

## Draft Sign Ordinance Webinar 6.29.23

- Jen Kalt:
  - The language in 87.2.7.5 regarding the public agency jurisdiction or expressly authorized by such public agency
  - Signage needs to be directly related to public agency
  - Off premise billboards should be restricted to 300 square feet based on general plan standards
  - Has issue with mapped sensitive habitat areas (need to be updated)
  - Could 87.2.8.1.5 consider being stronger or have time requirement, or follow dark sky initiative
  - Also is 50 feet enough?
  - IM5 for lighting on signs
  - Possibly strengthen coastal scenic designation in LCP's
- Caroline Griffith
  - Scenic highway designation and how will that impact the approval of new off-premise signs

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- Geoff Wills:
  - 6 foot req on property sale sign seems small, and 15 sq ft for commercial property sale signs should be increased (4x8)
  - Many commercial properties have signage that goes over aggregate
  - Quantity on appurtenance table should be 2 instead of 1 and sizes should be updated
  - Eureka natural foods has a 90 sq ft monument sign
  - There shouldn't be any regulation on letter height because that would be regulating content
  - Standard sign sheet is 4x8 and should be the maximum
  - Wall signs should be limited by square footage and not quantity
  - Monument signs should be more lenient since they are nicer than pole signs
  - Short sighted to ban digital signs, because this helps local businesses explain who they are and what they offer, there should at least be a permit pathway
  - Special permit fees are excessive, what is the price? \$1400 w/ out hearing and \$3200 w/ hearing
    - Should discuss permit costs with City of Eureka
- Larry Doss
  - 32 sq ft is customary size for for sale signs, like farm stands and commercial businesses

- For sale signs may be too small
- Sq ft should not be included for directional signs that a business may utilize
- Sign Distance to residential neighborhoods is too restrictive and should be okay to have a digital sign
- Maybe allow digital signs on busy streets or highways, this is safer for employees that may need to use ladders to change and is simpler for business owners to change
- Does not like the ban on roof signs
- Alissa Woods
  - Agrees with everything Geoff and Larry said