

Public Comment Draft Sign Code Change Log – 2023-07-17



The purpose of the change log is to guide users on substantial changes to the LUDC drafts.

‘Technical changes’ is meant to indicate areas of the code where modifications were limited to grammar, clarifying language, or other revisions that wouldn’t significantly transform how the code operates today.

‘Substantial modifications’ or ‘new regulations’ are areas of the drafts where modifications were significantly revised or new regulations were added which may impact administration of the code.

A ‘clean version’ with staff’s recommendation for the 90% draft and a marked-up ‘redlined’ version comparing the current version of the code and the recommendation draft is available at <https://mypagosa.org/ludc-update>

Article 6.13 – Sign Code

Section number	Sign topic area	Allowed under current Sign Code (LUDC)	Summary of proposed changes
6.13.3 (primarily Temporary Signs)	Sign content	Some signs are classified by the content of the sign and regulated differently which may violate recent Supreme Court decisions regarding “content neutrality”	Modified to be in line with ‘content neutral’ standards to ensure freedom of speech.
6.13.5.B	Sign Areas (formerly “sign zones”)	Currently Sign Zones 1, 2 and the Historic District. Max height/size either 20 feet high and 100 square feet; or 15 feet high and 80 square feet. Historic Districts 25 square feet (no changes proposed in HD)	Created 2 additional Sign Areas in which allowable sign type, sign size and sign heights are specified. Sign heights and areas better align with the posted speed limits/vehicle speeds in the area. Examples include reducing max height from 20 to 18 or 16 feet, and overall size from 100 to 80, 50 or 40 square feet.
6.13.3A2	Temporary Sign standards	Sign areas, placement, and time limits currently regulated by the “type” of sign (real estate, yard sale, election), which determined by the “language” on the sign.	Classify all temporary yard/property signs as “property signs”, generally regulated by whether they are placed on Residential or non-Residential zoned property.
6.13.3.A5	Sandwich Board signs	Permits one SB sign per business with an approved permit	Exempts a single SB sign for each business, with specific rules (up to 6 sq. ft. per side, next to the building wall, removed each night).
6.13.3.A7 6.13.4.A3	Advertising Vehicles	Decals on vehicles used in the course of operations are exempt; no changes proposed.	Proposed prohibiting “advertising vehicles” defined as vehicles used for the primary or sole purpose of site advertising. These will typically be trucks or trailers that remain parked in one location and operate as the business signage.
6.13.5.C2b	Comprehensive Sign Plans/total sign area allocation	Sign code does not provide any allocation among a number of businesses.	Specifies that in multi-tenant settings, if an approved Comprehensive Sign Plan is not on file, signage allocations may be distributed equitably among the total number of businesses.
6.13.5.F	Wall signage locations and placement	The only specified location for signage is in the Historic District which states “within the sign band”.	Clarified appropriate locations of wall signage: in a defined or implied sign band or area. Added signs are not permitted to cover architectural features.

6.13.5.F10	Offsite Signs	No Offsite signs permitted.	Added three conditions which must be met under which Offsite signs may be permitted.
6.13.5.G3	Internal illumination	Allows internal illumination if signs are up to 24 or 32 sq. ft depending on the Sign Zone	Specifies internal illumination must be darker in background than foreground, and specifies up to 24 sq. ft. in Sign Area 2 and 5 and up to 32 sq. ft. in Sign Area 1.
6.13.4.A10	Backlit reader panels	Allows backlit panels (typically have arrangeable plastic letters) up to 24 sq. ft.	Allows backlit reader panels signs only with “reverse” lettering where the letters are lit and the background is black. This reduces light pollution and glare. Menu boards, and instruction panels for things such as ATMs or gas pumps are not included in this section and are still allowed.
6.13.4.A.6	Feather flags, banners, streamers	Allows only banners and streamers for special events. Feather flags currently prohibited.	Eliminates permitting of streamers and banners (feather flags proposed to remain prohibited) to preserve the scenic aesthetic in the Town.
6.13.6.C	Projecting and Hanging Signs	Allows both	Proposed to clarify the distinction between these two types and add a minimum spacing between hanging signs to preserve visibility.
6.13.6.C.5	Awning Signs	Not specified	Specifies awning fascia, if applicable, may be permitted for signage.
6.13.5.H	EMC/Electronic Message Center	Allows only in Sign Zone 1	Allows only in Sign Area 1
6.13.7.E	Banners	Allowed up to 10 sq. ft. up to 10 weeks per year with permit.	Increased banner allowance from 10 to 18 sq. ft. Also extended allowed period from 10 weeks to 6 months. Still requires a permit.
6.13	Non-conforming	Regulations specific to non-conforming signs	Moved to “Non-conforming” Section
Throughout	Images/graphics		Added graphics to aid in interpreting and clarifying sign regulation application.
Article 8	Definitions	Defines numerous sign types	Proposes defining only sign types referred to in the revised Sign Code