

**SUMMARY REPORT OF
CITY OF COTTONWOOD AD-HOC SIGN CODE ADVISORY COMMITTEE
MEETING OF OCTOBER 24, 2007**

Welcome and Introductions / Sign-In

Community Development Director George Gehlert opened the meeting by welcoming the attendees and explaining his roll as it concerns signs, permits, and enforcements.

Process Overview

Director Gehlert explained that staff has tried to apply the sign code to different areas of town and different situations. The “one-size-fits-all” nature of the ordinance is not always effective. The sign code has not changed as quickly as the growth of the community. He talked about the recent action on A-frame signs and explained that staff was directed by City Council to look at the sign code ordinance. He plans to hold a series of public meetings and they could occur over a period of several months.

Committee Representation

Director Gehlert recognized that different areas of town and different businesses could have different signage issues and divided the city into categories. He sent more than sixty letters making sure they went to several people in each category in an effort to attain a good cross-section of the community. He listed each category and asked the attendees who fit into that category to raise their hands and state their names. There were twenty-two attendees and there was at least one attendee for each category. The categories were as follows.

SR 260	Highway 89A	Internal Collectors
Plazas	Central Main Street	South Main Street
Remote / Back Street	Old Town	Area Residents & Other Interests
Sign Makers	City Staff & Boards	Media

Overview of Current Sign Code

Director Gehlert asked if anyone did not want a sign code. No one responded.

Director Gehlert read the “Purpose” section of the current sign code and asked for comments. Some of the comments follow.

- Broad
- Makes sense
- Ordinance should “promote commerce fairly” – so “little guys” are treated the same as the “big boys”
- Ordinance should not promote commerce. The purpose of the ordinance is to regulate signs
- Aesthetics of the town should be a focus point of the sign ordinance
- How much is too much
- Traffic safety – do not compromise.

ISSUES

Director Gehlert asked the committee members what they saw as issues relating to the sign code. The responses were as follows.

- Moving signs – safety
- Impromptu signs – i.e. pickup trucks with signs on them
- Off premise signs
- Directional signage for remote businesses
- Special rules for “high destination” attractions
- Consistent enforcement
- Education
- Special event signs
- Tasteful
- Fees for all signs and how much
- Inflatables, balloons
- Sign height
- Size of freestanding monument signs
- Allowance for tenants (in shopping plazas)
- Rules for high-speed roads
- Corner box signs for yard sales, etc.
- Weekend enforcement
- Accommodate yard sale signs with permits and sign boards
- Clarification of what constitutes a sign
- Mascot vs. A-frame
- Added enforcement of A-frames
- Eliminate redundancy and inconsistencies in the ordinance – possibly start over (write a whole new sign ordinance)
- Vehicular signs
- A-frames.

Discussion regarding Meeting Schedule

The committee agreed that Wednesday nights at 6:30 were a good time to meet. Director Gehlert said he plans to meet in November on the 14th and the 28th, have one meeting in December, and evaluate from there.

Future Agenda Items / Assignments

- Director Gehlert said he would take the comments and come back to the next meeting with a list of enforcement and permitting issues.
- The assignment for members was to take copies of the existing sign code with them and review it before the next meeting.

Adjournment

The meeting adjourned at 7:52 p.m.