

Wayfinding Signs

File No: REZ23-009

City Wide

January 17, 2024
Cultural Heritage Board Meeting

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Planning and Economic Development

Zoning Code updates for Wayfinding Signs:

- Permitted Areas
- Business Wayfinding vs. Public/Civic Amenities
- Location and Number
- Design Standards
- Application Process
- Installation
- Sign Removal
- Non-Conforming/Existing Signs



Project Timeline

- Public Survey – October/November 2023
- Design Review Board – January 2024
- Cultural Heritage Board – January 2024
- Planning Commission – February 2024
- City Council – March 2024
- Ordinance in Effect – April 2024

Permitted Areas, Types, Number & Dimensions

- Downtown Station Area & North Station Area
- Business Identification & Public/Civic Amenities
- Number of Signs Allowed per Business
 - Six (double sided on three sign posts)
- Allowed Dimensions*
 - Individual Business/Amenity Signs
 - A maximum of 8 inches in height by 24 inches in length
 - Sign Posts – A maximum of 8 feet in height

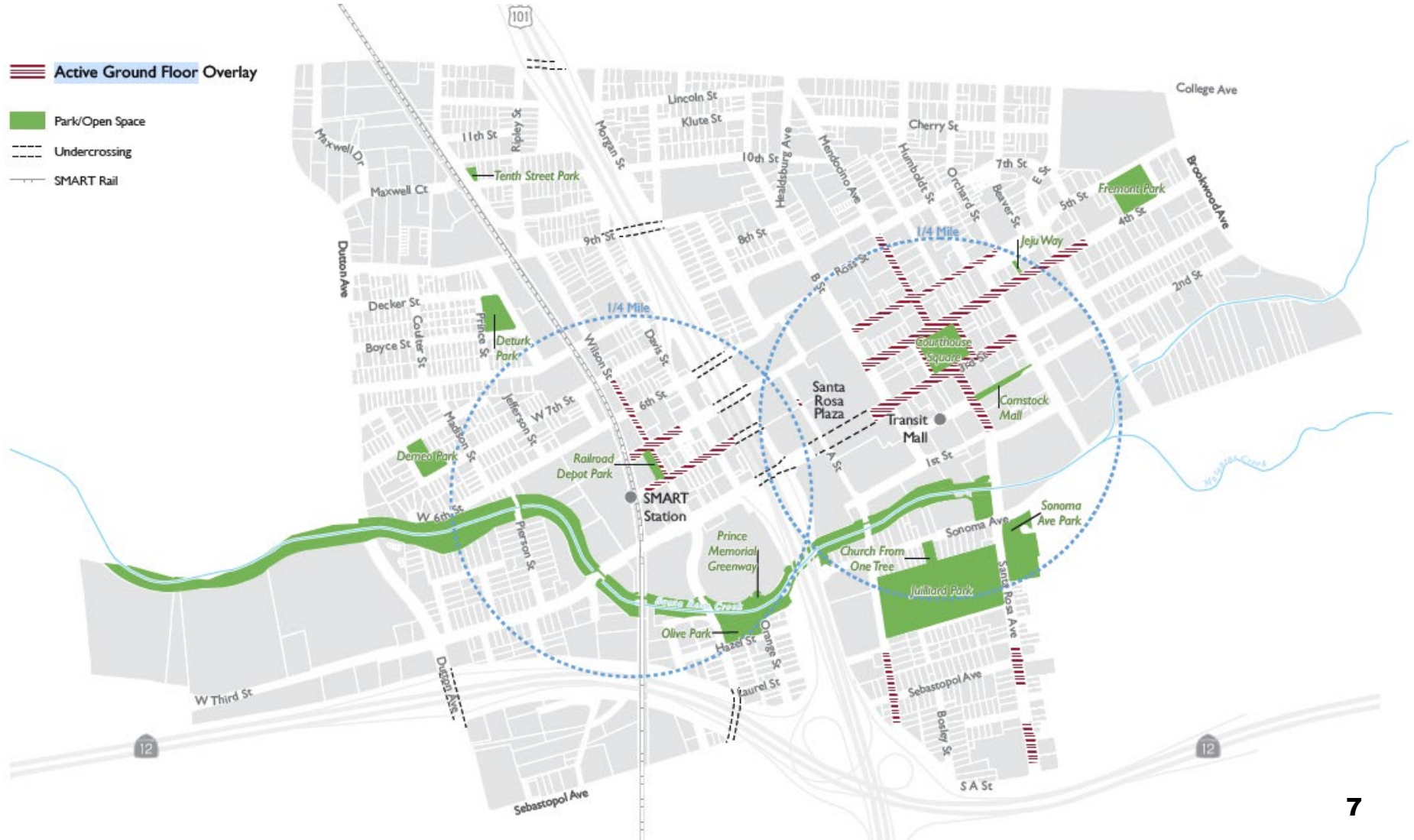
*Wayfinding Sign dimensions are measured from edge to edge of plaque, not within boundaries of lines surrounding text or logos

- Locations
 - Public Right of Way
 - May not obstruct accessible path of travel unless 80" above sidewalk elevation or behind a 27" high barrier
 - No placement allowed on traffic signals
 - Pedestrian focused programs can be allowed on street lights
 - 3-foot distance required from hydrants and other fire protection equipment
 - Private Property
 - Outside of easements
 - Must meet setback requirements of zoning district

Public/Civic Wayfinding Sign Design Standards

- Iconography and Directional Arrows
 - Required for civic amenities
 - Used to enhance and clarify message
 - Positioned on side opposite directional arrow
- Language
 - English and Spanish
- Font Size
 - Results in 3-6 inch lettering
- Flashing or Digital Signs Prohibited
- Travel Time / Distance to Location
 - Within the Ground Floor Overlay

Active Ground Floor Overlay



Business Wayfinding Sign Design Standards

- Iconography and Directional Arrows
 - Iconography optional
 - Positioned on side opposite directional arrow
- Font Size
 - Results in 3-6 inch lettering
- Flashing or Digital Signs Prohibited
- Prohibited Text
 - Phone number or website
- Travel Time / Distance to Location
 - Within the Ground Floor Overlay

Application Process

- A Sign Program application for Wayfinding Sign Program submittal
- New signs proposed to be installed within an approved Wayfinding Program require submittal/approval of a Sign Permit

Installation & Removal

- Sign Program approved for a period of two years
- Replacement signs proposed to be installed within an approved Wayfinding Program require submittal/approval of a Sign Permit
- Signs associated with a closed business to be removed promptly following close of business

Wayfinding Examples



Specific Feedback Requested

- Sign Post Materials & Design
- Color Uniformity for Business Signs or Color Legend Depending on Use Type (Park, Transit, Etc.)
- Travel Time or Distance Inclusion outside of the Ground Floor Overlay

Recommendation

It is recommended by the Planning and Economic Development Department that the Design Review Board provide comments and recommendations to Staff about the proposed Wayfinding Sign Standards.

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