

ORDINANCE NO. O-1516-32

ITEM NO. 10

STAFF REPORT

ITEM: AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING CHAPTER 18 OF THE CITY CODE (SIGN CODE) TO DEFINE FEATHER FLAGS/BANNERS AND ALLOW THEM IN CERTAIN ZONING DISTRICTS IN THE CITY; AND PROVIDING FOR THE SEVERABILITY THEREOF.

BACKGROUND:

The Sign Code currently prohibits feather flags/banners. Marketing trends have resulted in extensive use of feather flags without regard to City regulations and have become an increasingly difficult code enforcement issue. The City Council's Business and Community Affairs Committee (BACA), in response to local merchants' concerns, requested that staff provide information for a Sign Code amendment. They discussed allowing feather flags/banners at their meetings on November 5, 2015 and December 3, 2015. At the conclusion of the December meeting, the committee requested that staff prepare the Sign Code amendment in accordance with their discussion and recommended changes to allow feather flags in certain zoning districts and take the amendment forward through the public hearing process.

DISCUSSION:

The Code amendment defines feather flags, modifies the language which currently prohibits them, and provides regulations for permitting them in certain zones as temporary signs. They would be regulated as to duration, location, size, height, spacing, setback, illumination and number. They will be allowed in all zoning districts except low density residential. They will require permits for better regulation and public education. They will not be allowed in the public right-of-way. They will be a temporary sign allowed in-lieu-of other temporary signs (allowed 1-60 days) or annual banners. Because of their design to move in the wind, their secure mooring, spacing, side yard setback and right-of-way encroachment is regulated. To reduce sign clutter, honor the character of the zone where they would be located, and allow other businesses on shared sites to have temporary signs, their numbers are regulated. Feather flags would only be allowed as on-premise signs and not as off-premise signs.

STAFF RECOMMENDATION: Staff recommends approval of O-1516-32, and amendment to Chapter 18 of the City Code (Sign Code) to allow feather flags/banners in non-residential zoning districts and in multi-family developments.