

City of Columbus Zoning Code Rewrite

**Plan Commission
May 14, 2026
Sign Code Discussion**



Today's Discussion

- Last Meeting (March 12)
 - Parking
- Today (May 14)
 - Present draft Sign Code and review key policy questions or changes with the Plan Commission

Code Organization

Proposed Reorganization of the Zoning Code

- Article 1: Introduction
- Article 2: Establishment of Zoning Districts
- Article 3: Land Use Regulations
- Article 4: Bulk Regulations
- Article 5: Nonconforming Situations

- Article 6: Performance Standards
- Article 7: Exterior Building Design Standards
- Article 8: Landscaping Requirements
- **Article 9: Signage**
- Article 10: Administration and Procedures
- Article 11: Definitions

← Part 2

Article 9 Signage

Goals of New Sign Code

- Become compliant with federal law (content-neutral)
 - Change sign names to “yard”, “arm and post”, etc. from “political”, “for sale”
- Reduce ambiguity with clearer standards by sign type and zoning district
- Consolidate similar and redundant sign types
- Modernize sign types available (many very large sign allowances in current code)
- Create summary tables of standards
 - 4 new tables are the new Sign Code

Draft Overview

1. Reed v Gilbert
2. Organization
3. User-Friendly Tables & Graphics
4. Policy Questions

Reed v. Gilbert – Cannot Regulate Content

- U.S. Supreme Court June 2015
- Supreme Court case involving freedom of speech
- Can't define or regulate a sign based on its content, message, or speaker (e.g., real estate sign)
- Most sign codes in the country are affected, temporary sign categories in particular
- Columbus's new draft is content-neutral

If you must read the sign to know how to read it, it's not content-neutral

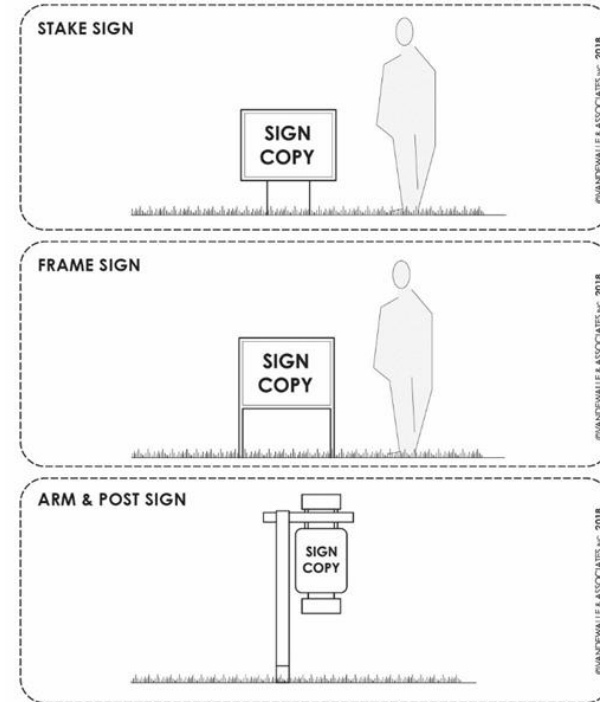
Reed v. Gilbert – What can be regulated?

Cannot regulate content but we can regulate **time, manner, and place**

- (1) Time = duration
- (2) Manner = materials, height, etc.
- (3) Place = setbacks, zoning districts, etc.

Example in Practice: Yard Signs

- Take the place of “content-based” categories: real estate signs, garage sale signs, political signs, etc.



New Groups, Categories, and Types

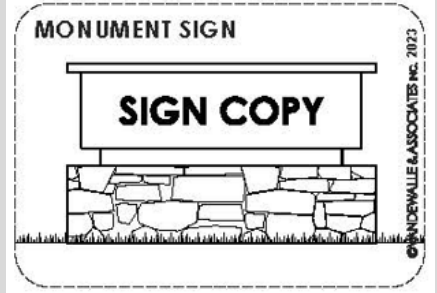
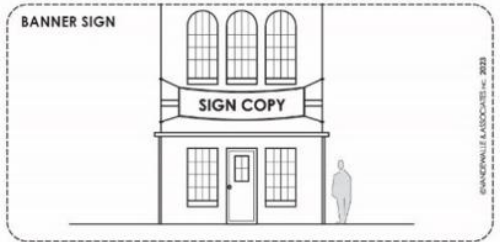
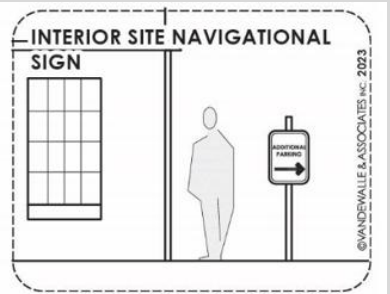
Sign Group	Sign Categories	Sign Types	Example
Permanent Business Signs	<ul style="list-style-type: none"> • Freestanding • On-Building • Pedestrian • Changeable Copy 	Monument, Dual Post, Pylon Wall, Awning, Canopy, Marquee, Projecting Suspended Menu Board, Sandwich, Bulletin, Drive-Thru	 <p>MONUMENT SIGN</p> <p>SIGN COPY</p> <p>©VANDEWALLE & ASSOCIATES INC. 2023</p>
Other Business Signs (Temporary)	<ul style="list-style-type: none"> • Window • Board/Banner • Flag/Feather • Development 	Window Board, Banner Flag, Feather Active Building, Active Plat	 <p>BANNER SIGN</p> <p>SIGN COPY</p> <p>©VANDEWALLE & ASSOCIATES INC. 2023</p>
Misc. Signs	<ul style="list-style-type: none"> • Site Guidance • Placemaking • Yard 	On-Building Locational, Interior Site Navigation Metal Plaque, Permanent Gateway, Community, Community Interior-Oriented Stake, Frame, Arm and Post	 <p>INTERIOR SITE NAVIGATIONAL SIGN</p> <p>SIGN COPY</p> <p>ADDITIONAL PARKING</p> <p>©VANDEWALLE & ASSOCIATES INC. 2023</p>

Figure 114.09.11(1): Business Sign-Permanent Group 2

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 114.09.27)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:				
							1 & 2 Family Residential SR-1, SR-2, MR-1, MH	Multi-Family Residential MR-2	Mixed-Use and Other INST, CMU, BP, LI, HI, PR, IOA, AG	Downtown DMU	
A. Freestanding Sign Category 1,2 Choose 1 of the following Sign Types.											
1. Monument Sign 1, 2, 4, 10, 12, 16, 18	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum height of sign = minimum distance from the right-of-way 10	Durable, all-weather materials in all districts. 12	Standard. 4,5	1 sf of sign area per 1 ft of street frontage	Not allowed	60 sf area 6 ft height	120 sf area 12 ft height	60 sf area 6 ft height	
2. Dual-Post Sign 1, 2, 4, 10, 12, 16, 18								Not allowed	120 sf area 20 ft height	Not allowed	
3. Pylon Sign 1, 2, 4, 10, 12, 16, 18								Not allowed	See Footnote 17	Not allowed	
4. Freestanding Canopy Sign 16, 17								None. Use max area. 17	Not allowed	Not allowed	
B. On-Building Sign Category 1,2 Choose 2 of the following Sign Types.											
1. Wall Sign 1, 2, 3, 7, 9, 10	Yes: For each new sign. City staff approval.	1 sign per business per street frontage	Sign shall not extend above parapet or fascia. Minimum overhang rules. 9, 5, 9, 10 Sign may not project within 2 feet of curb.	Durable, all-weather materials in all districts.	Standard. 5	1 sf of sign area per 1 ft of building façade length	Not allowed	Per formula.			
2. Awning Sign 1, 2, 3, 6, 8, 9, 10								15% of canopy/awning area			
3. Canopy Sign 1, 2, 3, 6, 8, 9, 10								Not allowed	40 sf area	30 sf area	
4. Marquee Sign 1, 2, 3, 6, 8, 9, 10											
5. Projecting Sign 1, 2, 3, 6, 9, 10											
C. Pedestrian Sign Category 1,2											
1. Suspended Sign 1, 2, 6, 9, 10	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. 6, 8, 9, 10	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed			4 sf area	
D. Changeable Copy Sign Category 1,2 Choose any combination of the following Sign Types.											
1. Menu Board Sign 1, 2, 15	Yes: For each new sign. City staff approval.	1 for each business.	Within 10 ft of customer entrance.	Durable, all-weather materials in all districts.	Internal.	None. Use max area.	Not allowed	4 sf area			
2. Sandwich Board Sign 1, 2, 13			Minimum 8' from the right-of-way. 10					Ambient only.	Not allowed	8 sf area/4 ft height/2 ft width	
3. Bulletin Board Sign 14			1 per drive thru lane					Drive-thru 11	Internal.	Not allowed	30 sf area/6 ft height
4. Drive Thru Sign 1, 2, 4, 11									Standard. 4,5	Not allowed	48 sf area/8 ft height

Footnotes Containing Additional Development Requirements:

- 1 Refer to Section 114.09.05 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- 2 Available to land uses identified in Section 114.03.05. No signs are permitted in the Conservancy Zoning District.
- 3 The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.
- 4 Electronic Message Signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts. See Section 114.09.08.
- 5 "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
- 6 Within the DMU zoning district, Awnings, Canopies, Marquees, Projecting, and Suspended Signs may extend from the attached facade into the right-of-way up to 5 feet and shall be a minimum of 8 feet above grade (Section 114.03.28(7)).
- 7 Every business shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business's actual building façade length.
- 8 Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12" in height above the canopy face.
- 9 Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level surface; and a max. of 5 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
- 10 Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area), except for footnote 6 and 13, or vision triangle without a permit from the City Engineer.
- 11 Drive Thru Signs shall conform to the location requirements for Drive-Through and In-Vehicle Sales or Service land uses (see Section 114.03.10(9)). Drive Thru Signs shall be located within 15 feet of the building, sign copy shall not be viewable from the public right-of-way or an adjacent residential land use, sign type may be either freestanding or wall mounted and must meet noise and lighting standards in the zoning code. A max. 96 sf of total Drive Thru Signs is permitted per business.
- 12 Sign must be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.
- 13 Signs shall only be located on a sidewalk and be no more than 3 feet from the property line, shall provide a minimum width of 5 feet of unobstructed public pedestrian walkway, and shall only be displayed during the hours of operation for on-site land use.
- 14 Sign type only permitted for an institutional land use as determined by the Zoning Administrator (see Section 114.03.12).
- 15 Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4" from the wall on which it is mounted.
- 16 Any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage within a Freestanding Sign. Such signs shall count toward the site's maximum permitted sign area.
- 17 Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a max. height of 50% of the fascia's vertical height. Sign copy shall be limited to a max. of 24 square feet per fascia facing a public right-of-way.
- 18 See Section 114.09.10 for Highway Interchange Overlay Sign standards.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet P.C. = Plan Commission

Example Sign Diagrams:

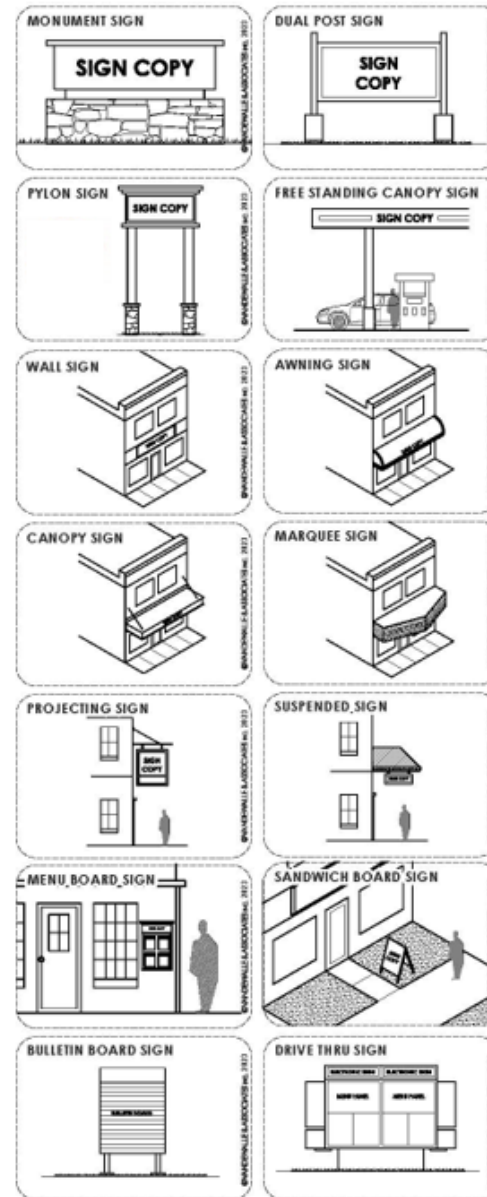


Figure 114.09.11(1): Business Sign-Permanent Group 2

Sign Categories & Sign Types	Sign Permit required and approver (see Section 114.09.27)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:				
							1 & 2 Family Residential SR-1, SR-2, MR-1, MH	Multi-Family Residential MR-2	Mixed-Use and Other INST, CMU, BP, LI, HI, PR, IOA, AG	Downtown DMU	
A. Freestanding Sign Category 1,2 Choose 1 of the following Sign Types.											
1. Monument Sign 1, 2, 4, 10, 12, 16, 18	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum height of sign = minimum distance from the right-of-way 10	Durable, all-weather materials in all districts. 12	Standard. 4,5	1 sf of sign area per 1 ft of street frontage	Not allowed	60 sf area 6 ft height	120 sf area 12 ft height	60 sf area 6 ft height	
3. Pylon Sign 1, 2, 4, 10, 12, 16, 18								Not allowed	120 sf area 20 ft height	Not allowed	
4. Freestanding Canopy Sign 16, 17								None. Use max area. 17	Not allowed	See Footnote 17	Not allowed
B. On-Building Sign Category 1,2 Choose 2 of the following Sign Types.											
1. Wall Sign 1, 2, 3, 7, 9, 10	Yes: For each new sign. City staff approval.	1 sign per business per street frontage	Sign shall not extend above parapet or fascia. Minimum overhang rules. 4, 5, 9, 10 Sign may not project within 2 feet of curb.	Durable, all-weather materials in all districts.	Standard. 5	1 sf of sign area per 1 ft of building façade length	Not allowed	Per formula.			
2. Awning Sign 1, 2, 3, 6, 8, 9, 10								15% of canopy/awning area			
3. Canopy Sign 1, 2, 3, 6, 8, 9, 10								Not allowed	40 sf area		
4. Marquee Sign 1, 2, 3, 6, 8, 9, 10									30 sf area		
5. Projecting Sign 1, 2, 3, 6, 9, 10											
C. Pedestrian Sign Category 1,2											
1. Suspended Sign 1, 2, 6, 5, 10	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. 6, 8, 9, 10	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed				
D. Changeable Copy Sign Category 1,2 Choose any combination of the following Sign Types.											
1. Menu Board Sign 1, 2, 15	Yes: For each new sign. City staff approval.	1 for each business.	Within 10 ft of customer entrance.	Durable, all-weather materials in all districts.	Internal.	None. Use max area.	Not allowed	4 sf area			
2. Sandwich Board Sign 1, 2, 13			Minimum 8' from the right-of-way. 10					Internal.	Not allowed	8 sf area/4 ft height/2 ft width	
3. Bulletin Board Sign 14										1 per drive thru lane	Standard. 4,5
4. Drive Thru Sign 1, 2, 4, 11			Drive-thru 11					Standard. 4,5	Not allowed		

Footnotes Containing Additional Development Requirements:

- Refer to Section 114.09.05 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- Available to and uses identified in Section 114.03.05. No signs are permitted in the Conservancy Zoning District.
- The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.
- Electrical signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts. See Section 114.09.08.
- Standard lighting forms of sign lighting: ambient, backlit, internal, and gooseneck.
- Within the conservancy district, Awnings, Canopies, Marquees, Projecting, and Suspended Signs may extend from the attached facade into the right-of-way up to 5 feet and shall be a minimum of 8 feet above grade (Section 114.03.28(7)).
- Every building shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business's actual building facade length.
- Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12" in height above the canopy face.
- Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level surface; and a max. of 5 feet from the building. Wall Signs shall not project more than 12" horizontally beyond the edge of any wall or other surface to which they are mounted.
- Signs mounted on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area), except for footnote 6 and 13, or vision triangle without a permit from the City Engineer.
- Drive Thru Signs shall conform to the location requirements for Drive-Through and In-Vehicle Sales or Service land uses (see Section 114.03.10(9)). Drive Thru Signs shall be located within 15 feet of the building, sign copy shall not be viewable from the public right-of-way or an adjacent residential land use, sign type may be either freestanding or wall mounted and must meet noise and lighting standards in the zoning code. A max. 96 sf of total Drive Thru Signs is permitted per business.
- Signs shall be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.
- Signs shall only be located on a sidewalk and be no more than 3 feet from the property line, shall provide a minimum width of 5 feet of unobstructed public pedestrian walkway, and shall only be displayed during the hours of operation for on-site land use.
- Sign type only permitted for an institutional land use as determined by the Zoning Administrator (see Section 114.03.12).
- Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4" from the wall on which it is mounted.
- Any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage within a Freestanding Sign. Such signs shall count toward the site's maximum permitted sign area.
- Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a max. height of 50% of the fascia's vertical height. Sign copy shall be limited to a max. of 24 square feet per fascia facing a public right-of-way.
- See Section 114.09.10 for Highway Interchange Overlay Sign standards.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet P.C. = Plan Commission

Example Sign Diagrams:

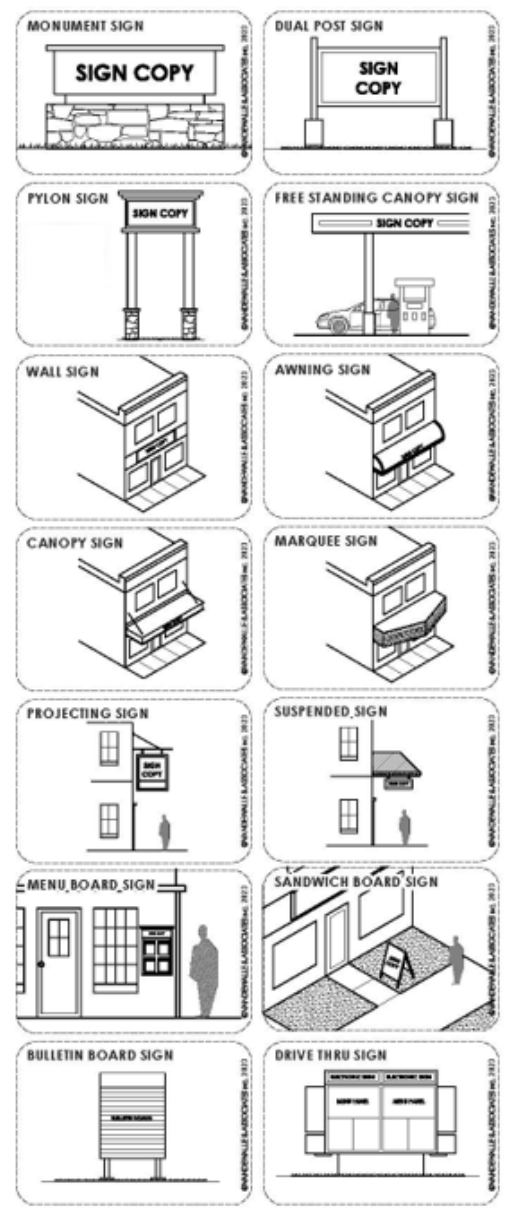


Figure 114.09.11(1): Business Sign-Permanent Group 2

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 114.09.27)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential SR-1, SR-2, MR-1, MH	Multi-Family Residential MR-2	Mixed-Use and Other INST, CMU, BP, LI, HI, PR, IOA, AG	Downtown DMU
A. Freestanding Sign Category 1,2 Choose 1 of the following Sign Types.										
1. Monument Sign 1, 2, 4, 10, 12, 16, 18	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum height of sign = minimum distance from the right-of-way 10	Durable, all-weather materials in all districts. 12	Standard. 4,5	1 sf of sign area per 1 ft of street frontage	Not allowed	60 sf area 6 ft height	120 sf area 12 ft height	60 sf area 6 ft height
3. Pylon Sign 1, 2, 4, 10, 12, 16, 18							Not allowed	Not allowed	120 sf area 20 ft height	Not allowed
4. Freestanding Canopy Sign 16, 17							None. Use max area. 17	Not allowed	See Footnote 17	Not allowed
B. On-Building Sign Category 1,2 Choose 2 of the following Sign Types.										
1. Wall Sign 1, 2, 3, 7, 9, 10	Yes: For each new sign. City staff approval.	1 sign per business per street frontage	Sign shall not extend above parapet or fascia. Minimum overhang rules. 9, 5, 9, 10 Sign may not project within 2 feet of curb.	Durable, all-weather materials in all districts.	Standard. 5	1 sf of sign area per 1 ft of building façade length	Not allowed	Per formula.		
2. Awning Sign 1, 2, 3, 6, 8, 9, 10								15% of canopy/awning area		
3. Canopy Sign 1, 2, 3, 6, 8, 9, 10								Not allowed	40 sf area	
4. Marquee Sign 1, 2, 3, 6, 8, 9, 10								30 sf area		
5. Projecting Sign 1, 2, 3, 6, 9, 10										
C. Pedestrian Sign Category 1,2										
1. Suspended Sign 1, 2, 6, 9, 10	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. 6, 8, 9, 10	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed	4 sf area		
D. Changeable Copy Sign Category 1,2 Choose any combination of the following Sign Types.										
1. Menu Board Sign 1, 2, 15	Yes: For each new sign. City staff approval.	1 for each business.	Within 10 ft of customer entrance. Minimum 8' from the right-of-way. 10	Durable, all-weather materials in all districts.	Internal. Ambient only. Internal.	None. Use max area.	Not allowed	4 sf area		
2. Sandwich Board Sign 1, 2, 13							Not allowed	8 sf area/4 ft height/2 ft width		
3. Bulletin Board Sign 14							Not allowed	30 sf area/6 ft height		
4. Drive Thru Sign 1, 2, 4, 11							1 per drive thru lane	Drive-thru 11	Standard. 4,5	Not allowed

Footnotes Containing Additional Development Requirements:

- Refer to Section 114.09.05 for definitions and rules for each Sign Category (lettered) and each Sign Type (numbered).
- Available to land uses identified in Section 114.03.05. No signs are permitted in the City of Portland's Historic Preservation Zoning District.
- The number of permitted on-building signs may be transferred from one building to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.
- Electronic Message Signs (of up to 50% of the sign area) are permitted for the same use in nonresidential districts. See Section 114.09.08.
- "Standard" means the following forms of sign lighting: ambient, backlit, interior, or gooseneck.
- Within the DMU zoning district, Awnings, Canopies, Marquees, Projecting, and Suspended Signs may extend from the attached facade into the right-of-way up to 5 feet and shall be a minimum of 8 feet above grade (Section 114.03.28(7)).
- Every business shall be guaranteed a minimum of 50 square feet of Wall Signage, regardless of the business's actual building facade length.
- Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12" in height above the canopy face.
- Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking lot, or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level surface; and a max. of 5 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
- Sign must be located on-site and must not be located within any street right-of-way, which includes the entire public sidewalk and street terrace area), except for footnote 6 and 13, or vision triangle without a permit from the City Engineer.
- Drive Thru Signs shall conform to the location requirements for Drive-Through Vehicle Sales or Service land uses (see Section 114.03.10(9)). Drive Thru Signs shall be located within 15 feet of the building, sign copy shall not be viewable from the public right-of-way or an adjacent residential land use, sign type may be either freestanding or wall mounted and must meet noise and lighting standards in the zoning code. A max. 96 sf of total Drive Thru Signs is permitted per business.
- Sign must be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.
- Signs shall only be located on a sidewalk and be no more than 3 feet from the property line, shall provide a minimum width of 5 feet of unobstructed public pedestrian walkway, and shall only be displayed during the hours of operation for on-site land use.
- Sign type only permitted for an institutional land use as determined by the Zoning Administrator (see Section 114.03.12).
- Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4" from the wall on which it is mounted.
- Any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage within a Freestanding Sign. Such signs shall count toward the site's maximum permitted sign area.
- Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a max. height of 50% of the fascia's vertical height. Sign copy shall be limited to a max. of 24 square feet per fascia facing a public right-of-way.
- See Section 114.09.10 for Highway Interchange Overlay Sign standards.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet P.C. = Plan Commission

Example Sign Diagrams:

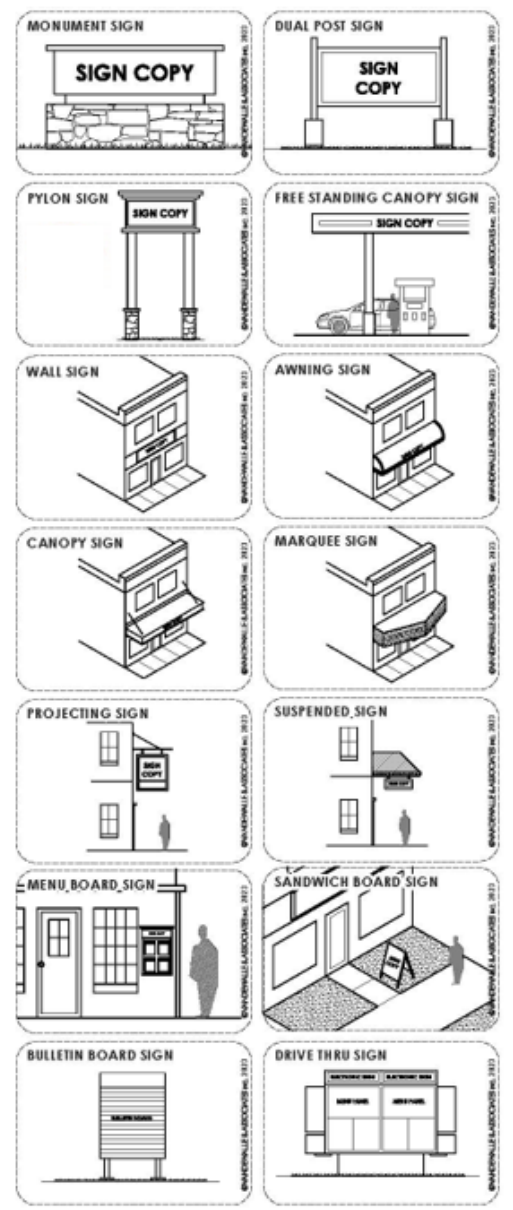


Figure 114.09.11(1): Business Sign-Permanent Group 2

Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 114.09.27)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula
------------------------------	---	-------------------------	------------------------	-----------------------------	-----------------------	-------------------

A. Freestanding Sign Category 1,2 Choose 1 of the following Sign Types.

1. Monument Sign 1, 2, 4, 10, 12, 16, 18	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum height of sign = minimum distance from the right-of-way ¹⁰	Durable, all-weather materials in all districts. ¹²	Standard. ^{4,5}	1 sf of sign area per 1 ft of street frontage
2. Dual-Post Sign 1, 2, 4, 10, 12, 16, 18						
3. Pylon Sign 1, 2, 4, 10, 12, 16, 18						
4. Freestanding Canopy Sign 16, 17						

B. On-Building Sign Category 1,2 Choose 2 of the following Sign Types.

1. Wall Sign 1, 2, 3, 7, 9, 10	Yes: For each new sign. City staff approval.	1 sign per business per street frontage	Sign shall not extend above parapet or fascia. Minimum overhang rules. ^{4, 5, 9, 10} Sign may not project within 2 feet of curb.	Durable, all-weather materials in all districts.	Standard. ⁵	1 sf of sign area per 1 ft of building façade length
2. Awning Sign 1, 2, 3, 6, 8, 9, 10						
3. Canopy Sign 1, 2, 3, 6, 8, 9, 10						
4. Marquee Sign 1, 2, 3, 6, 8, 9, 10						
5. Projecting Sign 1, 2, 3, 6, 9, 10						

C. Pedestrian Sign Category 1,2

1. Suspended Sign 1, 2, 6, 9, 10	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. ^{6, 8, 9, 10}	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.
----------------------------------	---	-------------------------------	--	--	-----------------------	---------------------

D. Changeable Copy Sign Category 1,2 Choose any combination of the following Sign Types.

1. Menu Board Sign 1, 2, 15	Yes: For each new sign. City staff approval.	1 for each business.	Within 10 ft of customer entrance.	Durable, all-weather materials in all districts.	Internal. Ambient only.	None. Use max area.		
2. Sandwich Board Sign 1, 2, 13							Minimum 8' from the right-of-way. ¹⁰	
3. Bulletin Board Sign 14			1 per drive thru lane					Drive-thru ¹¹
4. Drive Thru Sign 1, 2, 4, 11								

Sign Area & Height Maximums for Zoning Districts:			
1 & 2 Family Residential	Multi-Family Residential	Mixed-Use and Other	Downtown
SR-1, SR-2, MR-1, MH	MR-2	INST, CMU, BP, LI, HI, PR, IOA, AG	DMU

Not allowed	60 sf area 6 ft height	120 sf area 12 ft height	60 sf area 6 ft height
	Not allowed	120 sf area 20 ft height	Not allowed
Not allowed		See Footnote 17	Not allowed

Not allowed	Per formula.		
	15% of canopy/awning area		
	Not allowed	40 sf area	30 sf area

Not allowed	4 sf area
-------------	-----------

Not allowed	4 sf area
Not allowed	8 sf area/4 ft height/2 ft width
Not allowed	30 sf area/6 ft height
Not allowed	48 sf area/8 ft height
Not allowed	Not allowed

Footnotes Containing Additional Development Requirements:

- Refer to Section 114.09.05 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- Available to land uses identified in Section 114.03.05. No signs are permitted in the Conservancy Zoning District.
- The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.
- Electronic Message Signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts. See Section 114.09.08.
- "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
- Within the DMU zoning district, Awnings, Canopies, Marquees, Projecting, and Suspended Signs may extend from the attached facade into the right-of-way up to 5 feet and shall be a minimum of 8 feet above the ground (Section 114.03.28(7)).
- Every business shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business's actual building façade length.
- Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12" in height above the canopy face.
- Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level surface; and a max. of 5 feet above the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
- Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area), except for footnote 6 and 13, or vision triangle view triangle. Sign copy shall not be viewable from the City Engineer.
- Drive Thru Signs shall conform to the location requirements for Drive-Through and In-Vehicle Sales or Service land uses (see Section 114.03.10(9)). Drive Thru Signs shall be located within 15 feet of the building. Sign copy shall not be viewable from the public right-of-way or an adjacent residential land use. sign type may be either freestanding or wall mounted and must meet noise and lighting standards in the zoning code. A max. 96 sf of total sign area is permitted per business.
- Sign must be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.
- Signs shall only be located on a sidewalk and be no more than 3 feet from the property line, shall provide a minimum width of 5 feet of unobstructed public pedestrian walkway, and shall only be displayed during the hours of operation for on-site land use.
- Sign type only permitted for an institutional land use as determined by the Zoning Administrator (see Section 114.03.12).
- Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4" from the wall on which it is mounted.
- Any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage within a Freestanding Sign. Such signs shall count toward the site's maximum permitted sign area.
- Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a max. height of 50% of the fascia's vertical height. Sign copy shall be limited to a max. of 24 square feet per fascia facing a public right-of-way.
- See Section 114.09.10 for Highway Interchange Overlay Sign standards.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet P.C. = Plan Commission

Example Sign Diagrams:

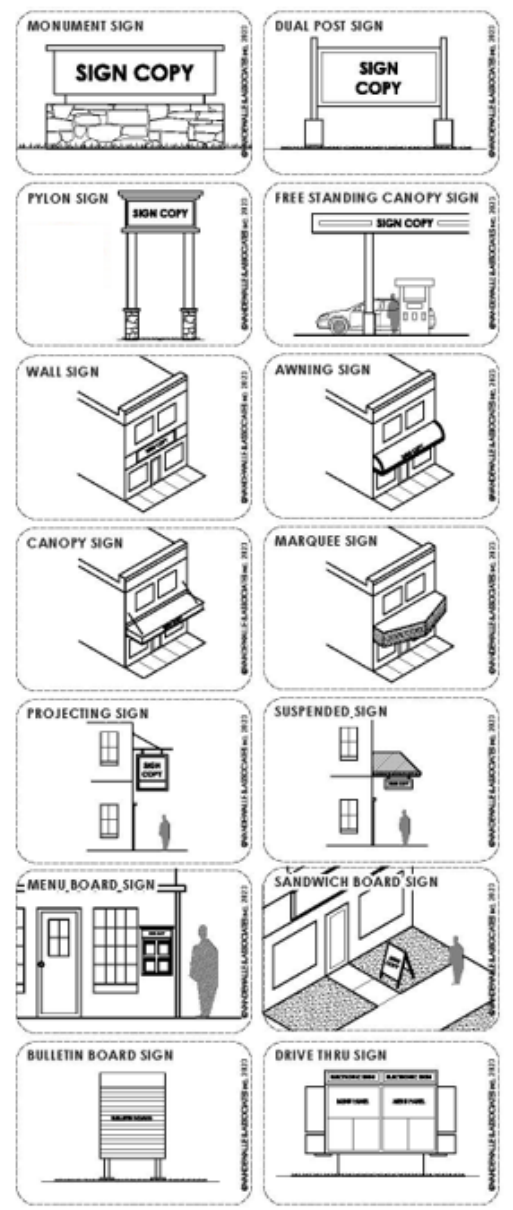


Figure 114.09.11(1): Business Sign-Permanent Group 2

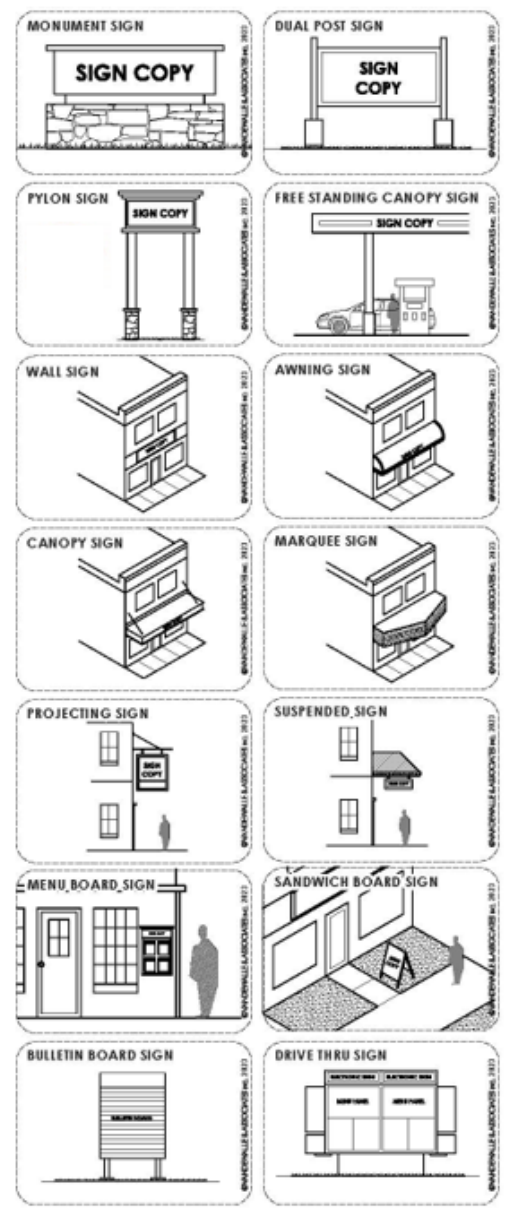
Sign Categories & Sign Types	Sign Permit Required and Approver (see Section 114.09.27)	Number of Signs Allowed	Sign Locations Allowed	Sign Face Materials Allowed	Sign Lighting Allowed	Sign Area Formula	Sign Area & Height Maximums for Zoning Districts:			
							1 & 2 Family Residential SR-1, SR-2, MR-1, MH	Multi-Family Residential MR-2	Mixed-Use and Other INST, CMU, BP, LI, HI, PR, IOA, AG	Downtown DMU
A. Freestanding Sign Category 1,2 Choose 1 of the following Sign Types.										
1. Monument Sign 1, 2, 4, 10, 12, 16, 18	Yes: For each new sign. City staff approval.	1 sign per street frontage	Minimum height of sign = minimum distance from the right-of-way 10	Durable, all-weather materials in all districts. 12	Standard. 4,5	1 sf of sign area per 1 ft of street frontage	Not allowed	60 sf area 6 ft height	120 sf area 12 ft height	60 sf area 6 ft height
2. Dual-Post Sign 1, 2, 4, 10, 12, 16, 18								Not allowed	120 sf area 20 ft height	Not allowed
3. Pylon Sign 1, 2, 4, 10, 12, 16, 18								Not allowed	See Footnote 17	Not allowed
4. Freestanding Canopy Sign 16, 17								None. Use max area. 17	Not allowed	Not allowed
B. On-Building Sign Category 1,2 Choose 2 of the following Sign Types.										
1. Wall Sign 1, 2, 3, 7, 9, 10	Yes: For each new sign. City staff approval.	1 sign per business per street frontage	Sign shall not extend above parapet or fascia. Minimum overhang rules. 4, 5, 9, 10 Sign may not project within 10 feet of curb.	Durable, all-weather materials in all districts.	Standard. 5	1 sf of sign area per 1 ft of building façade length	Not allowed	Per formula.		
2. Awning Sign 1, 2, 3, 6, 8, 9, 10								15% of canopy/awning area		
3. Canopy Sign 1, 2, 3, 6, 8, 9, 10								40 sf area		
4. Marquee Sign 1, 2, 3, 6, 8, 9, 10								30 sf area		
5. Projecting Sign 1, 2, 3, 6, 9, 10								Not allowed		
C. Pedestrian Sign Category 1,2										
1. Suspended Sign 1, 2, 6, 9, 10	Yes: For each new sign. City staff approval.	1 for each customer entrance.	Minimum overhang rules. 6, 8, 9, 10	Durable, all-weather materials in all districts.	Ambient or Gooseneck.	None. Use max area.	Not allowed	4 sf area		
D. Changeable Copy Sign Category 1,2 Choose any combination of the following Sign Types.										
1. Menu Board Sign 1, 2, 15	Yes: For each new sign. City staff approval.	1 for each business.	Within 10 ft of customer entrance.	Durable, all-weather materials in all districts.	Standard. 4,5	None. Use max area.	Not allowed	4 sf area		
2. Sandwich Board Sign 1, 2, 13			Minimum 8' from the right-of-way. 10				Not allowed	8 sf area/4 ft height/2 ft width		
3. Bulletin Board Sign 14			Drive-thru 11				Not allowed	30 sf area/6 ft height		
4. Drive Thru Sign 1, 2, 4, 11			1 per drive thru lane				Not allowed	48 sf area/8 ft height		

Footnotes Containing Additional Development Requirements:

- Refer to Section 114.09.05 for definitions and rules for each Sign Category (lettered), and each Sign Type (numbered).
- Available to land uses identified in Section 114.03.05. No signs are permitted in the Conservancy Zoning District.
- The number of permitted on-building signs may be transferred from one wall to another, but the total combined sign area on the receiving wall shall still be limited by its length ratio of said wall.
- Electronic Message Signs (of up to 50% of the sign area) are permitted for this Sign Type in nonresidential districts. See Section 114.09.08.
- "Standard" means the following forms of sign lighting: ambient, backlit, internal, and gooseneck.
- Within the DMU zoning district, Awnings, Canopies, Marquees, Projecting, and Suspended Signs may extend from the attached facade into the right-of-way up to 5 feet and shall be a minimum of 8 feet above grade (Section 114.03.28(7)).
- Every business shall be guaranteed a minimum of 50 square feet of Wall Sign area, regardless of the business's actual building façade length.
- Sign copy shall be horizontally and vertically centered on the face of the awning, canopy, or marquee. Sign copy shall not extend above or below an awning or marquee but may extend up to 12" in height above the canopy face.
- Bottom of sign shall be a min. of 14 feet above a drive, alley, street, parking space or other vehicle surface; a min. of 8 feet above a sidewalk, patio, or other ground-level surface; and a max. of 5 feet from the building. Wall Signs shall not project more than 12 inches horizontally beyond the edge of any wall or other surface to which they are mounted.
- Sign must be located on-site and must not be located within any street right-of-way (which includes the entire public sidewalk and street terrace area), except for footnote 6 and 13, or vision triangle without a permit from the City Engineer.
- Drive Thru Signs shall conform to the location requirements for Drive-Through and In-Vehicle Sales or Service land uses (see Section 114.03.10(9)). Drive Thru Signs shall be located within 15 feet of the building, sign copy shall not be viewable from the public right-of-way or an adjacent residential land use, sign type may be either freestanding or wall mounted and must meet noise and lighting standards in the zoning code. A max. 96 sf of total Drive Thru Signs is permitted per business.
- Sign must be designed of materials complementary to and harmonious with the building and site and must be closely integrated with site landscaping.
- Signs shall only be located on a sidewalk and be no more than 3 feet from the property line, shall provide a minimum width of 5 feet of unobstructed public pedestrian walkway, and shall only be displayed during the hours of operation for on-site land use.
- Sign type only permitted for an institutional land use as determined by the Zoning Administrator (see Section 114.03.12).
- Menu Board Signs shall be securely affixed to the exterior wall of the building and shall not extend more than 4" from the wall on which it is mounted.
- Any In-Vehicle Sales and Service land use is permitted to include illuminated fuel price signage within a Freestanding Sign. Such signs shall count toward the site's maximum permitted sign area.
- Only permitted for In-Vehicle Sales and Service land uses. Stripe width shall be permitted on all sides of the freestanding canopy and limited to a max. height of 50% of the fascia's vertical height. Sign copy shall be limited to a max. of 24 square feet per fascia facing a public right-of-way.
- See Section 114.09.10 for Highway Interchange Overlay Sign standards.

Abbreviations: ft = feet max = maximum min = minimum sf = square feet P.C. = Plan Commission

Example Sign Diagrams:



Other Sign Code Elements

Sign Definitions

- Coupled with graphics and tables = less interpretations

Unique Situations

- Electronic message signs and fuel price signs

Sign Measurements



Approvals and Permits

- Staff review and approvals = reduced application time

Prohibited Signs

- Off-premise, abandoned, animated/flashing, inflatable, pylon, roof, portable, vehicle, ROW

Maintenance

Nonconforming

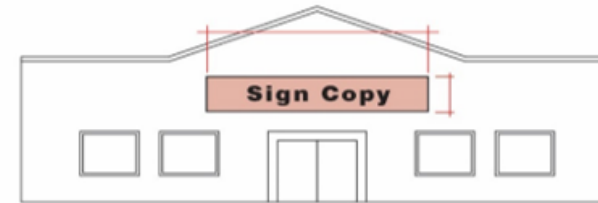
Violations

Figure 114.09.15(2): Measurement of Sign Area



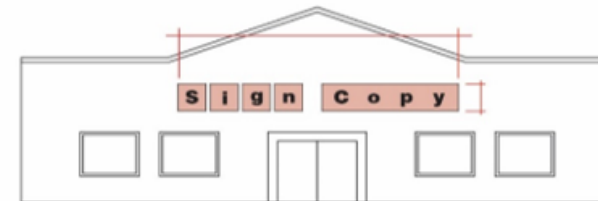
Example 1: Individual letters on a neutral surface

Sum of the smallest rectangles



Example 2: Individual letters or words grouped on one or more panels

Smallest single rectangle



Example 3: Individual letters on separate panels

Smallest single rectangle

Overarching Changes

Consolidated Sign Types

- Personal Message, Home Improvement, Real Estate, Temporary Open House, Sold, Election, Yard Sale= Yard Signs

Retained Requirements That Work

- Maximum size, location, number per site/building, etc.

Increased User-Friendliness

- Tables, diagrams, examples

Less Interpretations/Ambiguity

- Definitions, metrics-based standards, signs in ROW and off-premise prohibited

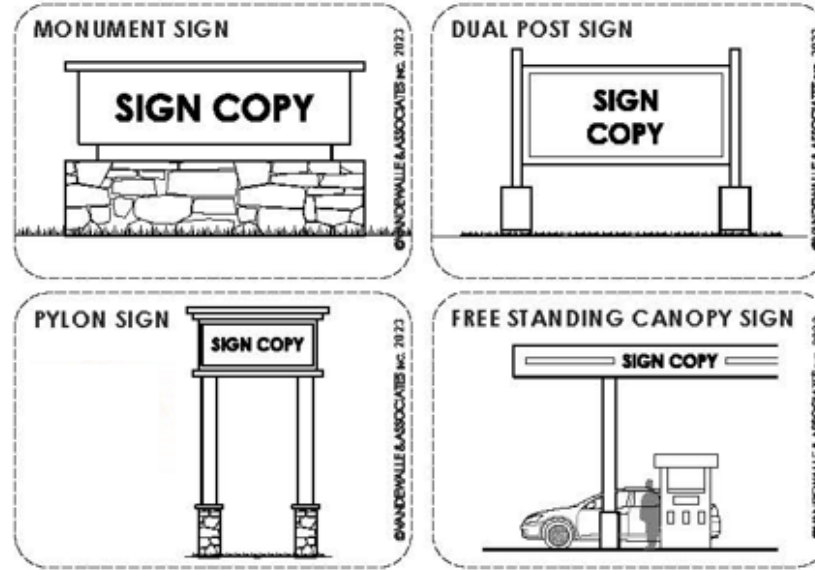
Expedited Approval Time

- Staff approval for most sign types

Freestanding Signs

Existing:

- Permits monument, dual post, and pylon signs (retained in draft)
- Allows 1 sign per street frontage + CUP for additional signs
- Setback guidance varies
- Conflicting standards for size (lot size vs. frontage; 120 sf vs. 500 sf max)



Should we...?

- Keep the proposed approach
- Remove proposed approach
- Modify the approach

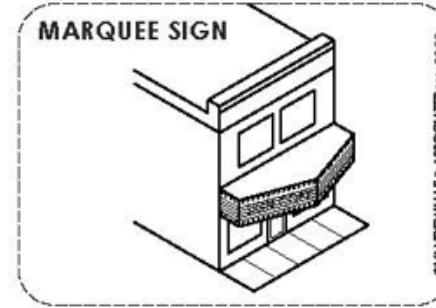
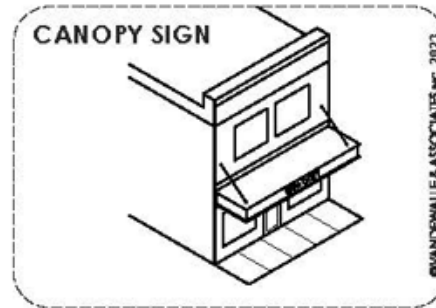
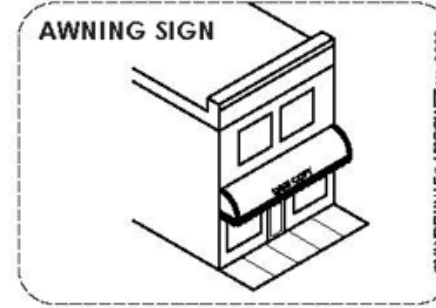
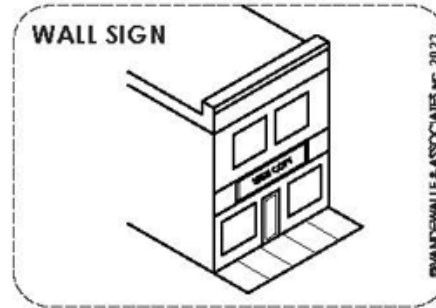
Proposed:

- Quantity: Limit to 1 sign per street frontage (eliminate CUPs)
- Setback: Require setback equal to sign height (safety + simplicity)
- Size Standard:
 - 1 sq. ft. of sign area per 1 linear ft. of street frontage
 - Eliminate exceptions/bonuses
 - Reduce maximum size limits

Downtown Signage

Existing:

- Overlay district
- Oversized signs (out of scale)
 - Wall: 500 sf / 25'
 - Projecting: 100 sf
 - Ground: 150 sf / 20'
 - Roof signs permitted



Proposed :

- Replace overlay with DMU standards
- Context-sensitive sizing
 - Wall: 1 sf / ft frontage
 - Projecting: 30 sf
 - Ground: 60 sf / 6–8'
 - Roof: Prohibited

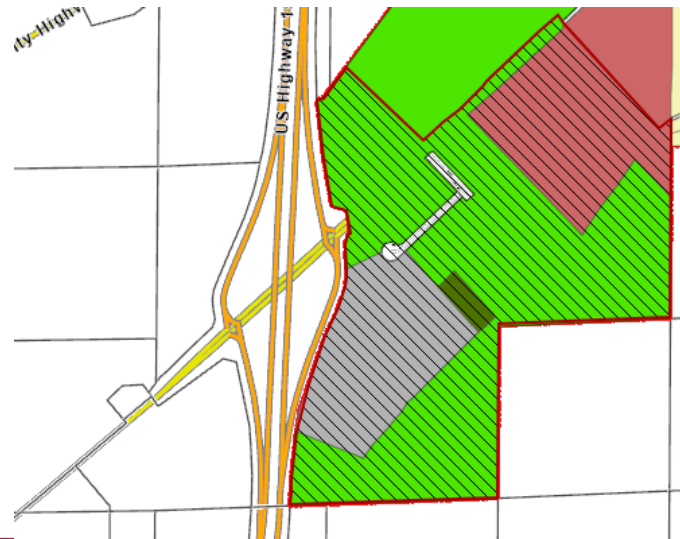
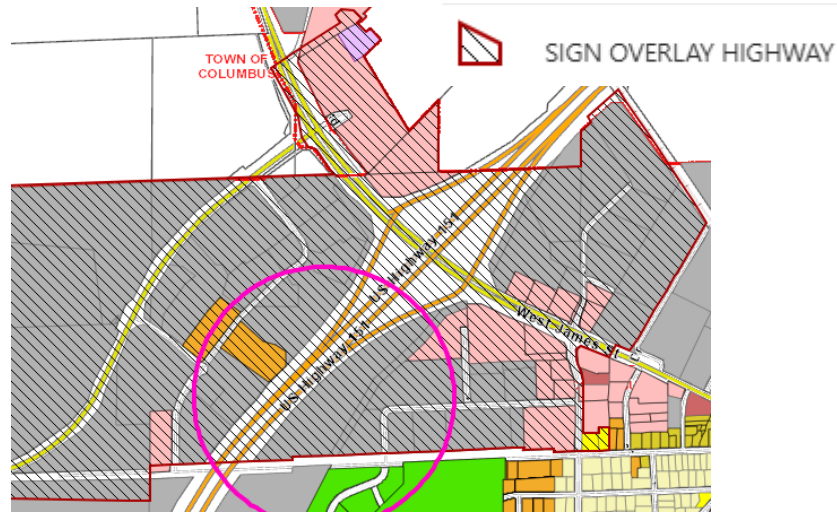
Should we...?

- Keep the proposed approach
- Remove proposed approach
- Modify the approach

Highway Interchange Overlay

Existing:

- Overlay allows larger signs
- Max size: up to 1,200 sf
- Max height: 35' (roadway or grade)
- 500' separation from residential (unless screened)



Proposed :

- Option to retain parcel based overlay or change to linear distance from highway (i.e. 1,500 from centerline of 151)
- Reduce max size: 500 sf
- Measure height from site grade (consistent standard)
- Evaluate need for 500' separation requirement

Should we...?

- Keep the proposed approach
- Remove proposed approach
- Modify the approach

Separation / Buffer Requirements

Separate Distance: “No commercial signs may be located within 75’ of a residential zoning district, unless the sign is fully screened from the residential property.”

- This is a unique provision to Columbus
- It’s not currently within the draft because we are proposing to reduce many of the maximum sign standards and thus make signs less intrusive on neighboring properties.

Should we...?

- Keep the proposed approach
- Remove proposed approach
- Modify the approach

Electronic Message Signs

Proposed:

- Permitted
 - Nonresidential uses only
 - Max 1 per site
 - Allowed as part of:
 - Freestanding
 - Drive-Thru
 - Community signs
- Key Standards
 - Max 50% of total sign area
 - Not visible within 100 ft of residential districts
 - Counts toward total sign area

- Display Requirements
 - Change frequency: every 3–10 seconds
 - No animation (instant transitions only)
 - Auto-adjust brightness (ambient light)
- Other
 - Must meet lighting standards
 - Must remain fully legible

Should we...?

- Keep the proposed approach
- Remove proposed approach
- Modify the approach



Yard Signs

Should off-premise signs
be prohibited entirely?

Or

Only permit off-premise **yard signs**
(as opposed to off-premise
freestanding signs like billboards or
pylons) to account for things like
community events and small
businesses?



Discussion

Based on your review of the Draft Sign Ordinance, is there anything else you'd like to discuss?

Next Steps

Future Plan Commission Working Meetings:

- Zoning Map
- Part 2 Continued