

The background features a white central area with a large yellow triangle on the left and a dark blue triangle at the bottom. On the right, there is a pattern of teal hexagons with white outlines, some of which are partially cut off by the edge of the frame.

# OKC Development Codes Update

**Sign Code - City Council Introduction**

January 16, 2024

# Project Purpose

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**Implement planokc**



**Improve development  
efficiency and outcomes**

Make the development  
process easier to  
navigate and administer



**Areas of focus:**

Chapter 59 Planning and Zoning Code

Subdivision Regulations

Coordination with Drainage Code and  
Nuisance Codes

**Sign Code**

# Proposed sign code

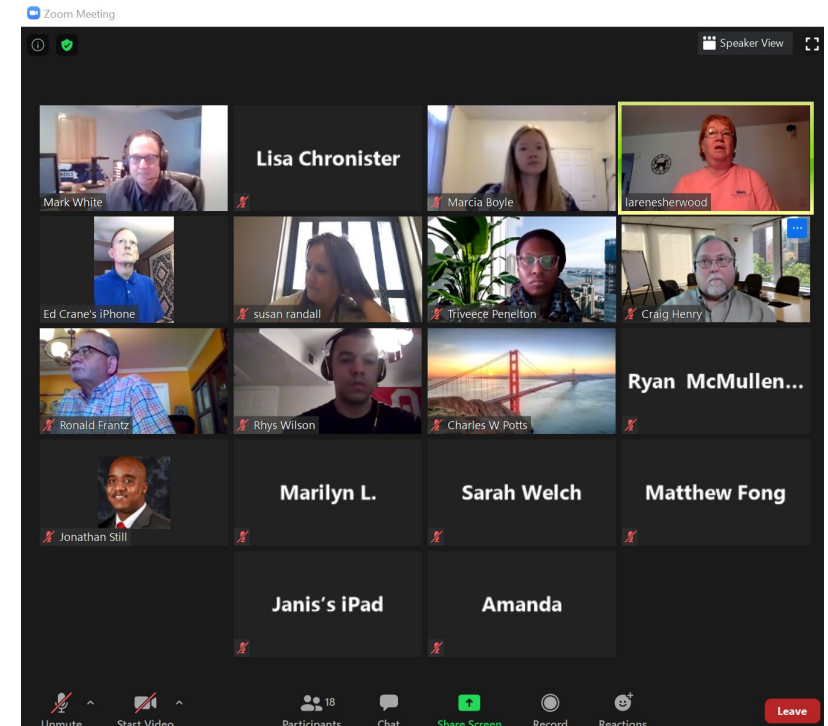
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- Physical characteristics
  - Size
  - Height
  - Illumination
- Location
  - Zoning district
  - Street type
  - Site location
- Quantity
- Time



# Outreach

- Focus groups
  - Industry
  - Residents
  - Realtors
  - Artists
  - Businesses
  - City staff
- Stakeholder Advisory Team meetings
- Design Review Committees/Commissions
- Planning Commission
- City Council briefings





# Proposed Sign Code

Development Codes Update Project

# Benefits of the new sign code

## **Everyone**

- Improved community appearance
  - Fewer dilapidated signs and improved code enforcement
  - Better tailored sign standards
  - Prohibit use of PUD/SPUD to increase sign standards
  - Streamlined murals approval process
- Highly-graphic and user-friendly

## **Residents**

- Increased distance from EMD signs
- Smaller, shorter billboards in C-3, DBD, and I-1

## **Business and Industry**

- More precise measurement standards
- Flexibility via new Master Sign Plan process



# Proposed Code - Overview

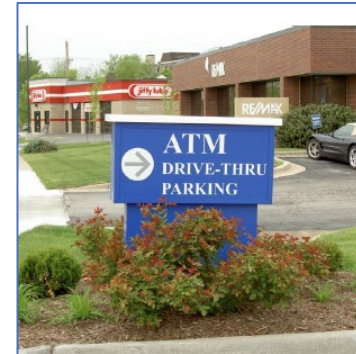
- Establishes **new Chapter 59, Article XVI Sign Regulations** to replace **Chapter 3, Article V**
- Regulates signs by physical features
- Six types of signs
- Many provisions have not changed but have been relocated



*Freestanding*



*Attached*



*Incidental*



*Billboards*



*Miscellaneous*



*Murals*



# Proposed Sign Code: Highlighted Changes

Development Codes Update Project

- Murals
- Signs in the Right-of-Way

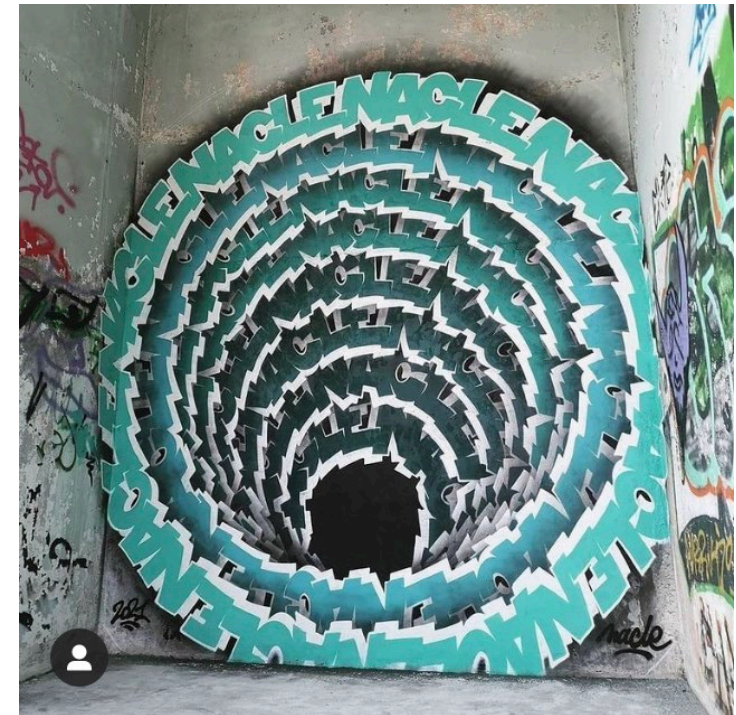


# Highlighted Changes: Murals

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## Purpose: Streamlined approvals process

- Most murals do not require a permit
- Arts Commission review only required if murals are part of a 1% for Arts project
- Provides for staff approvals in design review districts
- Allows additional text area



# Highlighted Changes: Temporary Signs in the Right-of-Way

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## Purpose: Addresses free speech concerns

- Allows temporary signs along streets, medians, alleys, and other public rights-of-way to be placed for one month
- Requires a permit in the form of a color-coded sticker
- Signs without a valid sticker may be impounded
- Companion ordinance establishes new fee for these permits



# Benefits of the new sign code

Oklahoma City Planning Department

Lisa Chronister, Assistant Director

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(405) 297-1628

[www.okc.gov/codeupdate](http://www.okc.gov/codeupdate)

## Everyone

- Improved community appearance
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## Business and Industry

- More precise measurement standards
- Flexibility via new Master Sign Plan process



# Overview

## Existing

- (c) Standards for commercial and industrial zoning districts (other than O-1, O-2, and C-1). These standards shall apply to respective Design Districts unless modified within the regulations and guidelines of the specific design districts.

(4) Size standards for freestanding signs.

- Display surface area shall be permitted on the basis of one square foot of sign for each one lineal foot of frontage for sites with less than 100-foot of frontage, one and one-half (1.5) square foot of sign for each one lineal foot of frontage for sites with frontage of 100-foot or more; up to the following maximum size:
  - C-2, C-3, C-CBDF, DBD, 200 square feet.
  - I-1 District, 200 square feet.
  - C-4, C-HC, C-CBD, I-2, and I-3 Districts, 700 square feet.
- Any frontage above 200 feet utilized in calculations to permit an additional freestanding sign location under Paragraph (c)(2)a. above shall not also be included in calculations to permit a larger sign.
- Where an individual or aggregate use abuts a freeway a freestanding sign location may have 200 feet of display surface area, regardless of frontage, for better identification of the use from the freeway, provided that all other regulations of this chapter shall apply.

(5) Height.

- Freestanding sign. A minimum clearance of 14 feet above any driveway, service drive, or trafficway; and as follows:
  - Lineal foot frontage from zero through 100 feet: maximum height of 20 feet above grade level.
  - Lineal foot frontage 101 feet through 200 feet: maximum height of 30 feet above grade level.
  - Lineal foot frontage 201 feet through 300 feet: maximum height of 40 feet above grade level.
  - Lineal foot frontage above 300 feet: one additional foot for each 40 additional feet of lineal frontage to a maximum height of 50 feet above grade level.
  - Use abutting a freeway: maximum height of 50 feet above grade level on freeway frontage to provide better identification of the use from the freeway; subject to all other regulations of this article.

## Proposed

Table 59-16107.1 Ground Sign Standards

|  | R<br>(Agricultural, residential, and mobile home zoning districts and Tracts 1, 2, and 3 of the NC District) | C-Low<br>(O-1, C-1, RC, NB, C-CBD, O-2 NR on < 12,000 sf parcels, NC Tract 4) | C-Medium<br>(O-2 NR on > 12,000 sf parcels)  | C-High<br>(DBD, DTD-1, DTD-2) & I-Low<br>(C-2, C-3, I-1) | I-High<br>(C-4, C-HC, TP, I-2, and I-3)      | BC<br>(Bricktown Core Development District) |
|--|--|---|--|--|--|---|
| Permitted?   | NR/MF  | Yes   | Yes  | Yes  | Yes  | Yes (MF only)                               |
| Permit required?   | Yes  | Yes   | Yes  | Yes  | Yes  | --  |
| Number (max.)  | 1 per public entrance  | 1 per public entrance   | 1 + 1/200 lf of frontage in excess of 200 lf | 1 + 1/200 lf of frontage in excess of 200 lf             | 1 + 1/200 lf of frontage in excess of 200 lf | 1 (MF only)                                 |
| Sign area (max.-sf):   |  |   |  |  |  |   |
| MF (see subsection 2 below)                                      | 8-100 sf   | 8-100 sf  | 8-100 sf                                     | 8-100 sf   |  | 8-100 sf                                    |
| NR   |  |   |  |  |  |   |
| Area based on frontage (sf / lf) up to max by street type below: |  |   |  |  |  |   |
| Site with < 100' of frontage                                     | 1 sf per 2 lf  | 1 sf per 2 lf   | 1 sf per 2 lf                                | 1 sf per 1 lf  | 1 sf per 1 lf                                | 1 sf per 2 lf                               |
| Site with > 100' of frontage                                     | 1 sf per 2 lf  | 1 sf per 2 lf   | 1 sf per 2 lf                                | 1.5 sf per 1 lf  | 1.5 sf per 1 lf                              | 1 sf per 2 lf                               |
| Up to the following maximum area:                                |  |   |  |  |  |   |
| Fronting neighborhood street                                     | 15 sf  | 25 sf   | 40 sf  | 40 sf  | 40 sf  | 15 sf                                       |



# Overview

## Existing

- (c) Standards for commercial and industrial zoning districts (other than O-1, O-2, and C-1). These standards shall apply to respective Design Districts unless modified within the regulations and guidelines of the specific design districts.

(4) Size standards for freestanding signs.

- a. Display surface area shall be permitted on the basis of one square foot of sign for each one lineal foot of frontage for sites with less than 100-foot of frontage, one and one-half (1.5) square foot of sign for each one lineal foot of frontage for sites with frontage of 100-foot or more; up to the following maximum size:
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  2. I-1 District, 200 square feet.
  3. C-4, C-HC, C-CBD, I-2, and I-3 Districts, 700 square feet.
- b. Any frontage above 200 feet utilized in calculations to permit an additional freestanding sign location under Paragraph (c)(2)a. above shall not also be included in calculations to permit a larger sign.
- c. Where an individual or aggregate use abuts a freeway a freestanding sign location may have 200 feet of display surface area, regardless of frontage, for better identification of the use from the freeway, provided that all other regulations of this chapter shall apply.

(5) Height.

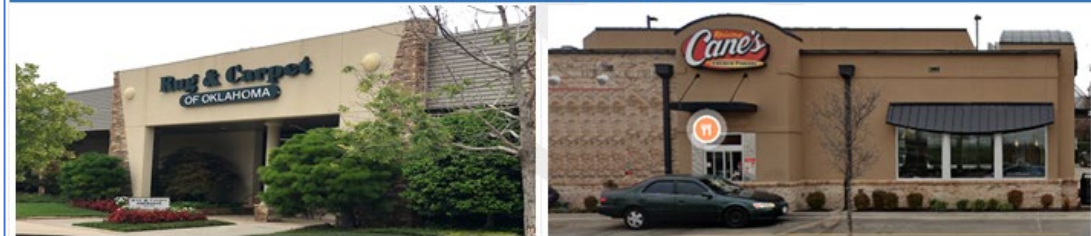
- a. Freestanding sign. A minimum clearance of 14 feet above any driveway, service drive, or trafficway; and as follows:
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  2. Lineal foot frontage 101 feet through 200 feet: maximum height of 30 feet above grade level.
  3. Lineal foot frontage 201 feet through 300 feet: maximum height of 40 feet above grade level.
  4. Lineal foot frontage above 300 feet: one additional foot for each 40 additional feet of lineal frontage to a maximum height of 50 feet above grade level.
  5. Use abutting a freeway: maximum height of 50 feet above grade level on freeway frontage to provide better identification of the use from the freeway; subject to all other regulations of this article.

## Proposed

Figure 59-16108.1 Wall Signs (example)



Examples of Wall Signs:



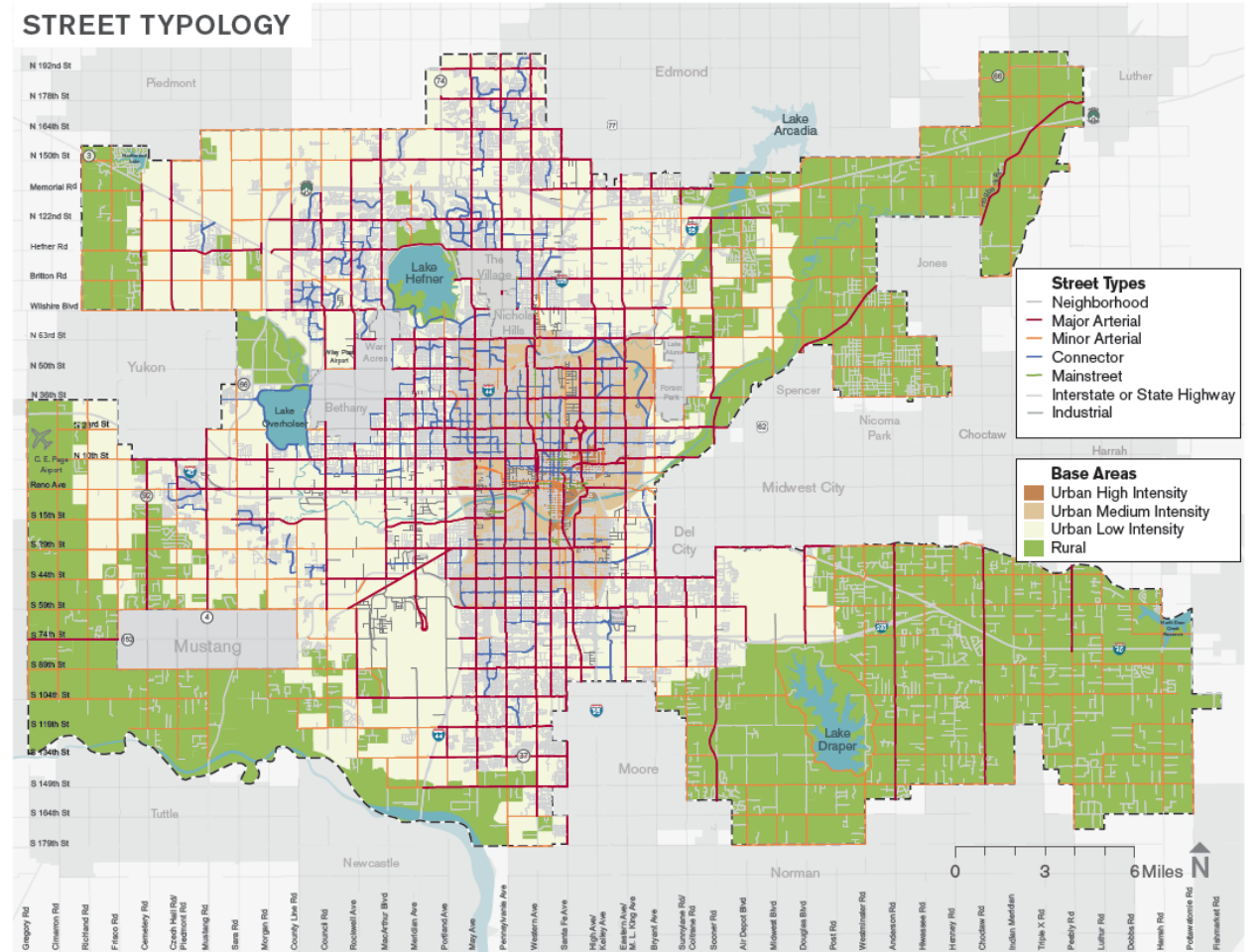


# Street Typology

*Describes the character of the street, recognizing the relationship between the street and surrounding land uses.*

- Arterial
  - Major
  - Minor
- Connector
- Main Street
- Industrial

<http://planokc.org/development-guide/>





# Proposed Sign Code: Highlighted Changes

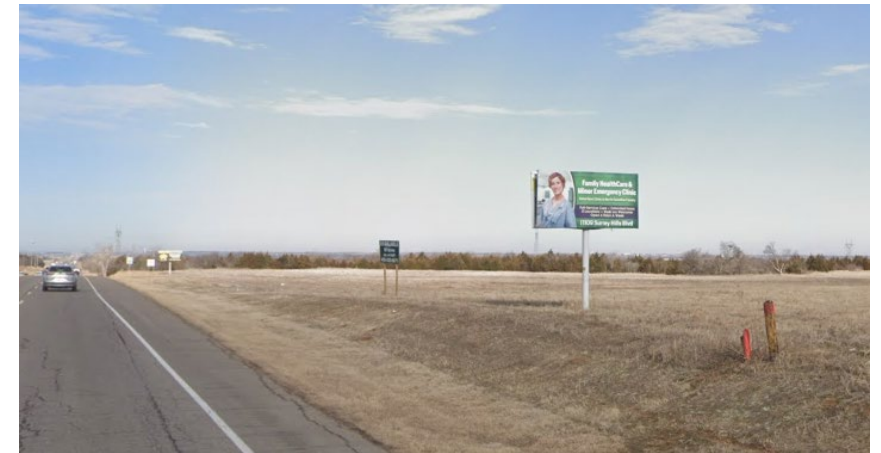
Development Codes Update Project

- Billboards
- Master Sign Plans
- Code enforcement
- Murals
- Attached & Freestanding signs
- Electronic Message Displays (EMD's)
- Signs in the Right-of-Way

# Highlighted Changes: Billboards

## Purpose: Improved community appearance

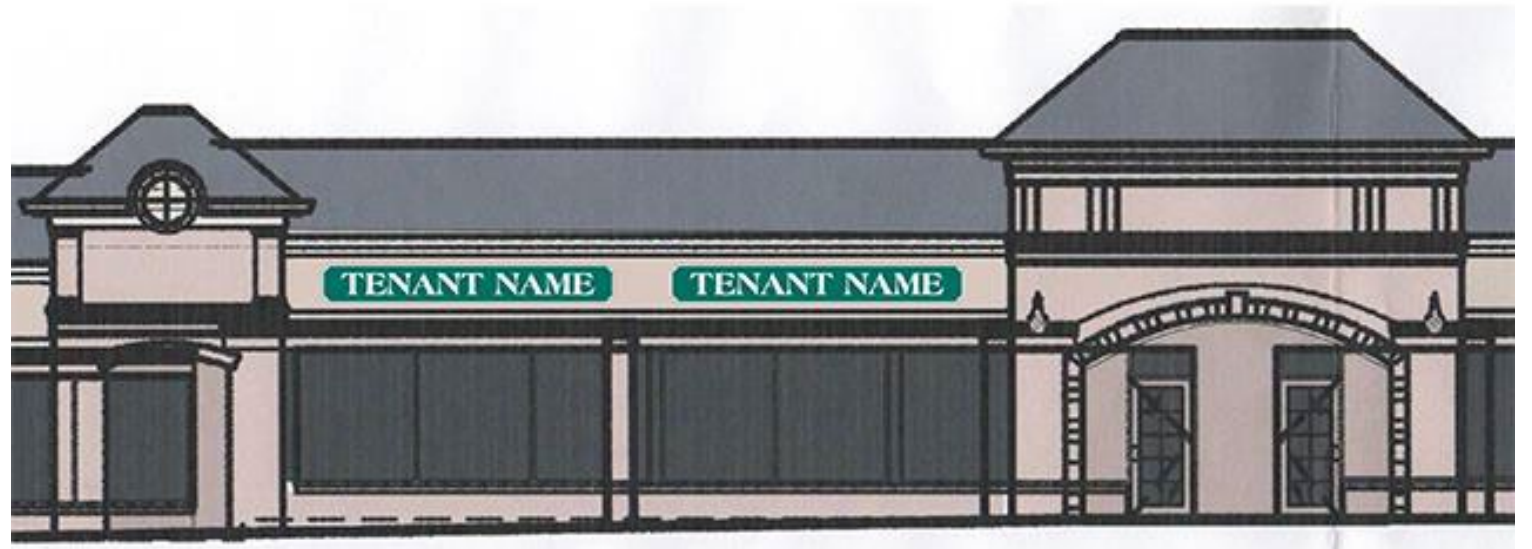
- Prohibits use of PUD/SPUD to increase billboard and sign standards
- Maintains existing size, spacing, and most by-right zoning locations
- Smaller, shorter billboards in C-3, DBD, and I-1



# Highlighted Changes: Master Sign Plans

## Purpose: Streamlined approvals process

- Provides flexibility without a PUD/SPUD or variance



# Highlighted Changes: Code Enforcement

## Purpose: Improved community appearance

- Improves definition of “abandoned” and specifies time of compliance
- Strengthens the description of “not maintained in good repair”
- Specifies that City has the authority to remove dilapidated signs

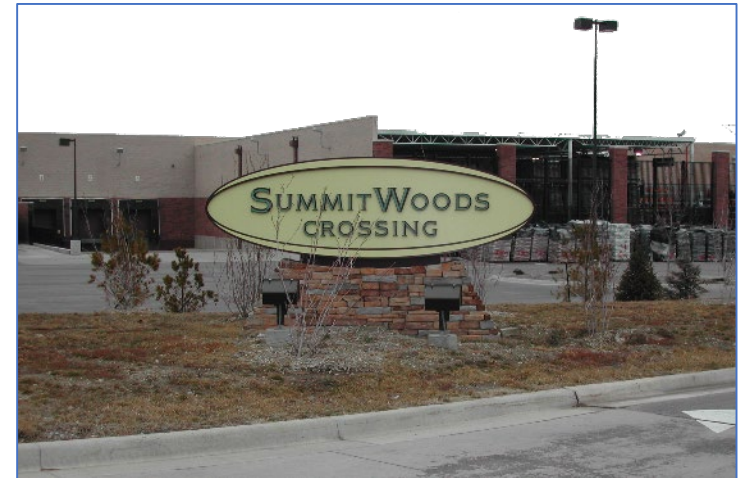


# Highlighted Changes: Attached & Freestanding Signs

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## Purpose: Improved community appearance

- Better tailored size standards
- Sign measurement accommodates decorative elements
- Incentivizes the use of monument signs





# Highlighted Changes: Electronic Message Displays (EMD's)

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## Purpose: Protect neighborhoods

- Increase distance from neighborhoods from 150 ft to 300 ft
- Allow for churches and schools in residential zoning districts

