

## Sign Code Working Group – November 28, 2018

Paul Whitey, Kelley Strobel Lamar Outdoor, Steve Zeier, Elizabeth Gavin, Monica Plecker, Jan Rehberg, Ron Bachman formerly of Permaletter

Ming Cabrera - Feels like the heights is ignored. Feels like participating in these meetings has been a waste of time. Feel's that heights are getting ignored. They are ignored in our existing code and ignored in the draft.

Elizabeth started the conversation by asking a few general questions.

THIS IS NOT A DRAFT, this is just a reorganized version of the existing city code.

- Steve Zeier - seeing it in this format we can see that the sign code is way too big and too spread out geographically. How do you see this playing out? Are we expected to mark this document up? Elizabeth, NO. The point of this document is to understand where our starting point is. From this point the consultant will do a first round of editing and then send it back for working group review.

- Jan Rehberg - What do you need to get started? Elizabeth that the committee has a chance to review supporting codes just to understand what is out there. So first - does the group need another month or would you like for edits to be at the next meeting (initial pieces of what gets regulated, what's exempt, etc.)

- Steve Zeier replied that it will have to be later given today's attendance of working group members.

- Jan Rehberg: Asked the audience what their perspective as sign contractors is - what would you like to see the code look like? Is it graphic? Is it formatting? If you could eliminate what would you take? What would you add?

Ron Bachman - would like to see 1 set of criteria or as few sets of criteria as possible. Visual diagrams are nice. Over the years it's not that the code has gotten overly restrictive it's just that new codes keep getting added on. Dislikes point system for historical district. Have quit doing business in Bozeman due to cumbersome regulations.

Kelly - outdoor advertising what is in place works, but things keep getting piled up. So clarification is important.

Jan - questions related to drafting - do you see a way through to consolidate multiple sign codes into a more mainstream.

Elizabeth hasn't been able to evaluate the content enough at this point to be able to answer that. Signs will continue to be regulated by districts so we need to have the new districts defined. Certainly we can consolidate where we can. Early on there were conversations about traffic speed, street types regardless of what type of district you are in.

Ron feels this has potential. Traffic pattern informs the population of that street.

Elizabeth - there are signs for cars and signs for people

Jan - for the safety component that signs can be readable if they are on the traffic route

Paul - graphics incorporated in the code would be so helpful. He said there's three groups. Staff, sign contractors, and the general public. Could a visual preference survey be helpful for this process?

Jan - Nicole has tried to engage the group to act as the consumer.

Elizabeth - if a survey was prepared are we looking at the design, the type of sign, what feedback would we be looking for?

Ron sees this as personal preferences of people who have the time to participate.

Jan - something that's attractive, something that's workable, something that's easy for staff to review and approve. Simplicity is a real factor.

Elizabeth - believes where we need to save our time is related to size, location, design and incentive. Are there ways we can encourage the switch from a pole sign to a wall sign or implement some aesthetic priorities taking place in the city.

Jan- there are different sign codes like entryway, Shiloh, etc. and What's entryway now will not be entryway in 20 years or do we need something that is more consistent with the fact these are major thoroughfares.

Elizabeth - one task is to align the zone district with the sign types because we are considering a corridor approach.

Lesley and Elizabeth will have draft districts to Staff in early January - so likely to sign code working group in February.

Steve - specific attributes of signage seems to be what people argue with can't happen until the next 2 or 3 steps have been completed.

Paul - we would like to see fewer sign codes

Jan - consolidation is a major goal

Ron - feels that over the years planning fads impact the base code which is good. More interest in planners keeping old murals versus allowing businesses to advertise for their current, existing business needs

Elizabeth - as a committee we are also responsible to make the changes that we make the changes to meet town of Gilbert vs. Reid. Terminology will change.

Paul - Stumbling block when county code is different than city code, especially on areas where city boundary and county boundary are not clean.

Steve - feels there is no need for a December meeting. Should give marching orders to rest of group and plan on meeting January 23rd.