

**City Council Action  
Financial Impact Report**

**Title of Item:** Ordinance to be introduced, set for public hearing January 16, 2024 and final adoption on January 30, 2024, relating to Advertising and Signs, repealing Article V of Chapter 3 of the Oklahoma City Municipal Code, 2020, and amending Articles IV, VI, VII, VIII, IX, XI, XII and XIII of Chapter 59 of the Oklahoma City Municipal Code, 2020 to update sign regulations in design districts, to delete provisions regarding non-accessory signs, to authorize administrative approval for certificates of approval for murals in design districts and enacting a new Article XVI, Sign Regulations, of Chapter 59 of the Oklahoma City Municipal Code, 2020 to provide for new sign districts and street typologies, to set forth standards for types of signs, to provide for administration and enforcement, to provide for the measurement of signs and to add definitions. All Wards.

**Originating Department:** Planning Department

**Description of Impact**

This ordinance will establish a new sign code by repealing Article V of Chapter 3 of the Oklahoma City Municipal Code, 2020, enacting a new Article XVI, Sign Regulations, of Chapter 59 of the Oklahoma City Municipal Code, 2020, and by amending other Chapter 59 Articles to update sign regulations. This ordinance does not change the fee amounts for sign permit applications (with the exception of temporary signs in certain public places in public rights-of-way) or the thresholds of work requiring a Certificate of Approval or Certificate of Appropriateness.

The ordinance removes the requirement that landscaping (and therefore irrigation) be provided at the base of freestanding signs (ref. Chapter 59-16103). This will reduce installation and maintenance costs for applicants.


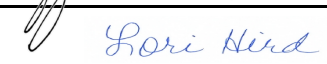
The ordinance removes the requirement, with some exceptions, that sign permits are required for murals (ref. Chapter 59-16112.E). It also removes the requirement (except for Public Art projects), that murals must be recommended and approved by Arts Commission before a sign permit or Certificate of Approval or Certificate of Appropriateness can be issued. This will reduce the applicant's costs for a sign permit as well as reduce time spent preparing for and waiting for approvals.

The ordinance establishes a new process to allow temporary signs in certain public rights-of-way and requires a permit for these temporary signs as set forth in Chapter 60, General Schedule of Fees in the form of a City-issued, color-coded sticker (ref. Chapter 59-16113.B). This will increase the costs for applicants to install temporary signs in the right-of-way although this cost cannot be compared because signs in the right-of-way are not allowed in the existing sign code. A separate, concurrent ordinance will establish the new fee for temporary signs in certain public rights-of-way.

The ordinance establishes a new process for Master Sign Plans (ref. Chapter 59-16114.B.). Fees for Master Sign Plan applications will be considered at a later date in a separate ordinance.

The ordinance establishes a new process for Master Sign Plans (ref. Chapter 59-16114.B.) that authorizes the Planning Director to approve minor increases in sign area, height, and number. This will eliminate costs associated with Board of Adjustment applications.

The ordinance authorizes the City to remove dilapidated signs in accordance with the procedures established in 11 O.S. § 22-112 (ref. Chapter 59-16116.C.). If the property owner does not remove the sign(s) within the dates specified by written notice, the statute authorizes the City Clerk to pursue the recovery costs for securing and removing the sign(s) as provided for by law.

Summary of Impact	
<p><b>a. Cost to City Organization:</b> The cost for the required permit stickers is approximately \$4,500 which will be recovered in the permit fees. The permit issuance and code enforcement will be handled by existing staff.</p>	
<p><b>b. Cost to Citizens:</b> None</p>	
<p><b>c. Cost to Business Community:</b>  A separate ordinance will establish the new fee for temporary signs in certain public rights-of-way as permitted by Chapter 59-16113. The new fee is \$25.00 per permit (each permit would cover multiple signs) plus \$00.25 for each required sticker. A new permit and new stickers would be required each month. Temporary signs placed in the rights-of-ways without the required stickers would be impounded, resulting in the loss of the value of the sign.</p> <p>The ordinance modifies the description of “abandoned signs”, specifies the time of compliance for abandoned signs, and strengthens the description of what it means for a sign to not be considered in good repair (ref. Chapter 59-16118). These modifications may result in increased costs for property owners to repair signs more quickly or more completely, or to remove them altogether. Property owners may also incur costs for citations and court costs if they do not maintain signs in good repair; the total revenue produced would be dependent on the number of property owners that are cited for non-compliance.</p> <p>The ordinance requires light directing louvers at new freestanding Electronic Message Display (EMD) signs to direct light away from adjacent neighborhoods (ref. Chapter 59-16105.A.9) which will result in increased costs to businesses to install new EMD signs.</p>	
<p><b>d. Revenue Produced:</b> None.</p>	
Source of Funds	
<p><b>Fund Name:</b> N/A</p>	<p><b>Agency Name:</b></p>
<p><b>Department Head Signature:</b> </p>	
<p><b>OMB Review Completed by:</b> </p>	