

Draft Zoning Code Amendments related to the Hillcrest Master Plan

December 30, 2021

Chapter 64. - Zoning Code—Signs

ARTICLE I. - PURPOSE AND DEFINITIONS

Sec. 64.103. A.

Advertising sign. A sign ~~which~~that directs attention to a business, profession, commodity, service or entertainment ~~which~~that is conducted, sold or manufactured elsewhere than on the premises upon which the sign is placed. It shall be considered as a nonaccessory sign except that an advertising sign on a professional sports facility with permanent seating for more than ten thousand (10,000) spectators shall be considered as accessory. Billboards are a form of advertising sign. Advertising signs located on transit stop stations, courtesy benches and newsracks are regulated under other chapters and are not subject to the requirements of this chapter. Sports facility sponsorship signs are a special type of off-premise sign and are subject to different regulations from advertising signs. A freestanding sign anywhere within a business park or industrial park that directs attention solely to businesses within the park is not considered to be an advertising sign.

Sec. 64.103. B.

Business park sign. A freestanding business identification sign at a primary entrance to a business park or industrial park under single management that directs attention to businesses within the park.

ARTICLE IV. - 64.400. GENERAL PROVISIONS

Sec. 64.401. - All signs.

(p) Business park signs. One business park sign is permitted per primary entrance to a business park or industrial park, not exceeding one hundred fifty (150) square feet in area and a height of fifteen (15) feet above ground level. This sign area is excluded from the maximum gross surface display area per lot.

Chapter 66. - Zoning Code—Zoning District Uses, Density and Dimensional Standards

ARTICLE V. - 66.300. TRADITIONAL NEIGHBORHOOD DISTRICTS

Sec. 66.344. Traditional neighborhood district planning requirements.

- (b) *Master plan.* For a contiguous area of at least fifteen (15) acres in traditional neighborhood districts, a master plan may be provided for review and recommendation by the planning commission and approval by city council resolution. The master plan may be already in existence, or it may be prepared by city staff or by the applicant or developer. A traditional neighborhood area for which a master plan has been adopted by the city council shall be designated as a T1M, T2M, T3M, and/or T4M district. The master plan may include additional regulations or provide specified relief from zoning regulations if the plan as a whole results in

improved implementation of the comprehensive plan and of the zoning code's intent. The master plan may include the following information.

ARTICLE V. - 66.500. INDUSTRIAL DISTRICTS

Sec. 66.542. Required conditions in the IT transitional industrial district.

- (a) *Design standards.* Development shall be consistent with the following design standards unless the applicant can demonstrate that there are circumstances unique to the property that make compliance impractical or unreasonable:
- (3) *Materials and detailing.* Buildings shall be constructed of high-quality materials, including, but not limited to, brick, stone, textured cast stone, tinted masonry units, concrete, glass and architectural metal. The following materials are generally not acceptable:
- Unadorned ~~plain or painted~~ concrete block ~~or panels~~;
 - Corrugated metal, unless used as a limited architectural element rather than for entire walls;
 - Reflective glass; and
 - Vinyl, fiberglass, asphalt or fiberboard siding.

Building designs should seek opportunities to express the nature of the industrial activity within, in keeping with the other requirements of this section and respecting the necessary business functionality.