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The City of  
**OKLAHOMA CITY**

2020 JUL 27 PM 2:45

CITY OF  
OKLAHOMA CITY OKLA  
OFFICE OF  
CITY CLERK

**Development Codes Update  
Stakeholder Advisory Team  
Special Meeting**

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**AGENDA                    2:00 p.m. July 30, 2020**

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During the state of emergency in place during the COVID-19 pandemic, and in compliance with state and local stay at home orders, no physical location will be provided for this meeting. The meeting will instead be live streamed from remote locations. Instructions on how to join the meeting can be found on the second page of this agenda.

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**TEAM MEMBERS**

**Aimee Ahpeatone, Allison Barta-Bailey, Jessica Black, Todd Booze, Gary Brooks, Andy Burnett, Ofelia Cancio, Nathan Cao, Jorge Charneco, James Cooper, Scott Cravens, Joel Dixon, Jonathan Dodson, Clay Farha, Chris Fleming, Chip Fudge, Asa Highsmith, Julie Hornbeek, Andrew Hwang, A.J. Kirkpatrick, Mark Livingston, David Lloyd, Ricardo Montoya, Nikki Nice, Jim Parrack, Emily Pomeroy, Janis Powers, Deemah Ramadan, Mark Ruffin, Todd Stone, Tim Strange, Bryce Thompson, Marcus Ude, Mark Zitzow**

Geoff Butler, Planning Director  
Lisa Chronister, Assistant Director  
Sarah Welch, Program Planner  
Marilyn Lamensdorf, Associate Planner  
Mark Mishoe, Admin Coordinator  
Susan Randall, Municipal Counselor

**ALL MEMBERS ATTENDING THE MEETING BY VIDEO CONFERENCE**

**PHONE 1(346)248-7799 cell phone  
Toll Free: 1(877)853-5257 or 1(888)475-4499 landline only  
Meeting ID: 992 0579 9474  
Join Zoom Meeting: <https://okc.zoom.us/j/99205799474>**

## **PARTICIPANT INSTRUCTIONS**

### **VIDEO TELECONFERENCE MEETING**

The City encourages participation in the public meeting from the residents of Oklahoma City. The City Council Chamber will be closed and the only alternative to participate in the meeting will be by video teleconference. Below are instructions on how to access the meeting and how to request to speak on certain agenda items.

To participate in the meeting via ZOOM, go to **Meeting URL:**  
**<https://okc.zoom.us/j/99205799474>**

When prompted, enter Meeting ID: **992 0579 9474**

- To participate in the meeting by cell phone, call **1(346)248-7799**
- To participate by land line toll free, call **1(877)853-5257 or 1(888)475-4499**
- To speak on a certain agenda item, place a call in advance of the meeting to (405)297-2406 or e-mail [mark.mishoe@okc.gov](mailto:mark.mishoe@okc.gov). Include your name, the agenda item number and the reason you would like to speak (protest, representing applicant, request continuance, i.e.). **Please submit your request prior to the beginning of the meeting to avoid receiving your request after your item has been considered.** City staff will attempt to submit requests received during the meeting to the Chair. Please press \*6 to speak when recognized by the Chair.

The Chair will announce at the beginning of the meeting that if connections are lost, the City will attempt to restore communications for a maximum of 30 minutes and if communications cannot be restored, the meeting will reconvene at a certain date, time and place. If you are disconnected from the video conference, please try again before calling 405-297-2406.

It is the policy of the City to ensure that communications with participants and members of the public with disabilities are as effective as communications with others. Anyone with a disability who requires an accommodation, a modification of policies or procedures, or an auxiliary aid or service, or alternate format of the agenda in order to participate in this meeting should contact the ADA Coordinator of the Planning Department at 405-297-2406 or TDD (405) 297-2020 as soon as possible but not later than 48 hours (not including weekends or holidays) before the scheduled meeting. The Planning Department will give primary consideration to the choice of auxiliary aid or service requested by the individual with disability.

**Stakeholder Advisory Team**  
July 30, 2020 Special Meeting  
Agenda - Page 3 of 3

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **REVIEW SAT #2**
4. **REVIEW/DISCUSS KEY ISSUES**
5. **PUBLIC COMMENT**
6. **SCHEDULE & NEXT STEPS**
7. **ADJOURN**

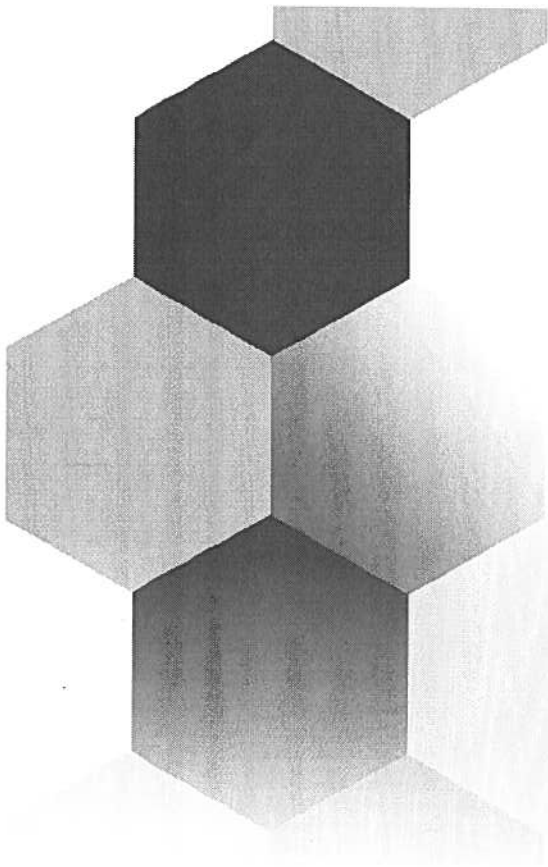
The background features a white central area with text. To the left is a light gray trapezoidal shape. To the right is a dark gray trapezoidal shape containing a white hexagonal grid pattern. The text is centered in the white area.

# **OKC Development Codes Update**

**Stakeholder Advisory Team Meeting #2  
July 30, 2020 at 2 pm**

# Agenda

1. Call to order
2. Roll call
3. Review SAT #2
4. Review/Discuss Key Issues
5. Public Comment
6. Schedule and Next Steps
7. Adjourn



# Review SAT #2

Development Codes Update Project

July 23, 2020

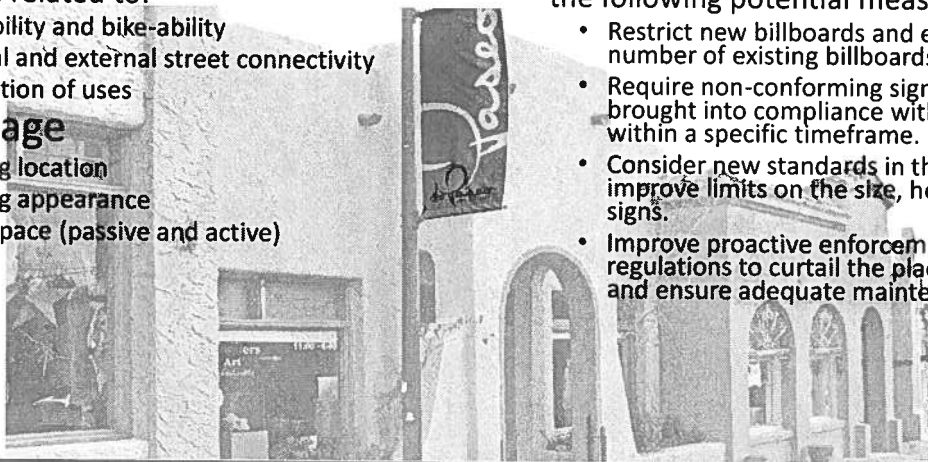
# Background (planokc)

## Policy ST-17

- Adopt new citywide **site design and building** regulations that ensure new developments meet basic **functional** and **aesthetic** minimums related to:
  - Walkability and bike-ability
  - Internal and external street connectivity
  - Integration of uses
  - **Signage**
  - Building location
  - Building appearance
  - Open space (passive and active)

## Policy E-14

- Initiate new efforts to reduce sign clutter and improve the aesthetics of signs, while allowing for adequate and visible business identification by the following potential measures:
  - Restrict new billboards and eliminate or reduce the number of existing billboards.
  - Require non-conforming signs to be removed or be brought into compliance with existing regulations within a specific timeframe.
  - Consider new standards in the Sign Ordinance to improve limits on the size, height, and number of signs.
  - Improve proactive enforcement of the City's sign regulations to curtail the placement of illegal signs and ensure adequate maintenance of signs.

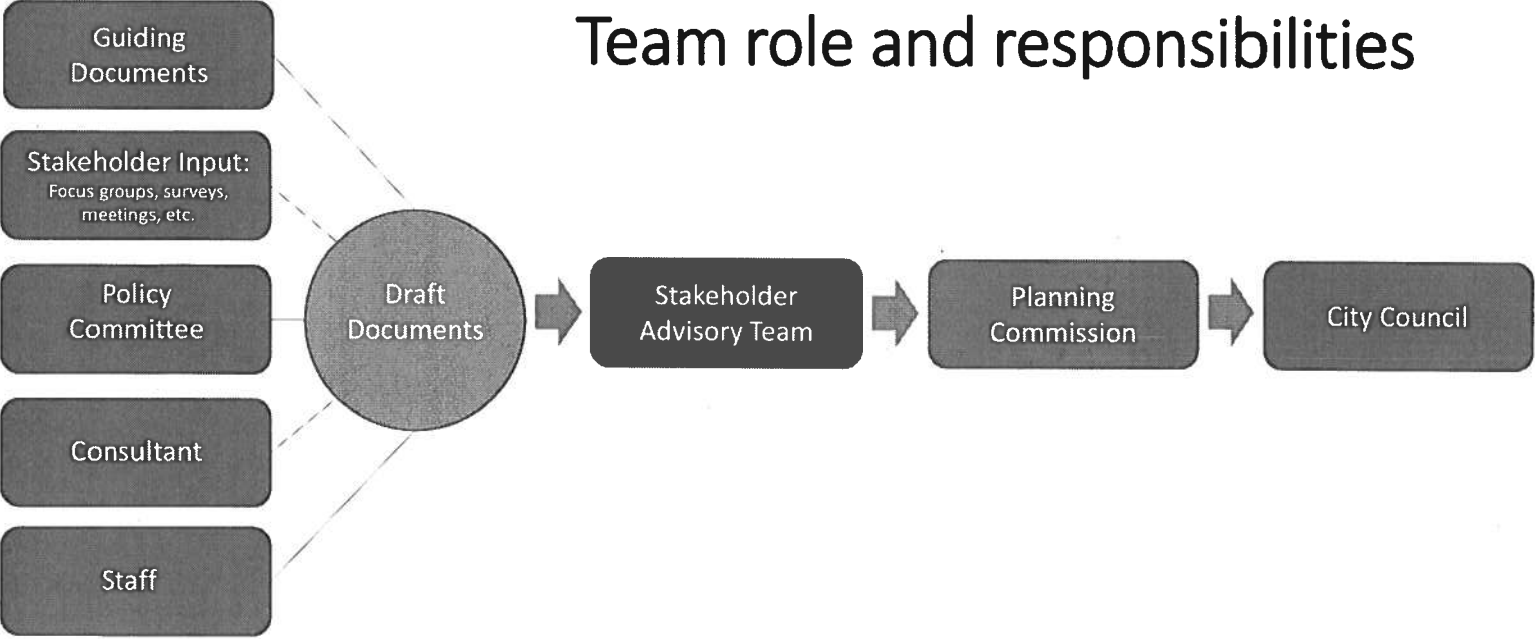


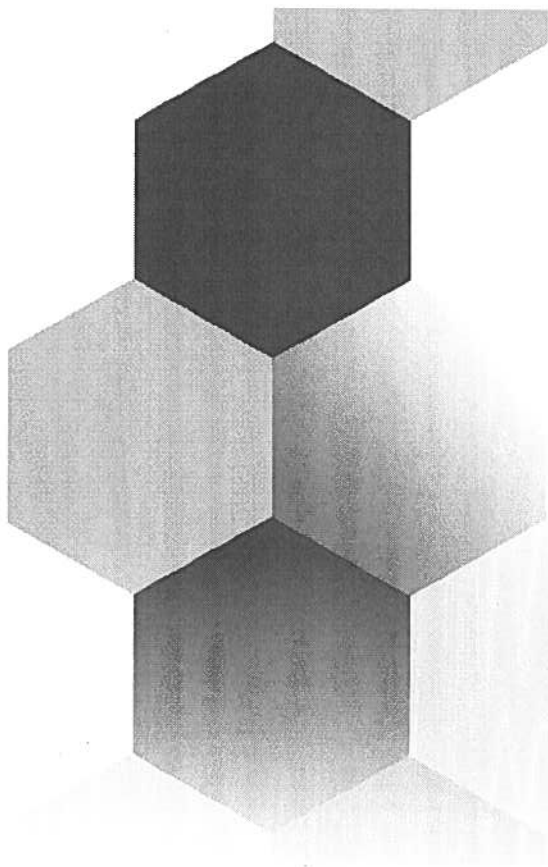
# Team role and responsibilities

- Examine key elements and technical aspects of the project; review & comment on drafts:
  - Consultant team's assessment of the current code
  - Structure and components of the proposed code, including development standards, administrative procedures, graphics, and maps;
  - Alignment with the comprehensive plan; and
  - Public input
- Identify additional data or information needs
- Ask questions
- Build support



# Team role and responsibilities





# Sign Code Elements

Development Codes Update Project

July 23, 2020

# PUD/SPUD Approaches

## Issues:

- Flexibility + master planning
- Scale + context

## Approach

- Compliance with underlying standards
- Cannot enlarge C-3/C-HC
- Prohibit parcelization
- Master sign plan (P/SUD or other)

### Master Sign Plan (MSP) Chatham Professional Park 00-USP-001

*These guidelines are published for informational purposes. A sign permit application must be submitted and a permit issued prior to installation of a sign.*

USP Identifier	00 USP 001
Location	590 E Chatham St
Date USP established	February 2000
Last modified	June 20 10 (Spelling and general format corrections; No substantive changes.) February 2019 (Changes to principal ground sign)

#### General Provisions of Uniform Sign Plan for this project

A sign may be erected, placed, established, painted, created or maintained in the Town of Cary only in conformance with standards, procedures, exemptions and other requirements of the Town's Sign Ordinance and/or any applicable Master Sign Plan (MSP) for the property where the sign is located.

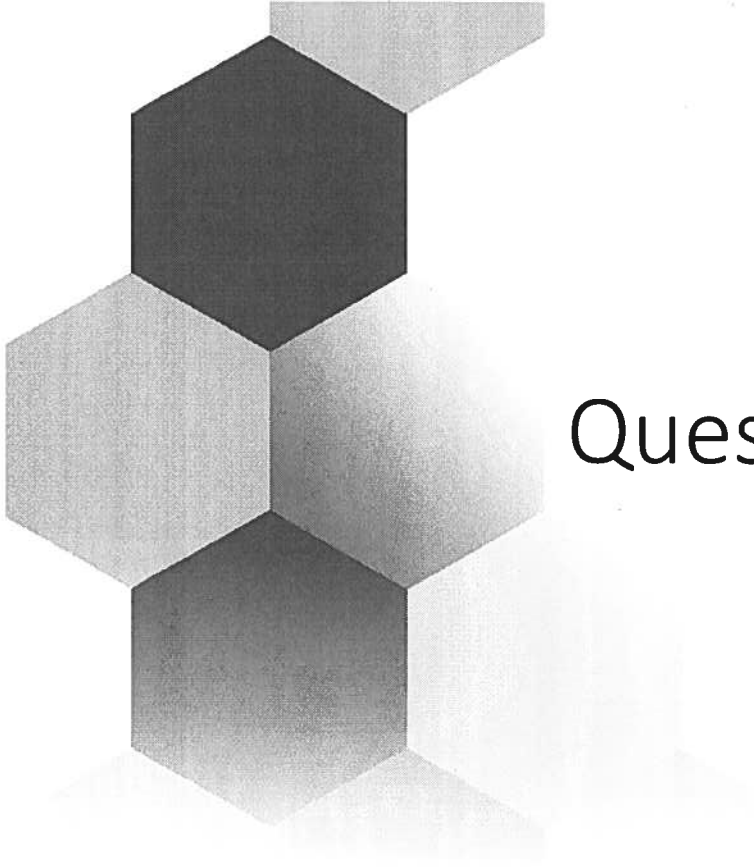
In situations where the specifications of a previously approved Uniform Sign Plan conflict with the currently adopted Sign Ordinance etc. factors, then the specifications in the approved Uniform Sign Plan shall control. Where a previously approved Uniform Sign Plan does not contain specific specifications on signage attributes, including but not limited to height, colors, placement, etc., then the provisions of the currently adopted Sign Ordinance shall control. Further, a previously approved Uniform Sign Plan which lacks specific signage attribute specifications (including but not limited to height, colors, placement, etc.) may not be amended to include such specifications unless such amendment is in accord with the currently adopted Sign Ordinance.

A Master Sign Plan may be amended by filing a new sign plan with the Planning Department. Any new or amended Master Sign Plan (including those for planned unit developments) shall include a schedule for bringing into conformance within 90 days, all signs not conforming to the proposed plan. This shall apply to all properties governed by said plan.

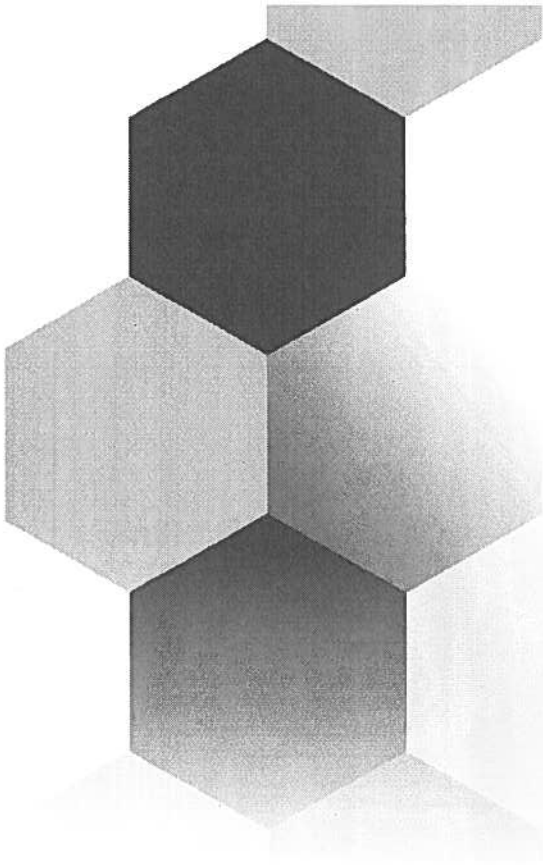
<b>Ground Signs - Project Identification</b>	
Quantity	1
Location	At entrance on E Chatham St.
Materials	Painted aluminum with white vinyl letters; brick sign case
Size	<ul style="list-style-type: none"> <li>• Height - maximum 56 inches for sign structure</li> <li>• Length - maximum 9 feet for sign</li> <li>• Area - maximum 32 square feet per side for sign</li> </ul>
Colors	<ul style="list-style-type: none"> <li>• Background - Green PMS 7484 C</li> <li>• Letters - White</li> </ul>
Illumination	External with two ground mounted up-lights
Details	Letter style - Times Roman Bold
Photo(s)	
<b>Wall Signs - Tenant Type 1</b>	
Quantity	1 per bay
Location	In recessed sign area above doorway in each bay
Materials	Vacuum formed plastic letters (rounded edge) on painted background
Size	<ul style="list-style-type: none"> <li>• Letter sizes - 4 inches, 6 inches, 8 inches, 12 inches, 18 inches, and 24 inches</li> <li>• Height - 2 feet 3 inches</li> <li>• Area (Building A) - maximum 22.5 square feet per bay</li> <li>• Area (Building B) - maximum 24 square feet per bay</li> <li>• Area (Building C) - maximum 23 square feet per bay</li> </ul>
Colors	<ul style="list-style-type: none"> <li>• Background - forest shade green PMS 7481</li> <li>• Letters - white</li> </ul>
Illumination	Maximum 5 down-lights per sign

## PUD/SPUD Best Practices

- Modification through PUD common
- Typically tied to
  - Master plan
  - Conditions
- Master sign plan common
- 4 peers require PUD to conform to sign code (Norman, Fort Worth, Edmond, Omaha)
- Nashville prohibits billboards in PUDs
- Conditions to Master Sign Plan Plans (Edmond I-35 Corridor)
  - Modify location / size of individual signs
  - Cannot modify:
    - Total number
    - Overall sign area



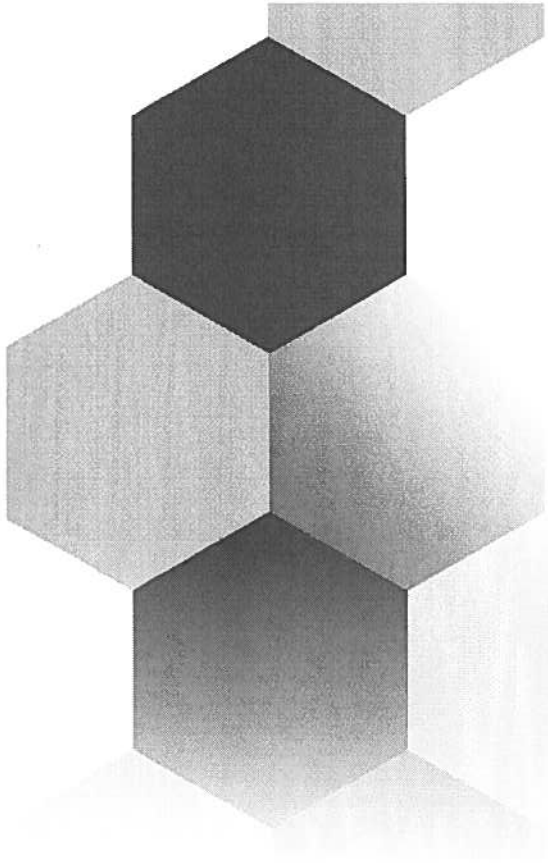
# Questions



# Zoom Poll Questions: PUDs & SPUDs

Consider the issues, challenges and opportunities

- Like it
- Can live with it
- Needs improvement
- Don't like it
- Neutral



# Discussion

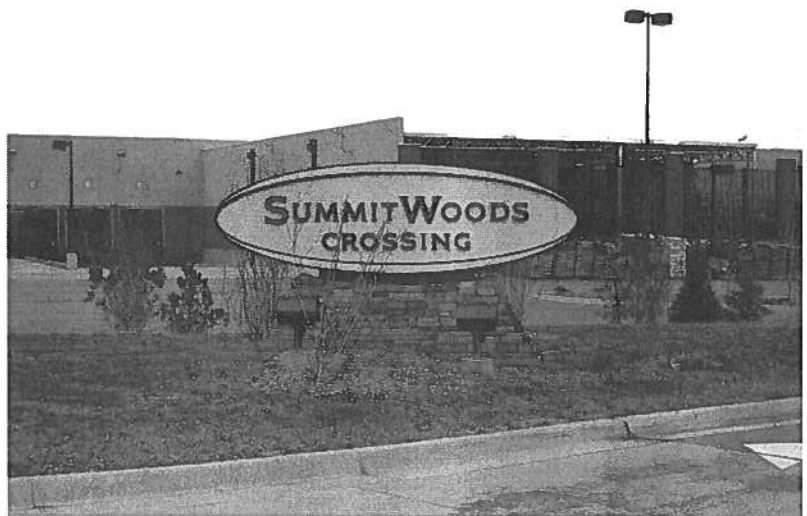
## Measurement / Allocation

### Issues:

- Flexibility + communication
- Clutter + conspicuity

### Approach

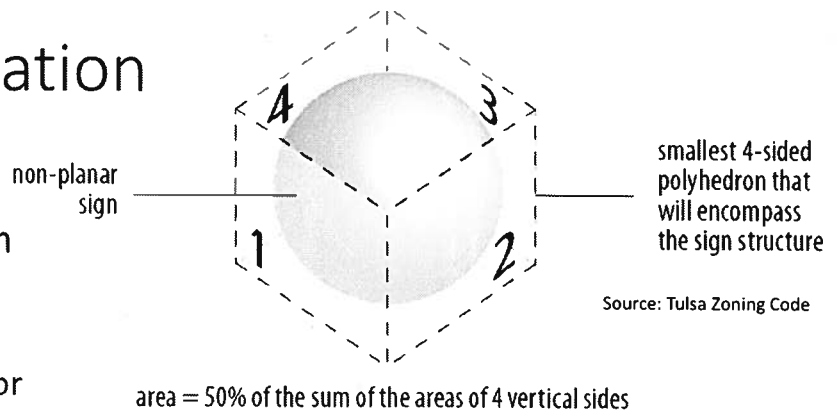
- Tie sign size to:
  - Building size
  - Street type
- Reduce height
  - Tie to street type
- Allowance for artistic signs



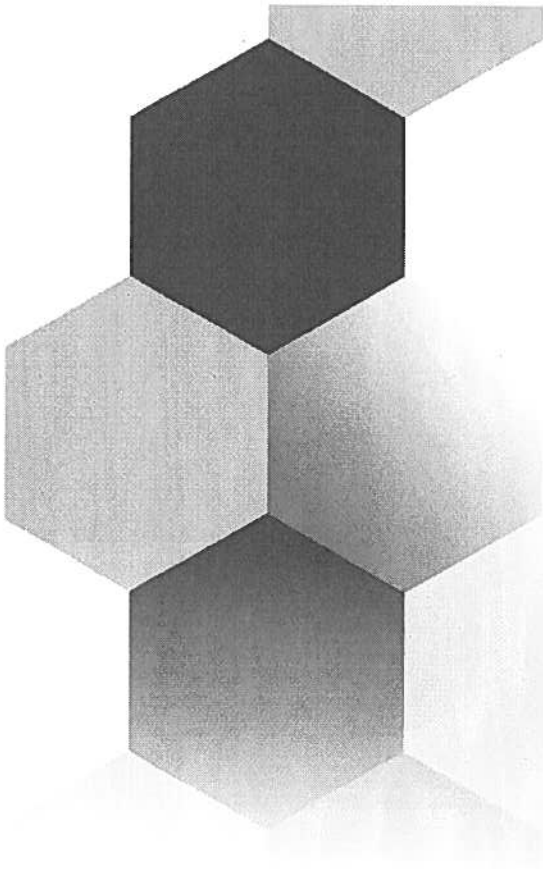


# Measurement / Allocation Best Practices

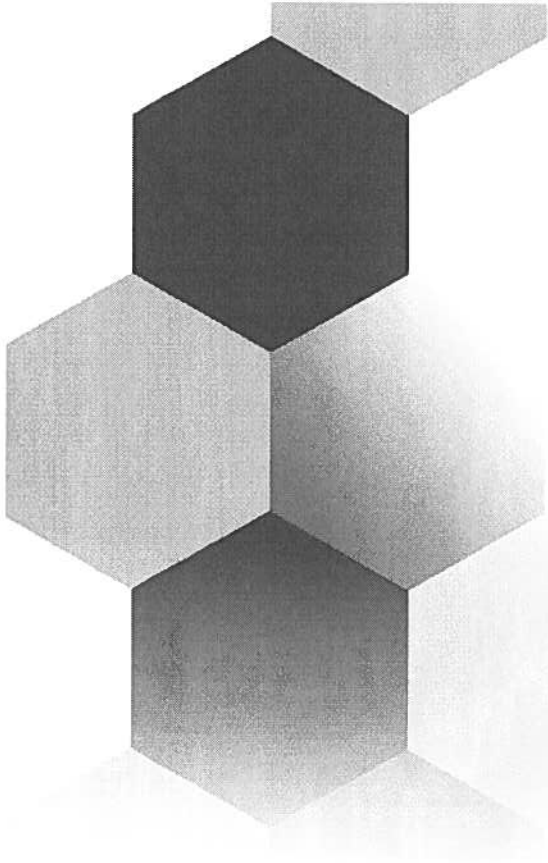
- Building size context not common
  - Edmond (shopping centers):
    - 1.25-1.75 sf / 1,000 sf GLA
    - < 60k sf = 75' PL & 150' total sides or 100' PL & 100' total sides
- Street type less common
  - APA Model Code
  - Height: San Antonio (table) & Tulsa
- Allowance for artistic signs common
  - Limit to physical structure



Street Type	Height (ft)	Size (sf)
Local	16	75
Arterial B / Commercial Collector	24	150
Arterial A	40	240
Expressway	50	375



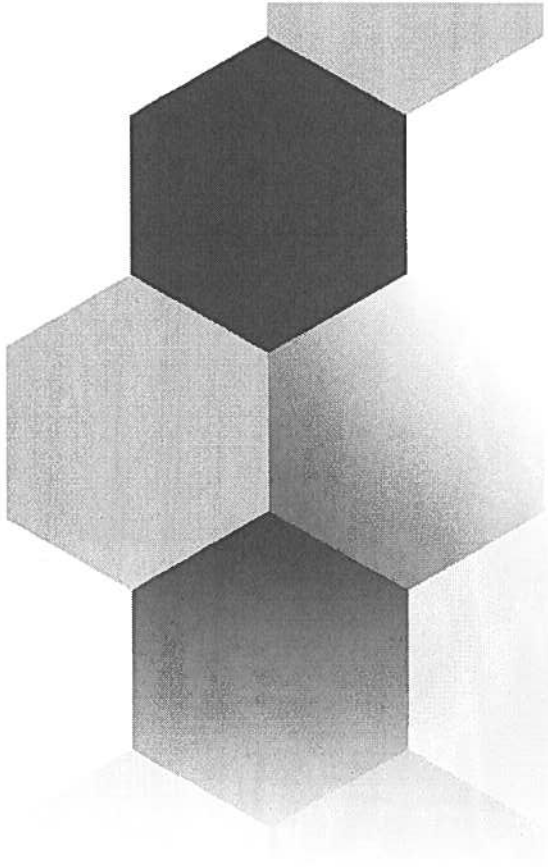
# Questions



# Zoom Poll Questions: Measuring/Allocating Signs

Consider the issues, challenges and opportunities

- Like it
- Can live with it
- Needs improvement
- Don't like it
- Neutral



# Discussion

## Electronic Message Displays (EMDs) Approach

### Issues:

- Maximize messages + technology
- Glare + traffic safety

### Approach

- **Brightness**
  - Best practices
  - Residential zones
- Projection signs

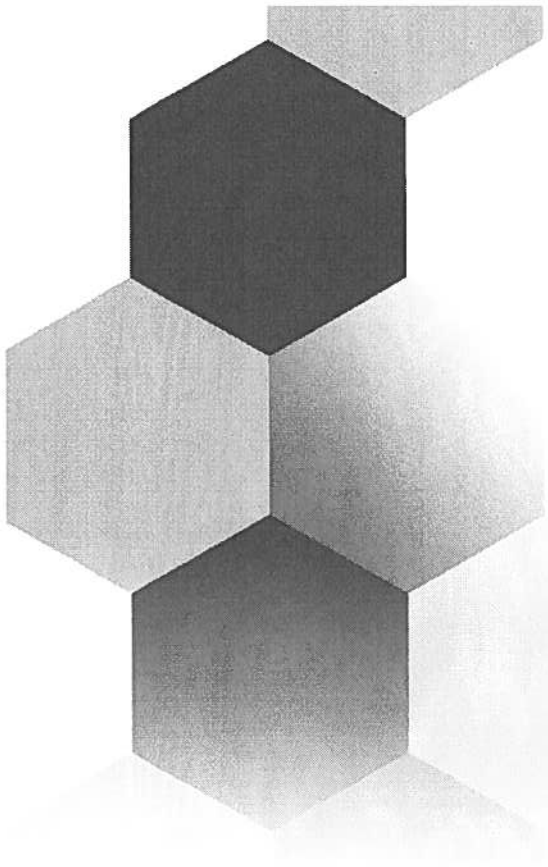


# EMD Best Practices

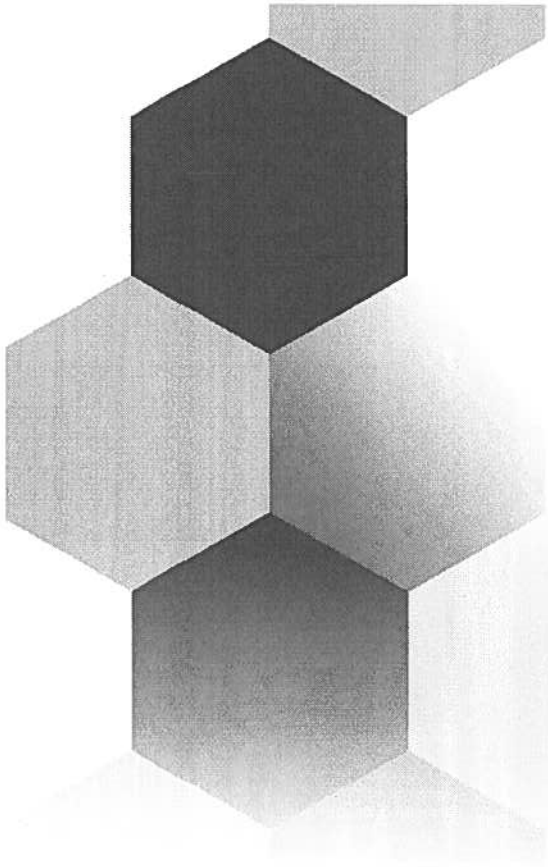
- Brightness limits common
  - Footcandles
  - Nits
- Residential zones
  - Prohibition common (Edmond prohibits citywide)
  - Setbacks (e.g., 200' from residential district in Norman)
- Projection signs

	Day	Night
<b>Norman</b>	5,000 nits	300 nits
<b>Tulsa (2)</b>	6,500 nits	500 nits
<b>San Antonio</b>	Red 3150 nits Green 6300 nits Amber 4690 nits Full Color 7000 nits	Red 1125 nits Green 2250 nits Amber 1695 nits Full Color 2500 nits
	+ 0.3 fc @ 100-250' depending on sign size + 0.2 fc @ residential property line	
<b>Indianapolis (1)</b>	1 fc property line 1 fc (Residential) / 2 fc (Other) ROW	
<b>Kansas City</b>	2 lux residential district line / ROW	
<b>Miami</b>	0.3 fc @ $\sqrt{\text{sign area} \times 100}$	

Fc = footcandles  
 (1) General lighting regulations  
 (2) 70 footcandles 2' from sign generally



# Questions

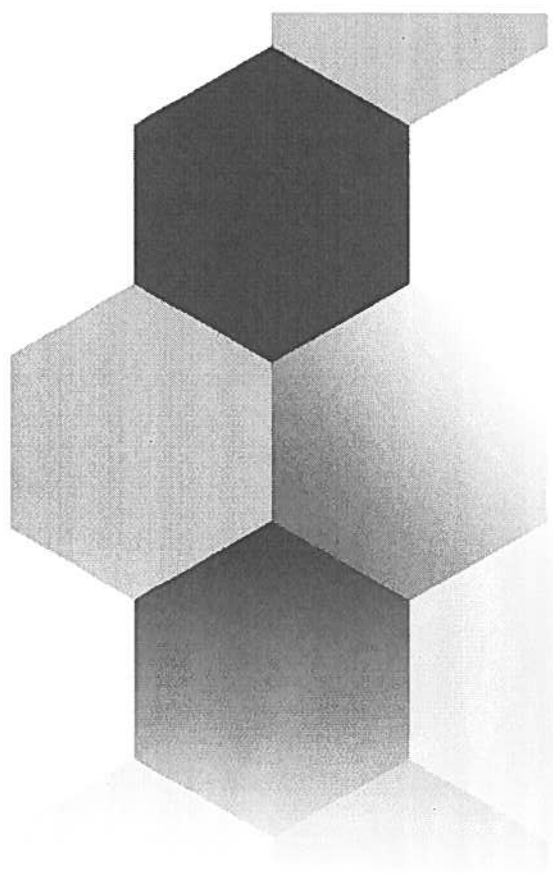


# Zoom Poll Questions: EMD Signs

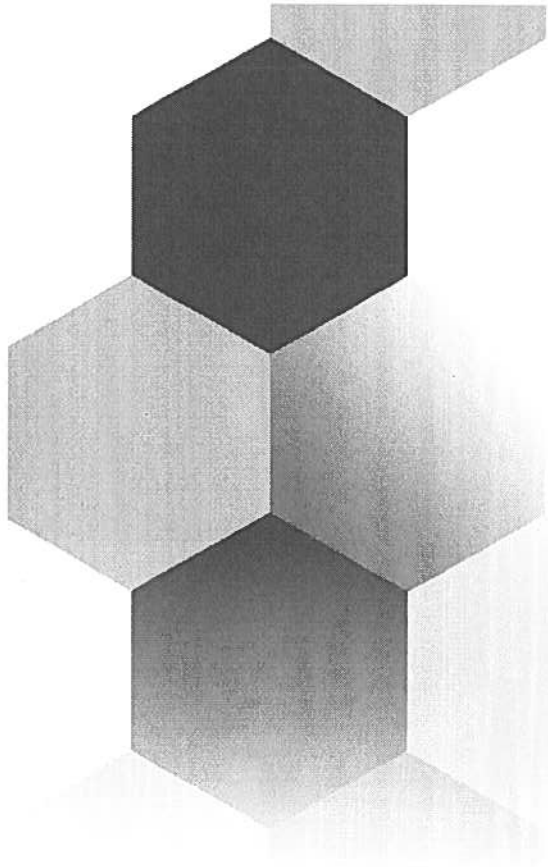
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# Discussion

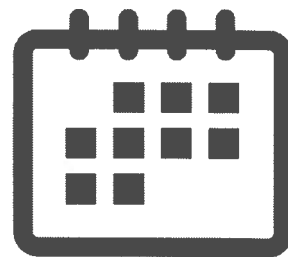


# Public Comment

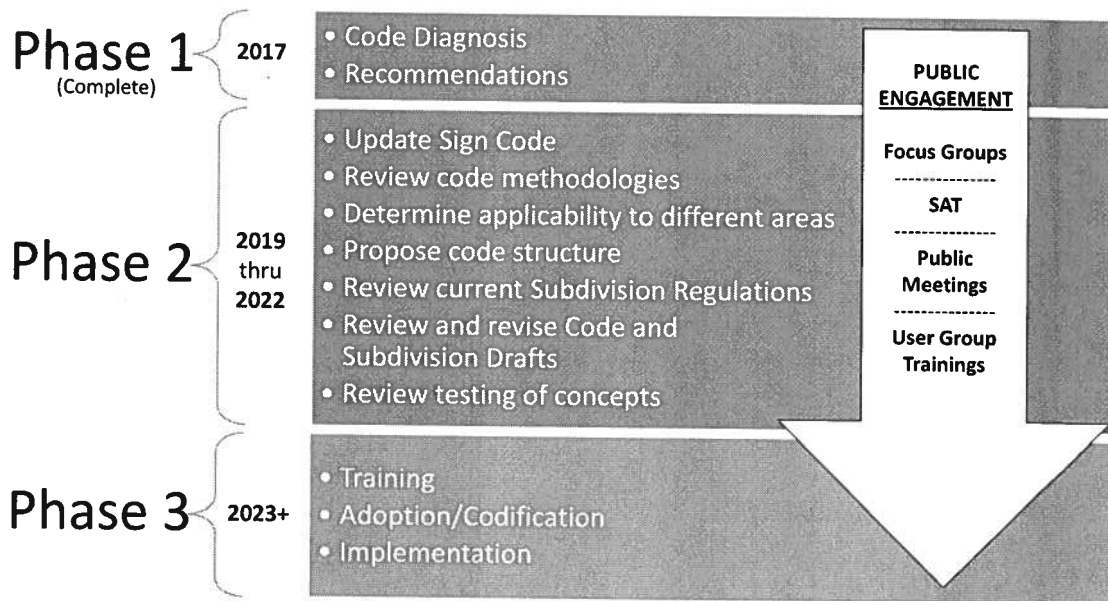
July 23, 2020

## Schedule and Next Steps

- Sign code draft issued for review
- SAT #4: sign code recommendation
- Public meetings with design review committees/commissions
- Sign code final draft: early fall
- Adoption: end of 2020



# Schedule and Next Steps



Thank you!

