



Hall County Regional Planning Commission

**Wednesday, November 2, 2016
Regular Meeting**

Item F1

Public Hearing on Zoning Text Amendment for Alda

Staff Contact: Chad Nabity

Agenda Item #4

PLANNING DIRECTOR RECOMMENDATION TO REGIONAL PLANNING

COMMISSION:

October 10, 2016

SUBJECT:

Concerning amendments to the Zoning Ordinance for the Village of Alda and its 1 mile extra-territorial jurisdiction. Amendments to be considered pertain to Section 7.08.02 of the Alda Zoning Ordinance. (C-01-2017A)

PROPOSAL:

The changes proposed were requested by USA Outdoor Advertising. USA Outdoor Advertising is a Kearney based outdoor advertising firm. They own and lease a number of billboards within Hall County and the various jurisdictions within the County. They are requesting that the Village of Alda consider amending their zoning regulations to allow billboards with a maximum size of 288 square feet. The industry standard for a billboard is 288 square feet.

The Alda Sign regulations and the proposed changes are attached.

OVERVIEW:

Billboards are only permitted in the Transitional Agriculture and the Heavy Industrial zones. A conditional use permit is required in both of those zoning districts. The current regulations (as adopted in late 2003) allow billboards up to 200 square foot in size.

The industry standard for a billboard is 288 square feet (12'x24'), nine sheets of 4x8 plywood. Modern billboards are covered with a vinyl skin. Billboard companies move the vinyl skin from one board to another. There is a distinct advantage to the advertising industry to have all billboards the same size as they can easily change out and move the message from board to board.

USA Outdoor is trying to locate a site at the east edge of Alda for a billboard. Under the current regulations, they could request a conditional use permit for a billboard, but it would be limited to 200 square feet. If the proposed change is made, they would be able to request the conditional use permit and if it is granted erect a 288 square foot sign. This request is being made in preparation for the relocation of Highway 30 between Grand Island and Alda. USA Outdoor has billboards on the existing Highway 30 alignment. Those existing billboards will be significantly less valuable when the highway is moved to a new location.

The request to change the size from 200 square feet to 288 square feet is reasonable and in line with existing standard for the billboard industry.

RECOMMENDATION:

That the Regional Planning Commission recommend that the Alda **approve** the changes to the Alda Village Code as requested.

_____ Chad Nabity AICP, Planning Director

Section 7.06 Signs: Standard of Measurement

- 7.06.01 The total area of all signs permitted on a lot shall include:
1. The total area of the faces of all permanent exterior signs visible from a public way, plus
 2. The area of permanent signs placed upon the surface of windows and doors, plus
 3. The area within the outline enclosing the lettering, modeling or insignia of signs integral with a wall and not designed as a panel.
- 7.06.02 Wall signs shall not exceed one and one-half (1-1/2) square feet per lineal foot of lot frontage, up to two-hundred (200) square feet in total size. A building or use having frontage on a second street may include twenty percent (20%) of the length of the lot facing the second street.

Section 7.07 Signs: Area Computation

- 7.07.01 **Computation of Area of Individual Signs:** The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing, or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly identical to the display itself.
- 7.07.02 **Computation of Area of Multi-faced Signs:** The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and are not more than forty-two inches (42") apart, the sign area shall be computed by the measurement of one of the faces.
- 7.07.03 **Computation of Height:** The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of (1) existing grade prior to construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign, or (2) normal grade. In cases in which the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the zone lot, whichever is lower.

Section 7.08 Sign Schedule

- 7.08.01 Signs shall be permitted in the various districts according to the following schedule:

<u>Zoning District</u>	<u>AG</u>	<u>TA</u>	<u>R-1</u>	<u>R-2</u>	<u>MH</u>	<u>BGC</u>	<u>C-1</u>	<u>C-2</u>	<u>I-1</u>	<u>I-2</u>
<u>Sign Type</u>										
Real Estate	+	+	+	+	+	+	+	+	+	+
Announcement	+	+	+	+	+	+	+	+	+	+
Wall	+	+	-	-	-	+	+	+	+	+
Name Plate	C	C	+	+	+	+	+	+	+	+
Billboard	C	-	-	-	-	-	-	-	-	C
Ground	C	C	-	-	-	+	+	+	+	+
On-Site Advertising	+	+	-	-	-	-	+	+	+	+
Comm. Sponsored	-	-	-	-	-	-	-	-	-	-
Animated or Flashing	-	-	-	-	-	C	C	C	-	-
Pole	-	-	-	-	-	-	+	+	C	C

+: permitted -: not permitted C: Conditional Use

7.08.02 Signs shall be permitted in the various districts at the listed square footage and heights according to the following schedule:

<u>Zoning District</u>	<u>AG</u>	<u>TA</u>	<u>R-1</u>	<u>R-2</u>	<u>MH</u>	<u>BGC</u>	<u>C-1</u>	<u>C-2</u>	<u>I-1</u>	<u>I-2</u>
<u>Sign Type</u>										
Real Estate										
Max. Square Ft.	32	32	6	6	6	24	32	32	32	32
Max. Height	6'	6'	-	-	-	2'	4'	4'	4'	4'
Announcement										
Max. Square Ft.	32	32	6	6	6	24	32	32	32	32
Max. Height	4'	4'	4'	4'	4'	2'	4'	4'	4'	4'
Wall										
Max. Square Ft.	50	50	-	-	-	32	100	100	200	200
Max. Height	15'	15'	-	-	-	16'	45'	45'	45'	45'
Name Plate										
Max. Square Ft.	-	2	2	2	2	-	-	-	-	-
Max. Height	-	-	-	-	-	-	-	-	-	-
Billboard										
Max. Square Ft	200 288	-	-	-	-	-	-	-	-	200 288
Max. Height	45'									45'
Ground										
Max. Square Ft.	100	100	-	-	-	100	100	100	200	200
Max. Height	10'	10'	-	-	-	10'	10'	10'	10'	10'
On-Site Advertising										
Max. Square Ft.	100	100	-	-	-	-	100	100	200	200
Max. Height	45'	45'	-	-	-	-	45'	45'	45'	45'
Off-Site Advertising	-	-	-	-	-	-	-	-	-	-
Pole										
Max. Square Ft.	-	-	-	-	-	-	100	100	200	200
Max. Height	-	-	-	-	-	-	15'	20'	15'	15'

-: Not Permitted

Section 7.09 Signs: Special Conditions

- 7.09.01 **Real Estate.** Not more than two (2) signs per lot may be used as a temporary sign. Signs in the TA District shall be set back twenty feet (20') from the road right-of-way or road easement.
- 7.09.02 **Freestanding Signs:** Freestanding signs, including but not limited to billboard, ground, and pole signs shall constitute a structure for the purposes of this Ordinance, and shall require a zoning permit prior to their installation.
- 7.09.03 **Community Events and Functions:** Signs used to display information for a community event or function shall be permitted in all zoning districts, provided they are temporary only, and are not placed in the right-of-way.
- 7.09.04 **Billboards.** Billboards, signboards, and other similar advertising signs subject to the same height and location requirements as other structures in the district and also subject to the following conditions and restrictions.
1. No billboard, signboard, or similar advertising signs shall be located at intersections so as to obstruct vision, hearing, or interfere with pedestrian or vehicular safety.
 2. No billboard, signboard, or similar advertising signs shall be located within fifty feet (50) of any lot in a residential district.
 3. No billboard, signboard, or similar advertising signs shall be so constructed or located where it will unreasonably interfere with the use and enjoyment of adjoining property.

- 7.09.05 Signs hung from canopies and awnings shall be no closer than seven and one-half feet (7-1/2') from the bottom edge of the sign to grade below.