaped sign. The area for the portion labeled (A) would be calculated as if it were a circle. The portions labeled (B) and (C), obviously a rectangles, would be calculated as such; and Portions (A) (B) and (C) combined for the total sign area.

