



PLANNING DIVISION
"SERVING BILLINGS, BROADVIEW AND YELLOWSTONE COUNTY"
PLANNING & COMMUNITY SERVICES DEPARTMENT
2825 3RD AVENUE NORTH, 4TH FLOOR
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MEETING NOTES

Project Re:Code Sign Code Working Group Meeting

January 31, 2018

11:30 am

2825 3rd Avenue North, 1st Floor Conference Room

- 1. Welcome and Introductions** – 16 persons attended the meeting including all of the Working Group members except for Paul Cox.

Working Group Members are:

- David Goodridge
- Jan Rehberg
- Mike Boyett
- Shaun Brown
- Steve Zeier
- Cheryl Lenhardt
- Jeff Bollman
- Paul Cox

Nine members of the public attended.

- 2. Election of Chair and Vice Chair** – The Working Group members agreed to elect two (2) Co-Chairs of the WG – Paul Cox and Steve Zeier

- 3. Identification and Prioritization of Sign Code Issues**

- a. Sign Codes: **1)** "Main" code at 27-700; **2)** Montana Ave Sign Code 27-731; **3)** Entryway Sign Code at 27-1009; **4)** North Shiloh Corridor Sign Code at 27-1410; **5)** South Shiloh Corridor Sign Code at 27-1437; **6)** EBURD Sign Code at 27-1816; **7)** County Sign Code
- b. Content Neutrality
- c. Signs and Context

Members of the Working Group reviewed the sign code issues they have dealt with personally. Jan Rehberg stated she wanted to make sure any new sign regulations were consistent but flexible and remained an effective communication tool for businesses. She stated the sign code should be clear and allow for new technology as it emerges. Shaun Brown stated he was not as familiar with the sign code as others in the WG, but he thought it would be important to allow for regular sign maintenance and control the technology. Steve Zeier stated he believed any code updates should include the sign companies, be clear, use staff resources wisely, and allow companies to do business in better ways. Jeff Bollman stated he is concerned with the

enforceability of any new sign code and any enforcement should be done consistently. Dave Goodridge stated he did not want to change the code and create a whole new raft of nonconforming signs. Mark Lynde (Billings Sign Service) stated the new code should allow the “classic “signs of Billings to remain but was concerned the code should remain in its current configuration as much as possible. Michael Taylor (Sign Pro) stated his biggest concern with the existing administration of the code is the lack of pro-active enforcement and inspection of signs once they receive a permit. He stated all the new messaging technology is difficult to enforce for operational restrictions. David Goodridge stated he was mostly hearing from sign companies the current code should stay the same but maybe a little tweaking or simplifying would be acceptable. Cheryl Lenhardt stated she has always been concerned with how distracting some of these signs can be especially when they are close to street intersections or cluttered along the main street.

- 4. Public Comment** – See comments above from sign company representatives

- 5. Set Next Meeting Date and Time** – Thursday, March 8 at 11:30 am (NOTE: this time has changed from 11:30 am to **1:00 pm – 6th Floor meeting room – 2825 3rd Ave N**)

- 6. Adjourn: 1:00 pm**