

COUNCIL ACTION

Item No. 15-056

Date: January 12, 2015

Item/Subject: **ORDINANCE**, Amending Chapter 260, Signs, of the Code of the City of Bangor, By Clarifying Window Sign Requirements and Allowing Umbrella Logos

Responsible Department: Legal

Commentary: This ordinance will amend Chapter 260 of the sign code to clarify language regarding window signage and umbrella logos. Currently, the ordinance has been interpreted by some to only include window signage on the first floor. If approved, this ordinance amendment will clarify that window signs for commercial and office space are permitted on all floors, so long as the sign takes up no more than 20% of the area of the window. Further, the amendment would allow umbrellas with logos for outdoor seating. Downtown businesses have requested this, as they can often get free umbrellas with logos from suppliers, but umbrellas without logos are expensive and must be replaced each year.

Department Head

Manager's Comments:

Caedmon Cole
City Manager

Associated Information: Ordinance

Budget Approval:

Finance Director

Legal Approval:

[Signature]
City Solicitor

Introduced for

Passage

First Reading

Referral to the B&ED Committee meeting on January 20, 2014

Assigned to Councilor Graham



CITY OF BANGOR

ORDINANCE, Amending Chapter 260, Signs, of the Code of the City of Bangor, By Clarifying Window Sign Requirements and Allowing Umbrella Logos

WHEREAS, in 2013, the Sign Code was amended to relax certain restrictions on windows signs, namely by allowing window signs without being included in overall limits on amounts of signage;

WHEREAS, the intent of the amendment was not to allow window signs that covered more than 20% of the window area; and

WHEREAS, restaurants with outdoor seating often wish to place umbrellas for the benefit of their patrons, but umbrellas without logos are expensive and typically do not last more than one season;

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF BANGOR AS FOLLOWS, THAT

Chapter 260 of the Code of the City of Bangor be amended as follows:

§ 260-1. Definitions.

...

UMBRELLA SIGN

An umbrella with one or more logos or other signs incorporated into its design.

...

§ 260-5. Signs exempt from permit.

...

I. Umbrella signs.

...

§ 260-6. General standards and limitations.

- A. Window signs. ~~Window signs shall not exceed 20% of the window area on the ground floor street frontage of a premises. No more than 20% of any window may be covered by window signs.~~ Window signs shall not be included in the calculation of the number of signs and sign area allowed for a business.

...

K. Umbrella signs. Umbrella signs are permitted only when used for providing shade and protection from rain for outdoor seating for a restaurant, bar, tavern, or lounge, as defined in § 165-13. An umbrella sign may be located on a City sidewalk or esplanade only if permitted under an outdoor seating permit or license agreement with the City.

Additions are underlined, deletions ~~struck through~~.