

**TOWN OF ERIE
TOWN COUNCIL MEETING
February 10, 2026**

- SUBJECT:** **Ordinance No. 004-2026**
An Ordinance of the Town Council of the Town of Erie Repealing and Reenacting Section 10-6-12 of the Erie Municipal Code and Amending Definitions Related Thereto, All Regarding Sign Regulations
- PURPOSE:** Unified Development Code amendment to provide clarity to the Sign Code ensuring consistency and clarity
- CODE REVIEW:** Erie Municipal Code, Title 10
- DEPARTMENT:** Planning and Development
- PRESENTER:** Melinda Helmer, Business Operations Coordinator

STAFF RECOMMENDATION:

Staff recommend that the Town Council adopt an ordinance amending Title 10 Chapter 6 Section 12 of the Erie Municipal Code regarding sign code requirements.

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

The Board of Trustees last updated the sign code on January 11, 2022, when they passed Ordinance No. 03-2022, repealing and reenacting Chapters 2–7, 9, and 11 of Title 10 of the Erie Municipal Code. As part of the repeal and reenactment, the Board adopted text amendments throughout Chapter 6, which governs the sign code.

As development and growth in the town continue, staff have identified a few minor opportunities to improve the transparency, clarity, and functionality of the existing sign code.

Staff presented the proposed sign code amendments to the Planning Commission at their regularly scheduled meeting on January 21, 2026. Discussion included political signage and where it could be located. The discussion centered on the significance of maintaining content neutrality for signs, the implications of First Amendment protections, and the potential inclusion of language to exempt political signage. Language regarding political or election signs was part of previous sign codes but has since been removed to maintain content neutrality. Political/election signs are considered temporary signage and are permitted on private property. Signs are not permitted in the right-of-way. Planning Commission unanimously approved Resolution P26-02 recommending the Town Council adopt the Ordinance.

Proposed Changes

The proposed amendment focuses on clarity and transparency by reorganizing much of the current narrative text into a single, cohesive table that is easier to read and apply.

| Table 6.12-1: General sign standards | | | |
|---|---|--|--|
| Standard | Zone District | | |
| | AG/OS, AGH, RP1, RP2, RP3, RR, ER, SR, LR, OTR, MR, HR, and PD - agricultural, open space and residential land uses | DT and NMU (inside of Old Town) | NMU (outside of Old Town), CMU, PLI, LI, AP, CC, RC, B Districts, and PD - nonresidential land uses |
| Total maximum sign area for all signs on a property | 32 square feet | 1 square foot per each lineal foot of tenant frontage ¹ | 1 square foot per each lineal foot of tenant frontage with a maximum gross surface area of 228 square feet ¹ |
| Maximum sign area per individual sign face | N/A | 32 square feet | N/A |
| Maximum monument and ground sign height | 6 feet | 6 feet | 6 feet |
| Maximum sign height for all other signs | Shall not exceed the height of the principal building on which the sign is located | | |
| Maximum number of signs ² | 2 per street frontage | 3 per tenant for each tenant building frontage or 2 per street frontage for vacant parcels | 4 per tenant for each tenant building frontage or 2 per street frontage for vacant parcels or tenant frontages of less than 32 linear feet |
| <p>1. Vacant parcels and tenants with less than 32 linear feet of tenant frontage may have a maximum of 32 square feet of sign area.</p> <p>2. In addition to the number of signs permitted in each zone district, 2 temporary signs shall be permitted per tenant. Temporary signs shall remain in place for less than 30 consecutive days, and for no more than 120 days per calendar year.</p> | | | |

This table consolidates sign regulations across all zone districts, bringing together sign area maximums, number of permitted signs, height limits, and other dimensional standards into one location. Presenting these requirements in a consistent format enhances clarity, facilitates easier district-to-district comparisons, eliminates redundancy, and reduces the risk of misinterpretation—ultimately supporting more efficient administration and compliance with the sign code.

To allow for flexibility for local businesses, updates include allowances for temporary signage. Display times are updated to allow for up to 120 days per calendar year, with no individual sign displayed for more than 30 consecutive days. The current sign code only

permits temporary signage for 30 days per calendar year. A-frame sandwich board signs are exempt from these limits, provided they remain on private property and do not impede pedestrian circulation. Other changes are as follows:

- Change allowable digital sign text changes from four hours to 30 minutes
- Clarify that signs located within the public right-of-way are prohibited
- Permit ground signs (limited to 6 feet tall)
- Define off-premise signs

Approval Criteria

Section 10-7-18(C)(9) of the Erie Municipal Code states the following approval criteria when considering amendments to the text of the UDC:

1. The proposed amendment will promote the public health, safety, and general welfare; and
2. The proposed amendment is generally consistent with the Town's Comprehensive Master Plan and the stated purposes of this UDC; and
3. The proposed amendment is necessary or desirable because of changing conditions, new planning concepts, or other social or economic conditions.

Staff find that these amendments are necessary to support the Town's continued growth by improving transparency, clarity, and functionality of the existing Sign Code.

Attachments

1. Staff Report
2. Staff Presentation
3. Planning Commission Resolution P26-02
4. Draft Ordinance
5. Current Sign Code