

## **Form Based Code Advisory Working Group, February 15, 2012 - Meeting Summary**

AWG Members Present: Inta Malis (chair), Linda Dye, Takis Karantonis, Ed Miltenberger, Stefanie Pryor, Randy Swart. Staff Present: Debbie Albert, Jennifer Smith

**Agenda Item: Sign Regulations.** Staff gave a brief overview of the purpose of the proposed amendments to the Form Based Code sign regulations, which are prompted to incorporate compatibility with a comprehensive revision to the sign regulations in Section 34 of the Zoning Ordinance. The following summarizes AWG discussion and includes staff clarifications where they were provided during the meeting.

Canopy signs. Signs on the sides of canopies should be permitted in addition to signs on the front of canopies, as they would be more visible to pedestrians. Members inquired as to whether a canopy sign could be counted as one sign regardless of to how many faces of the canopy the sign is affixed.

Automatic changeable copy signs. Members present expressed support for use of changeable copy signs so long as the frequency of change in copy is limited to 1x/24 hours. One member expressed support for allowing scrolling signs and for allowing more frequent change in copy in certain circumstances (e.g. at a theatre).

Marquee signs. Members inquired as to how a marquee might be constructed under the Form Based Code, and whether the structure is an architectural feature or a sign.

Freestanding signs. Members confirmed that freestanding signs are not compatible with the form visioned for FBC projects. One member expressed support for freestanding signs.

Signs placed above 35 feet. Members confirmed that signs at the roofline of buildings are not desirable within FBC projects.

Art/murals. Members confirmed that a reference to regulations in Section 34 of the Zoning Ordinance would be appropriate.

Building signs. The AWG discussed how alternatives to the currently permitted 8 sf bronze/masonry plaque may be codified

- Members confirmed that allowing such alternatives is appropriate on Main Street and Avenue buildings
- A maximum of 75 feet is a good starting point, but if small parcels redevelop, a smaller sign should be permitted. Size of such sign should be proportional to building height and frontage (width).
- Signs integrated into building architecture are good.
- Discussion of building signs will continue at the meeting scheduled for March 14. Staff will provide graphics to help illustrate the concepts discussed.