

Sign Meeting  
December 18, 2006

John Ott  
Mary Wilkerson  
Rosie Gerding  
Skip Walther  
Leigh Lockhart  
Chuck Wilms  
Mike Vangel  
Blake Danuser  
Deb Sheals  
Carrie Gartner

Board review of current SBD proposal and proposal offered by Phebe LaMar that would base square footage on linear frontage. Ott also offered an overview of where we were at in the process.

Gartner briefly reviewed comparison of the two proposals and pointed out that the proposal based on linear frontage was very unformed and thus had some problems, such as how to measure upper and lower level frontage, how to ensure that all businesses had signs, how to ensure fairness. However, many other downtowns use this measuring system so these are all fixable problems.

Sheals pointed out that it took about 6 months to work through these types of details with the initial proposal and that is naturally a long process. Sheals also pointed out some changes that could be made that would address the majority of concerns: eliminating letter size and better addressing proportionality of signs to the building.

The board agreed that the linear frontage proposal's means of addressing proportion was a benefit.

Wilkerson said it was still of question of maximum square footage of a sign. In the alternative proposal, the max is 64 square feet and the board had already compromised from 24 up to 32.

Sheals suggested modifying current exception for single business, multi-story buildings to include single-story, single business buildings with frontage of 50 ft. or more. That would address concerns expressed by owners of Grinders and the Alpine Shop.

Skip clarified with board that 32 square feet was the desired size then suggested wording the exception to address 50 ft. or more of frontage because simply adding it to the current exception would be redundant. The board believes that all multi-story buildings currently within the exception would have frontages longer than 50 ft. (Gartner will double check this.)

Board recommendations include:

1. Keeping the current proposal which has already been vetted by SBD members, the P & Z Commission, and has already been changed to address loopholes and member concerns.
2. Eliminating all letter size requirements (as requested by Land/LaMar.)
3. Increasing aggregate square footage to 15% of the elevation (as requested by Land/LaMar.)
4. Allowing temporary signs in the Special Business District (as requested by Land/LaMar.)
5. Altering the current exception for single business, multi-level buildings to address all buildings with frontage over 50 ft (to address proportionality concerns of Land/LaMar.)
6. Keep wall signs below the bottom of the second story windows (except in above exception) to preserve aesthetics and ensure that future residential and loft developments will not be adversely affected.

The process advocated was:

1. Double check 50 ft. buildings (Gartner)
2. Meet with Land and LaMar to present changes.
3. Talking points for board (Gartner)
4. Have one on one meetings with selected business/property owners
5. Changes to Fred (Walther)