

Richard Slayton Q and A:

thanks for reviewing the draft and providing your comments. The SIGNTAST team went through your questions page by page:

- below are answers or explanations to the questions or comments that we understood
- wherever you say “example needed” that has been noted and we put it on the list for the intern to make a drawing
- if you had a question mark without comments, will try to explain but can’t always tell what the question is
- some comments reflect your policy preferences and so we can’t “answer” the question. you can feel free to discuss at the UDC, such as, real estate signs should be 12 feet high, etc.
- we did not respond to questions or comments about text that is not being changed as part of this project (i.e. language that remains the same in the existing code - not being changed here.)

31.02 Purpose and Scope comments -

will change the word “inappropriate” to “avoid” in par. (e). We cannot ensure appropriate scale (can’t ensure anything) , but we can strive to avoid inappropriate scale.

Definitions -

Arch. detail - will revise this definition and the definition of “signable area” to make things consistent. there is a difference between “architectural detail” and “major architectural detail.”

Attention-getting Object - flags and decorative banners are excluded from the definition, they are not exempt. you can’t exempt something from a definition.

Comp Design Review - will revise definition slightly. the references to a future approval of a Comprehensive Sign Plan are accurate/ intentional. the Comprehensive Sign Plan does not exist until the Comprehensive Design Review has been completed. the Sign Plan is the result of a completed / approved Comp Design Review.

Portable Sign - will make your change

Sign definition - there is a reason we refer to 3 feet from the interior of a window, it should stay this way.

Sign Copy - a logo is considered copy for purposes of this ord.

31.04 - misc:

Incombustible materials - this came from old code, we did not change it, can't explain it

Electrical signs - keep generic, don't want to specify UL, apparently there is a possibility of having an electrical approval rating from some other company?

Illumination of signs - not sure how to illustrate levels of brightness
don't know why Neon is exempt from this section - this came from the Dark Sky subcommittee of the Commission on the Environment

You ask if there is anything on "shimmer devices." we don't know what that is. Might be addressed in the new section on motion / flashing / attention getting - 31.045(3)(f), (g), or (h)?

31.041(2) - Application for Sign Permit. You ask to add area/vicinity plan. the ordinance already calls for a plot plan. Matt says this is the same thing.

Comp Design - 31.043(4)(a)4. - you don't like the idea of failure to make decision in 60 days is deemed a denial. Lou asked about this. it probably seems harsh but actually is to the benefit of the applicant, it requires a decision within a predictable amount of time. the applicant can waive this deadline if they prefer to wait. also it might improve the constitutionality of the ordinance. however we can discuss.

Election Campaign Signs - the rules come from State statute. BI / Zoning enforces this.

Holiday - can we limit the definition or the duration... Ha!

Noncommercial sign - can't give an example. can make a drawing of the max. dimensions if that's what you mean. This is a catch all "savings" clause, the misc. noncommercial category of sign must be allowed in order to ensure the constitutional viability of the sign ordinance. It is included in the "Exempt Signs" section b/c those types of signs are exempt from permit. See also 31.04(1)(c).

Prohibition of "Bracing of Signs" - we will change "guidewire" to "guywire"

\$1,000,000 is still sufficient minimum limit for commercial general liability insurance for most city permits. I will double check this with the risk manager.

Nonconforming Advertising Signs - 31.05(2)(a) - the references to specific signs and 1989 are the result of litigation with Adams Advertising and might as well stay in the ordinance. However we can check to see if those signs have all been removed as it says.

Any footcandle/ footlambert or other light measurement questions have to go to Harry Sulzer.

Business Opening sign duration - business opening signs aren't allowed prior to the actual first day of opening.

Wall signs - question about the phrase "pinned away from the wall." you asked how far. if a sign projects more than 15" it is no longer a wall sign, it becomes a projecting sign. we will add a cross reference to clarify

Above-Canopy Signs - we don't want to reword, it makes sense to us, using terminology and phrases that are terms of art in the zoning world

Logos on canopies can exceed the 2-foot height limit - doesn't need to be clarified. there is a cross reference in 31.071(2)(b)

10 foot minimum clearance for signs projecting over walk-ways. 10' comes from the privilege in streets ordinance, 10.31, we should be consistent. 8' is too short / would not be consistent w/ 10.31

Height of Ground signs - we intend for the height to be measured from the actual grade, not the average grade on sloped conditions: if there is a slope or change of grade within the sign, then the sign should be measured from the lowest grade

RE residential sign 12' or one story seems too high? in res. district. we didn't change this restriction. It is open for discussion if the UDC wants it shorter. The max height is 15' elsewhere (other than res. district) .

can find out what is the definition of "story" under zoning or bldg. code

Table 1 - difficult to read, and put footnotes in the same orientation as table. OK. this is a draft