

Town of Eagle

Land Use & Development Code Update

Sign Code Update Overview



Goals of the Sign Code Update:

1. Update the sign code to comply with Reed v. Town of Gilbert
2. Create a complete set of sign regulations by filling in regulatory gaps and cleaning up redundant standards
3. Clarify incomplete or poorly drafted regulations

This update is not focused on changing the amount of signage allowed on a property or in a zone district, nor is it focused on changing the types of signs allowed in Eagle.

Key Updates:

1. The sign regulations were revised to make them content-neutral, i.e., signs are not regulated based on their proposed or actual content. This change was made to make the code Reed compliant. There were only a few types of signs, primarily temporary signs, that potentially fell into this category so these changes may not be readily apparent to a casual reader.
2. The sign code was reorganized to make it easier to use. This included organizing the amount and types of signage allowed by zone district into tables and clarifying what measurement approach will be applied for those aspects of the regulations that require measurement. As the consultant team and staff reorganized the sign code, we identified regulatory gaps, conflicts, and confusing phrasing that we were able to clean-up or revise as needed.
3. The updated sign code includes sign-specific regulations addressing nonconformities, a status that is applied if a legal sign no longer conforms to the Town's regulations after the regulations are updated. For the most part, sign owners are allowed to keep and maintain their nonconforming signs unless the sign becomes dangerous or is abandoned.
4. Three important substantive changes have been proposed in this draft:
 - a. Allowing halo lighting as a form of illumination when it can be done within Town lighting standards;
 - b. Allowing fueling station and convenience store signs to include a small area with an electronic message display (EMD, digital or electronic signage); and
 - c. Allowing applicants to propose a wider range of sign materials provided the materials can be shown to be durable given the climate and solar conditions of Eagle.

Outreach

Staff and the consultant team discussed potential sign code updates with local sign manufacturing representatives and the LUDC Update Committee. Staff posted a copy of the draft updated sign code on the project website in early March. We also shared a draft of the full update with the Eagle P&Z and participated in work session meeting to discuss the draft and collect their feedback. Members who were not able to participate in the work session were provided a follow-up draft and asked if they had any comments to share.

Two changes were made to the draft sign code based on P&Z Commission review:

1. The difference between wind signs and flutter flags was clarified with a new definition of flutter flags and both sign types are identified as prohibited signs.
2. Window signs installation was limited to ground story windows only.

Next Steps

This version of the sign code can be adopted and integrated into the current Eagle LUDC. Staff and the consultant team anticipate a second round of sign code edits will be needed to align the sign code with the rest of the LUDC update. Additional potential changes were raised by the Eagle P&Z, including:

1. Creating sign standards that are specific to the CBD district,
2. Exploring the use of neon lighting in some parts of Eagle, and
3. Addressing the relationship between vehicles with signs and parking.