

Freestanding Signs Discussion & Comments

- Sign size matters based on whether the sign is geared to pedestrians or drivers
- The city should focus on the overall sizes allowed and then let the property owners and tenants work out details about how the space is used (for multiple tenant buildings and business directory signs)
- The current provision to limit freestanding signs to one sign per driveway may be a little too restrictive for property with a lot of street frontage
- Speed of the adjacent roadway may be a factor to consider
- Look into how other jurisdictions address driveway entrance, exit, and circulation signs for number, placement, and size provisions
- If a new business moves in to a tenant space that has a historic sign, there should be a provision that allows for the sign to be retained while also allowing the new business to have signage (example of a painted sign on a building that had to be painted over rather than retained)
- There should be provisions that encourage nonconforming signs to become conforming, in addition to the provisions about bringing signs into conformance when structural changes are made - perhaps small grants, incentives, or waiving permit fees
- There should be more uniformity in the sizes allowed across the commercial zoning districts
- Consider zones that allow for a mix of land uses - signs are important but should be designed and placed to consider residents in mixed use zones (e.g. flashing signs, sign clutter, lighting)
- Flashing "OPEN" signs are not currently allowed - Why? Perhaps if they are in a window they should be permitted
- Five minutes of static time between changing messages for the Auto Mall sign is too long

Standards by Zoning District

- The city may consider treating different zoning districts differently (e.g. residential districts as compared to commercial or industrial zoning districts)
- The city may treat certain districts within those classifications differently (e.g. downtown, auto services, urban and neighborhood villages)

