

Response to Chamber Comments

Comment No.	Page No.	Comment
1	1	No Comment – Purpose and Intent of Sign Regulations is policy issue
2	2	No Comment – Purpose and intent of Sign Regulations is policy issue
3	2	Definitions – Banner – Should not use term being defined in definition
4	3	Change of Copy – Existing Ordinance requires consistency with adopted Architectural Review Guidelines
5	4	Height – request clarification regarding curb reference, curb around signs are often installed with a sign
6	5	Illuminated Signs – limits signs to individual channel letters Would not allow illumination of background or other portions of the sign.
7	6	Permanent Sign 60 days – Length of time is a policy issue
8	7	Sign Area – request clarification of this standard, unclear as to application
9	7	Temporary Sign – 60 days Length of time is a policy issue
10	8	No comment
11	8	Request clarification – would remodeled business be included?
12	9	Agree with removing color limitation
13	9	Is entire 8 feet proposed to contain text? A sign that is 10 feet high is very visible and is a policy issue
14	9	Unclear how addition of <i>unique</i> would effect this regulation

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15	9	No comment
16	9	How was 40 years determined to be historic, CEQA uses 50 year standard, what is a "like sign", may require building permit for structural.
17	10	Sign area calculation should be graphically displayed. Commission has discussed proportional allowance for signage and may recommend a similar standard.
18	10	No comment, agree with proposed change
19	10	No comment, agree with proposed change
20	11	No comment
21	11	Murals are not currently regulated. What is a mural reader board?
22	12	Requires permit for off-premise Community Activity sign and banner
N/A	13	No changes proposed
23	14	Allows larger window signs
24	14	Permanent Window Signs – deletes restriction that no more than 50 percent of window be covered, entire window area could be covered.
25	15	Temporary Window Sign – maintains restriction that no more than 50 percent of window be covered, inconsistent with change proposed in Item No. 24.
25	15	Limits to 30 days – in definitions changed to 60 days
26	16	Increases allowable size of banners
27	17	No comment
28	17	Allows banner as permanent signage with permit

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29	17	Limits time banners may be displayed, will require a permit system to track.
30	18	Construction Announcement Signs – change from one acre to allowing signs on property greater or less than 7,500 square feet – allows large sign on small lots
31	18	No comment on other restrictions
32	19	Institutional Signs – size increase – no comment
33	19	Size – request clarification regarding measurement
34	20	No comment on increase in height for Apartment identification signs to 6 feet
N/A	21	No changes proposed
N/A	22	No changes proposed
N/A	23	No changes proposed
N/A	24	No changes proposed
35	25	Free Standing Sign – no comment on deletion of language
36	25	Gasoline Price Signs – no comment on deletion of language – State law governs size
N/A	26	No changes proposed
37	27	On Building identification – PC has had discussion regarding proportional sign area and may recommend a similar standard.
N/A	28	No changes proposed
N/A	29	No changes proposed
N/A	30	No changes proposed

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38	31	Under Canopy sign over public sidewalk
39	31	Prohibited Signs – Bus Bench Signs – if not prohibited should be relocated to appropriate section of Ordinance.
40	32	Portable signs – Allowed in Old Town Specific Area not Redevelopment Area
41	32	Obsolete Signs – allows signs to be covered rather than removed, what would acceptable covering be and how long could it remain in place, effectively deletes ability to require removal, conflicts with Section 8900 of Zoning Ordinance.
42	33	No comment
43	34	On page 3, conformance with ARG was removed for Change of Copy
44	34	Sign Program – No comment
45	35	Nullity of Permits change from 12 to 24 months only for sign program signs? Sign programs do not expire.
46	36	Sign Inventory – Staff time not available to complete within 6 months.
47	36	PC Authority – 25% increase based upon what criteria? Need findings to allow this type of increase.
N/A	37	No changes proposed
N/A	38	No changes proposed
N/A	39	No changes proposed