

## Building Mounted Signs Discussion

### Size Calculation

- The ratio currently used to determine allowed sizes is good
- Would like to compare examples of current to 3% and 5% from the model code

### Building Mounted Sign Comments

- Some signs are geared toward pedestrians (e.g. window painted signs) while others are geared to those in cars (e.g. wall signs)
- We still want to encourage art on buildings
- Limit of 1 building mounted sign is pretty restrictive
- May want different standards for downtown and pedestrian oriented streets
- Don't cover up all of the windows ~ still want to be able to see through
- Allow signs on both streets when more than one street frontage
- Sign clutter is a concern
- Public entrances from alleys should be allowed to have signs (more than a building entrance sign)
- Similar districts should be treated similarly (e.g. the hotel that only has a 24 square foot sign should be allowed a larger sign like the other new hotel in a different zone)
- Designated "corridors" may be treated differently
- Placement should consider building/architectural details
- Perhaps sign standards should transition when adjacent to neighborhoods (e.g. on State and 4<sup>th</sup> Avenues)
- Consider the scale (where the sign will be viewed from)
- There should be fairness to adjacent businesses about what signage is allowed
- What about businesses on second and third floors, etc.?
- Consider colors (intensity, saturation, etc.)

### 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)

### Homework

Staff will follow up with homework questions about building mounted signs

