



MEMORANDUM

Council Agenda
Item No. IX.E.
8/2/2016

The City of OKLAHOMA CITY

TO: Mayor and City Council

FROM: James D. Couch, City Manager

Public hearing, regarding Ordinance relating to Advertising and Signs, amending Chapter 3 of the Oklahoma City Municipal Code, 2010, Article V, Section 83 General Regulations for All Signs, Section 102 Accessory Signs Regulated by Zoning Districts, and Section 119 Standards for Billboards and Similar Nonaccessory Type Signs, pertaining to accessory and nonaccessory signs within the BC Bricktown Core Development District.

Purpose

The proposed ordinance amends the Oklahoma City Municipal Code, 2010, Chapter 3, Advertising and Signs, affecting the BC Bricktown Core Development District. The BC District is a design district staffed by the Current Planning & Urban Design Division of the Planning Department. Staff is responsible for assessing the effectiveness and application of ordinances within special districts as they grow and evolve. This ordinance addresses topics identified by staff, applicants, and committee members since the last update to the BC District in 2012.

As proposed, the ordinance:

- Reorganizes sign regulations to mirror the formatting of sign regulations in other design districts.
- Permits two new types of roof signs (frame and water tower) if it can be demonstrated that such signs previously existed on a building.
- Allows local directional signs and off-site directional signs for public and private parking lots.
- Allows temporary signs such as supergraphics and building wraps to remain up to 60 days instead of 30, with up to four occurrences instead of six.
- Establishes standards for multi-family residential uses that reference existing standards for residential districts and are based on number of units.
- Establishes new regulations for EMD signs in the BC District and permits accessory EMDs for only Spectator Sports and Parking Lot/Garage uses.
- Eliminates sidewalk signs.

Background

In August 2014 and January 2015, staff presented initial drafts of proposed ordinance amendments to the Bricktown Urban Design Committee at their regularly scheduled meetings.

On August 27, 2015 and September 29, 2015, the Planning Commission and City Council, respectively, adopted the Downtown Development Framework (DDF) for implementation.

On September 9, 2015, the Bricktown Urban Design Committee conducted a public workshop specifically focused on the issue of appropriate building heights within the BC District.

On January 13, 2016, the Bricktown Urban Design Committee adopted the DDF as a supplemental guideline.

On February 10, 2016, a draft ordinance that incorporated the DDF's recommendations for the BC District was presented and discussed at a regular meeting of the Bricktown Urban Design Committee. The Committee recommended minor changes which were incorporated into the ordinance.

On April 13, 2016, the Bricktown Urban Design Committee unanimously recommended approval of the proposed ordinance to Planning Commission and City Council.

On April 14, 2016 the Urban Development Committee of the Planning Commission recommended that the proposed ordinance be Introduced at the Planning Commission meeting of April 28, 2016. The item was continued until May 26, 2016.

On May 11, 2016, the proposed ordinance was presented to the Bricktown Urban Design Committee to affirm specific language regarding murals with the BC District. The Committee unanimously recommended approval of the ordinance without modifications.

On May 26, 2016 the proposed ordinance was introduced at a regular meeting of the Planning Commission and set for recommendation at public hearing on June 23, 2016.

On June 23, 2016 the Planning Commission unanimously recommended approval of the ordinance to the City Council.

At the time that the ordinance was heard and recommended by the Urban Design Commission and the Planning Commission, it also included changes to Chapter 59, Zoning and Planning Code. On the advice of the Municipal Counselor's office, changes to Chapter 59 have been separated into a companion ordinance so that this ordinance includes only changes to Chapter 3, Advertising and Signs.

Review

Planning Department

Recommendation: Public hearing be held.