



CITY OF WHEELING PLANNING COMMISSION

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STAFF REPORT
SIGN ORDINANCE TEXT AMENDMENTS
FEBRUARY 11, 2020

BACKGROUND & ANALYSIS:

The purpose of the proposed amendment is to clarify existing language in the sign code in order for the city to be able to enforce and remove illegal signs posted in the right of way, thereby helping achieve the stated purpose in 1359.01:

1359.01 PURPOSE.

Council hereby declares and determines that it is the purpose of this article to promote and protect the public health, welfare, and safety by regulating existing and proposed signs of all types. It is intended that the adoption of this article will protect property values, create a more attractive economic and business climate, enhance and protect the physical appearance of the community and preserve the scenic and natural beauty of designated areas. It is further intended to reduce sign or advertising distraction and obstructions that may contribute to traffic accidents, to reduce hazards that may be caused by signs overhanging or projecting over public rights of way, to provide more open space and to curb the deterioration of natural environment and enhance community development.

The current (black) and proposed language (red) are as follows:

Current:

1359.02 APPLICABILITY

- (c) To provide for temporary signs without commercial messages in limited circumstances in the public right-of-way;

Proposed:

1359.02 APPLICABILITY

- (c) To **prohibit placing signs** ~~provide for temporary signs without commercial messages in limited circumstances~~ in the public right-of-way, **with the exception of signs placed on the sidewalk as identified in §1359.07.i.**

1359.07 SIGNS NOT SUBJECT TO PERMIT UNDER THIS ORDINANCE

- (i) **Sidewalk Sign.** A business located in a commercial or industrial zoning district is permitted to have one sidewalk sign directly in front of their establishment. The sign shall be no larger than 30" x 36". The sign shall be placed in a manner that allows a 4' travel path for clear passage. The sign shall only be displayed during business hours. The city shall not be held responsible or liable for any claims resulting from the placement of the sign in the sidewalk.

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STAFF: THOMAS CONNELLY, AICP

Other considerations:

- A property owner will continue to be able to post temporary signage on private property without needing a permit as described in §1359.07.

1359.07(f) Temporary Sign. A sign advertising a special event may be erected thirty (30) days prior to such event, remain during the entirety of the event and must be removed within ten (10) days following said event. Signs included in this section include, but are not limited to: Real Estate Signs, Construction Signs, Holiday Signs, Fair and Festival Signs including those advertising a steak/fish fry, or any other event that is temporary in nature. Temporary signs shall not exceed thirty-two (32) square feet and shall not be located on utility poles, traffic devices or within any public right of way. (Ord. 13927. Passed 3-2-10.)

- Off-premise signage is regulated by §1359.11. Commercial signage is only allowed on the premise where the business is located. Commercial businesses will remain unable to place signs on private property other than where the business is conducted.

STAFF RECOMMENDATION:

Staff recommends a public hearing be conducted on the proposed text amendments at the March 2, 2020 Planning Commission meeting.

ATTACHMENTS:

- Photo examples