

**City Council Action
Financial Impact Report**

Title of Item: Ordinance relating to Advertising and Signs, repealing Article V of Chapter 3 of the Oklahoma City Municipal Code, 2020, and amending Chapter 59 of the Oklahoma City Municipal Code, 2020, by amending Article IV, Section 4250.3, Downtown Design Review, Section 4250.6 Bricktown Urban Design Review and Section 4250.8, Scenic River Overlay Design District (SRODD) Review; amending Article VI, Table 6200.1, Office and Commercial District Uses Regulations and Table 6250.1, Industrial Districts Uses Regulations; amending Article VII, Section 7150.1.C, Certificate of Approval Required, Section 7150.1.D, Use Regulations, and Section 7150.1.E, Development Regulations, Section 7200.1.C Downtown Design Districts, Table 7200.1, Downtown Design District Uses Regulations, Section 7200.3 Downtown Transitional District Limited (DTD-1), Section 7200.4 Downtown Transitional District General (DTD-2), Section 7250.4 Historic Preservation Regulations, Section 7300.8.B, Neighborhood Conservation District Tract 5 Development Regulations, Section 7350.2.B, and Section 7350.5 Stockyards City Development District Regulations, amending Article VIII, Use Unit Classifications, Section 8300.66, Signs: Non-Accessory, amending Article IX Use Standards, Section 9350.46, Murals (59-8250.16), Section 9350.59, Signs: Non-Accessory (59-8300.66), Amending Article XIII Zoning Overlay Districts, Section 13500.3 Certificate of Approval required Scenic River Overlay Design District, Section 13500.5, General Development Regulations and Guidelines in Scenic River Overlay Design District, Section 13550.3, Development Regulations and Guidelines in Stockyards City Transitional Development District, Section 13550.5 Certificate of Approval Required in Stockyards City Transitional Development District, Section 13600.2, Use Regulations Twenty-Third Street Uptown Corridor District, Section 13700.4, Certificate of Approval Required Urban Design District, 13700.5 General Development Regulations Urban Design District; and enacting a new Article XVI, Signage 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. Wards 1, 2, 3, 4, 5, 6, 7 and 8.

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 or the thresholds of work requiring a Certificate of Approval or Certificate of Appropriateness.

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

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.

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	
a. Cost to City Organization: No direct costs anticipated.	
b. Cost to Citizens: None	
c. Cost to Business Community: 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.	
The ordinance requires light directing louvers on 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.	
d. Revenue Produced: None.	
Source of Funds	
Fund Name: N/A	Agency Name:
Department Head Signature: 	9/2/22
OMB Review Completed by: 