

From: lynndeed [REDACTED]
Sent: Thursday, September 19, 2024 9:28 AM
To: John Jay; John Jay
Subject: Sign ordinance changes

John, I have tried to summarize our conversation on signage below. Lynn

Design Review Board,

I see a need for significant changes in our sign ordinance, for both giving small businesses more visibility and to restore the attractive character of our down town core's past.

Lynn Deedler

Signage status:

Our Sign Ordinance begins with "encouraging attractive artistic signs," then places so many limitation on signage that it makes this goal unrealistic. Consequently we have few if any artistic signs in our town.

Most small businesses suffer from a lack of recognition. Signage is a significant key to their success. But most small business signs are difficult to see.

Free standing multiunit signs in town are difficult to read and uninteresting.

60 years ago there was **no** sign ordinance and Main Street was **attractively** lined with large projecting signs that most peoples really liked. Sebastopol was pictured in many publications featuring our Main Street.

Recommendations:

Increase the sign area allowed. (by 100%)

Calculate sign size by area of text.

Allow Art work and trim as part of a sign **not** to be counted as sign area.

Allow projecting signs along Main Street and where signs are difficult to see when on the building face.

Art work and murals may include a business product on or near the business.

Free standing monument signs can be up to 16 feet tall if space, views, and obstacles are not encumbered, and can be double surfaced if needed for viewing.

Allow pole signs with appropriate location. (ie. behind parked cars)

Allow art work on, above, and over building top ledge.

