



Ordinance 65.111.24

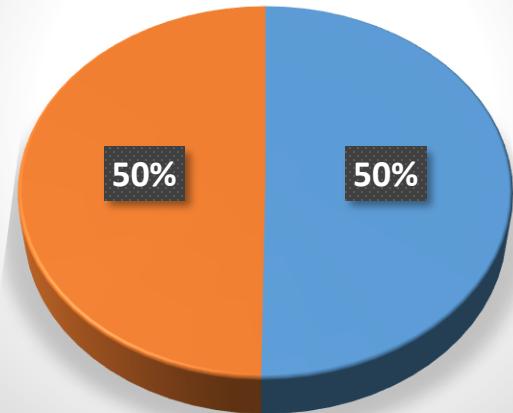
AN ORDINANCE AMENDING CHAPTER 375 (UNIFIED SUSTAINABLE DEVELOPMENT ORDINANCE) OF THE CODE OF THE CITY OF ALBANY IN RELATION TO REQUIREMENTS FOR SIGNS

Zoning Text Amendment

General Purpose for Amendment

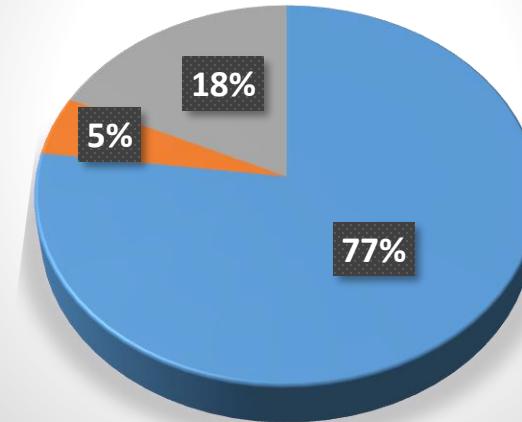
Area Variance Type

■ Signs ■ Other



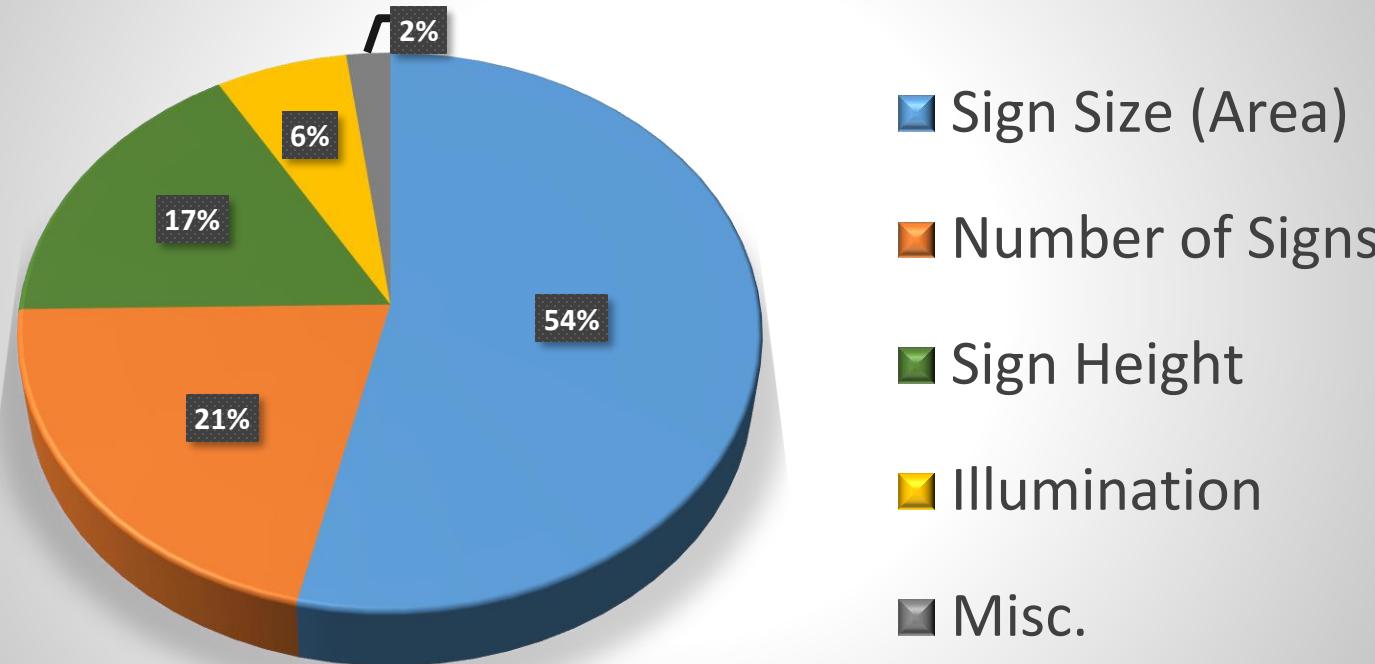
Status of Sign Related Variances

■ Approved ■ Denied ■ Withdrawn



Common Challenges with Signage

Variances by Category





Signage for Long Frontages



Measured flexibility to address:

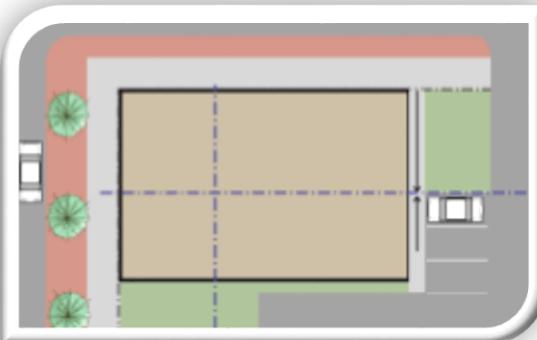
- Different building types & sizes



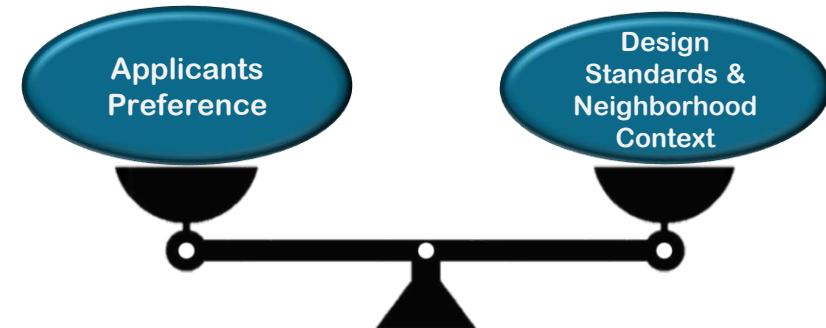
- Different sign types & sizes



- Varying street frontages



- Appropriately scaled & balanced code



Content Neutral Ordinances

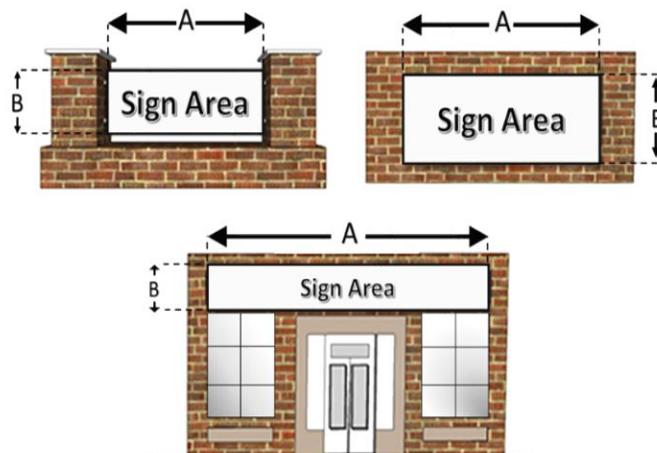
U.S. Supreme Court's decision in Reed v Town of Gilbert

- Cannot regulate sign content
- Limits “speaker-based” provisions (i.e., gas station vs restaurant)

Signage Calculation Methods

- Currently there is no prescribed method to calculate sign area or height
- Following common best practices from municipalities across the state (Troy, Schenectady, Saratoga, Buffalo, etc.)
- Terms and methods were left open to interpretation

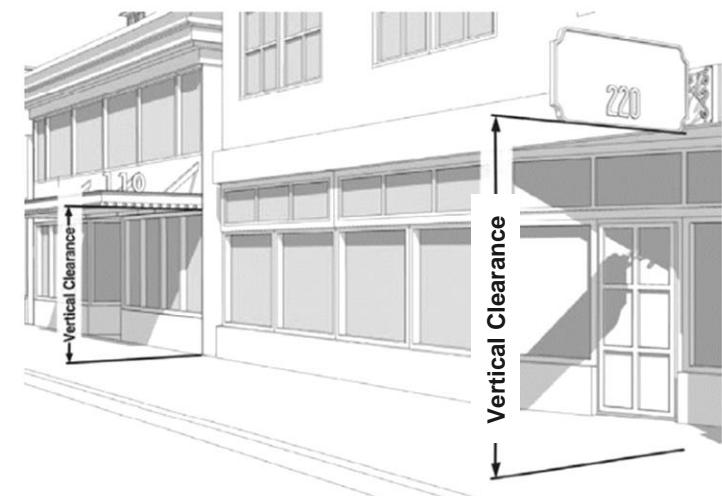
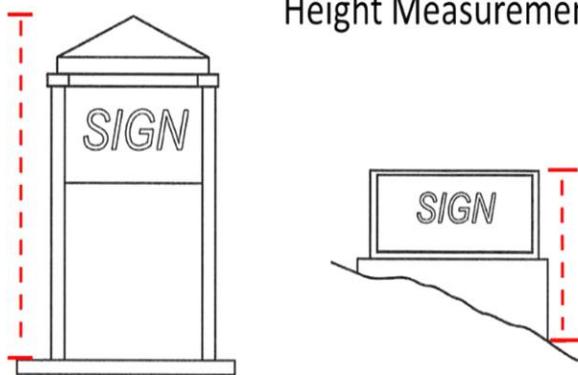




 = Sign Area (Freestanding Letters/Features)



Height Measurement





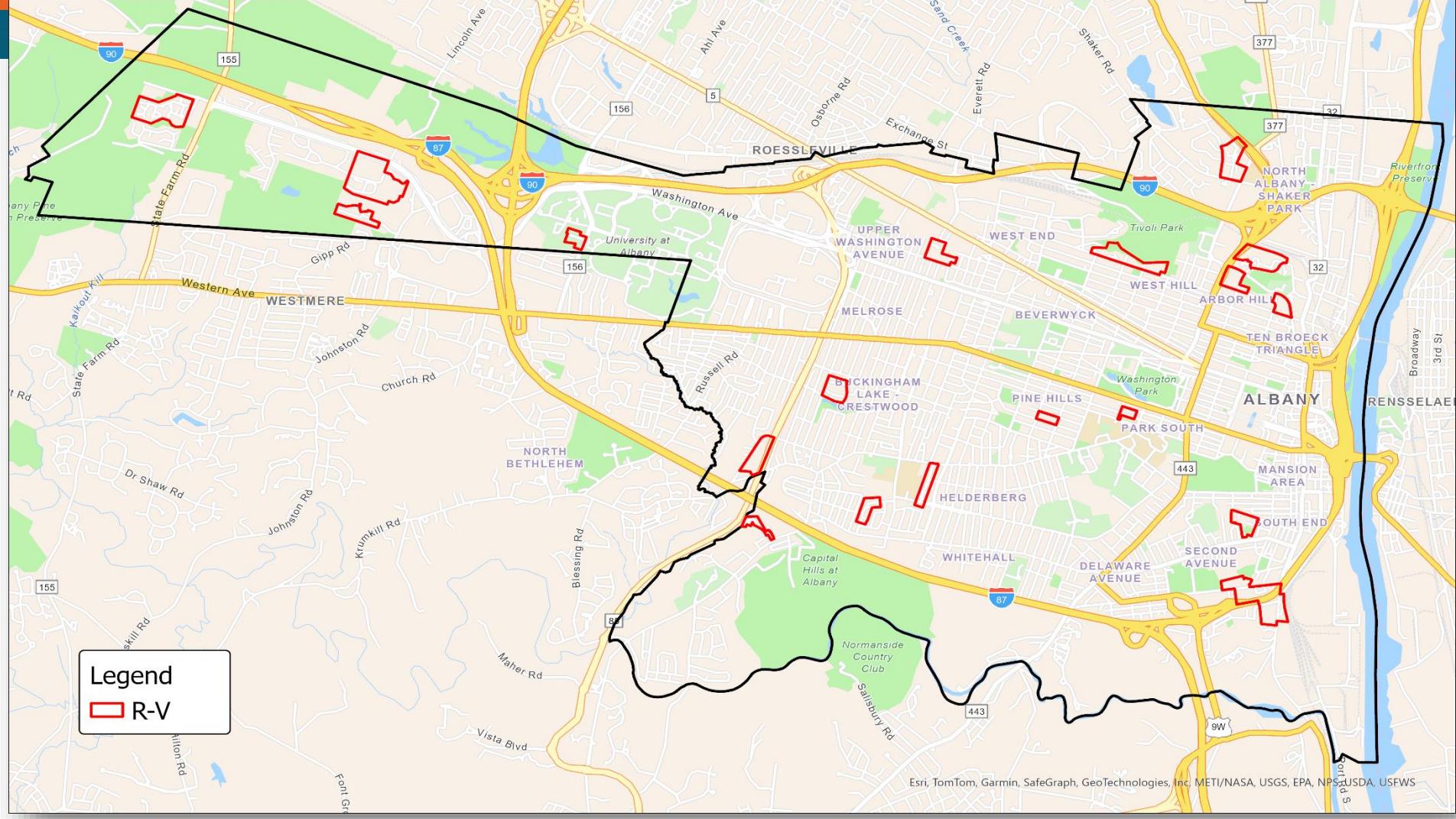
Code Comparison: Attached Signs

Existing:

- All residential districts largely treated the same
 - One 6 SQFT sign (per frontage)
 - Limited to multi-dwellings or commercial uses

Proposed:

- Residential districts separated based on characteristics
 - One 6 SQFT sign for R-1L, R-1M, R-2 (per frontage)
 - One 10 SQFT sign for R-T & R-M (per frontage)
 - One 20 SQFT sign for R-V (per frontage)
 - Limited to multi-dwellings or commercial uses



Code Comparison: Attached Signs

Existing:

- Nonresidential districts separated into 3 groups
- Allows for either a 24 SQFT or 32 SQFT sign

Proposed:

- Nonresidential districts separated into 7 distinct groups
- Sign size varies more by district characteristics
- Allows for 24 or 32 SQFT for most commercial districts
- Allows up to 64 SQFT for more intensive commercial and institutional districts
- Allows for 100 SQFT within the I-2 Industrial district

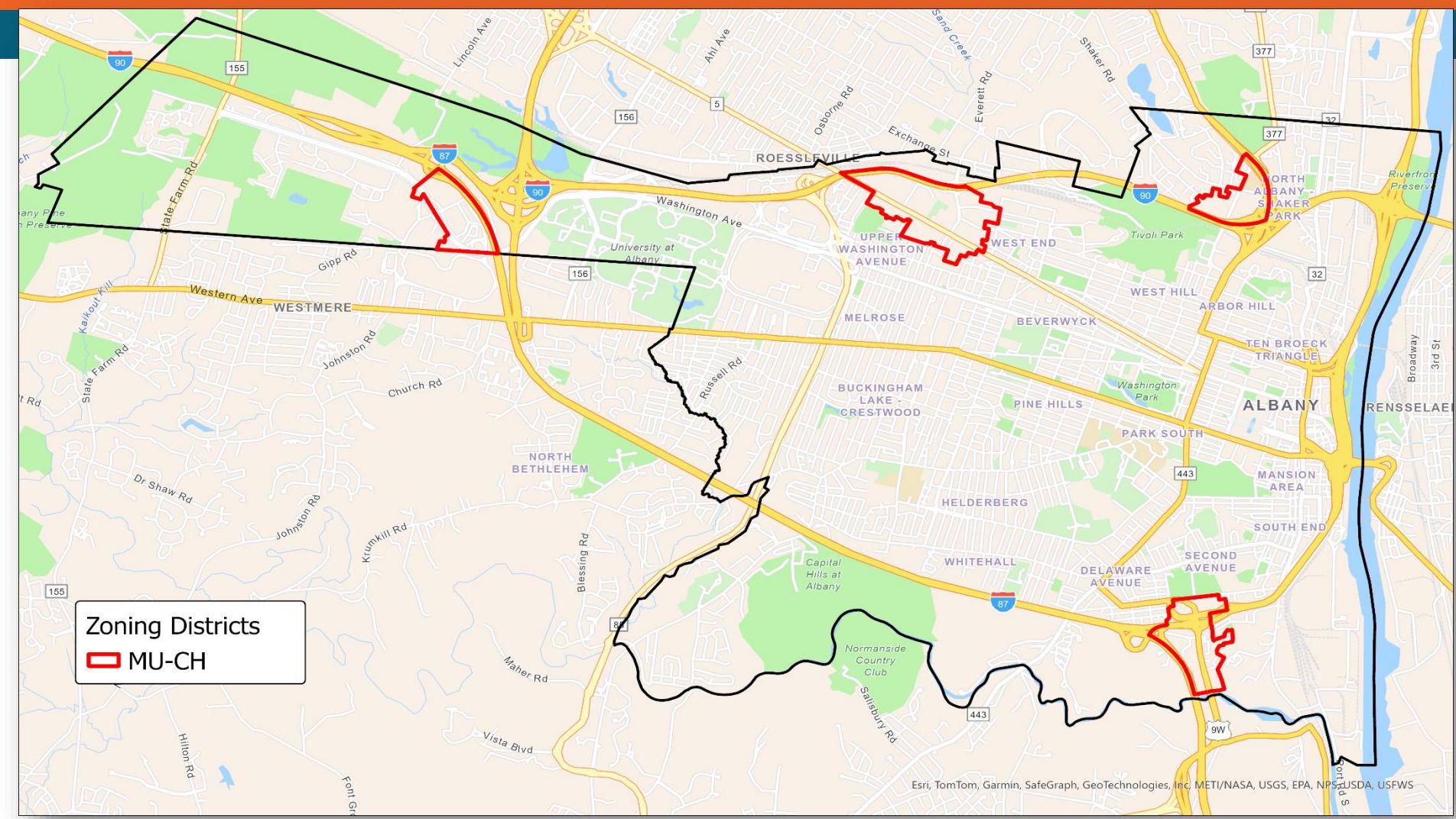


Table 375.409.1

Attached Signs: Number and Size

SF = Square Feet

Zoning District	Maximum Number of Attached Signs Per Shopfront or Frontage	Maximum Individual Sign Size (SF)	Cumulative Size of all Attached Signs (SF)	Sign Illumination
R-1L, R-1M, R-2	1 [1] [2]	6 SF	6 SF	Not Permitted
R-T, R-M	1 [1] [2]	10 SF	10 SF	External Only
R-V	1 [4]	20 SF	50 SF	External Only
MU-NE, MU-NC, MU-FM, MU-FC	2	24 SF	32 SF	External & Internal [3]
MU-CU, MU-DT, MU-FS, MU-FW	2	32 SF [4]	40 SF	External & Internal [3]
MU-CH	Not Limited	1 SF for each linear foot of building frontage, not to exceed 64 SF.	200 SF	External & Internal [3]
MU-CI	1 per 125 ft. of frontage	64 SF [4]	400 SF	External & Internal [3]
I-1	1 per 250 ft. of frontage	64 SF	100 SF	External & Internal [3]
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LC	1 per 250 ft. of frontage	25 SF	n/a	External Only

NOTES:

[1]

Limited to multi-unit dwellings and nonresidential uses.

[2]

Buildings with a shopfront may be approved for a wall sign of up to 20 square feet, provided that the proposed sign is consistent with the character of the building and neighborhood in which it is located, as determined by the Chief Planning Official.

[3]

Refer to section 375-409(5)(d), Illumination, for the standards applicable to sign illumination.

[4]

Additional signs permitted above top row of windows on buildings at least 9 stories in height may not extend across more than 50% of building facade width.

Creating two tables (attached & detached) leads to more specificity for each type of sign and better readability for the user

Signage regulations within the residential zoning districts would remain relatively unchanged from the existing code

Maximum cumulative sign size standard in addition to the maximum individual sign size regulation

Frontage-based approach – Number of frontages and size of frontage based on linear feet

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SQ FT 6



SQ FT 10



SQ FT 20



Size Comparison (Wall Signs)

SQ FT 24



SQ FT 32



SQ FT 64



Table 375.409.2

Detached Signs: Number, Size, and Height

SF = Square Feet | FT = Feet

Zoning District	Maximum Number of Detached Signs Per Shop-front or Frontage	Maximum Individual Sign Size (SF)	Cumulative Size of all Detached Signs (SF)	Detached Sign Height (FT)	Illumination
<u>R-1L, R-1M, R-2</u>	<u>1</u> ^[1] _[2]	<u>6 SF</u>	<u>6 SF</u>	<u>4 ft.</u>	<u>Not Permitted</u>
<u>R-T, R-M</u>	<u>1</u> ^[1] _[2]	<u>10 SF</u>	<u>10 SF</u>	<u>5 ft.</u>	<u>External Only</u>
<u>R-V</u>	<u>1 per 250 ft. of frontage</u> ^[1]	<u>32 SF</u>	<u>64 SF</u>	<u>5 ft.</u>	<u>External Only</u>
<u>MU-NE, MU-NC</u>	<u>1</u> ^[2]	<u>24 SF</u>	<u>24 SF</u>	<u>5 ft.</u>	<u>External & Internal</u> ^[3]
<u>MU-DT, MU-FW, MU-FC, MU-FS, MU-FM</u>	<u>1</u> ^[2]	<u>32 SF</u>	<u>32 SF</u>	<u>5 ft.</u>	<u>External Only</u>
<u>MU-CU</u>	<u>1</u>	<u>50 SF</u>	<u>64</u>	<u>6 ft.</u>	<u>External & Internal</u> ^[3]
<u>MU-CH</u>	<u>1 per 100 ft. of frontage</u> ^[4]	<u>100 SF</u>	<u>200 SF</u>	<u>15 ft.</u>	<u>External & Internal</u> ^[3]
<u>MU-CI</u>	<u>1 per 125 ft. of frontage</u> ^[4]	<u>64 SF</u>	<u>400 SF</u>	<u>10 ft.</u>	<u>External & Internal</u> ^[3]
<u>I-1</u>	<u>1 per 250 ft. of frontage</u>	<u>64 SF</u>	<u>200 SF</u>	<u>6 ft.</u>	<u>External & Internal</u> ^[3]
<u>I-2</u>	<u>1 per 100 ft. of frontage</u>	<u>100 SF</u>	<u>300 SF</u>	<u>8 ft.</u>	<u>External & Internal</u> ^[3]
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NOTES:

<u>[1]</u>	<u>Limited to multi-unit dwellings and nonresidential uses.</u>
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Utilize maximum cumulative sign size

Frontage-based approach – Number of frontages and size of frontage based on linear feet

Allow for detached signs in several districts that previously prohibited them, only if there is a pre-existing building with a setback greater than 20 feet

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Frontage-based approach – Number of frontages and size of frontage based on linear feet

Allow for detached signs in several districts that previously prohibited them, only if there is a pre-existing building with a setback greater than 20 feet



These detached signs are not allowed within certain zoning districts.

Proposed amendment would allow detached signage in situations like this.

Size Comparison (Detached/Freestanding Signs)

Existing Sign
120+/- SQ FT



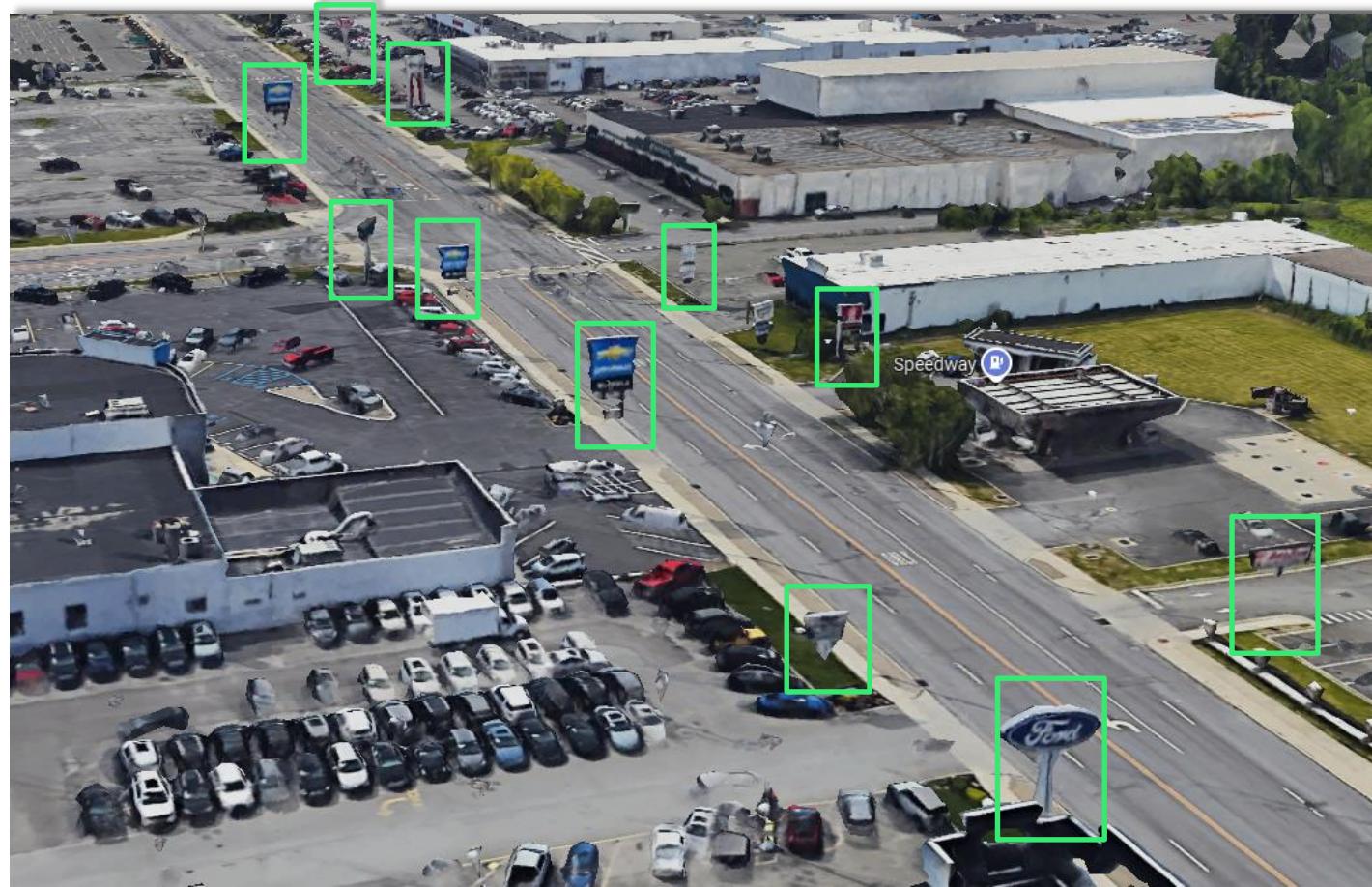
SQ FT 64



SQ FT 100



Signage Along Central Avenue



Existing Signs
that are
taller
and/or
larger in
area



Comments & Questions
