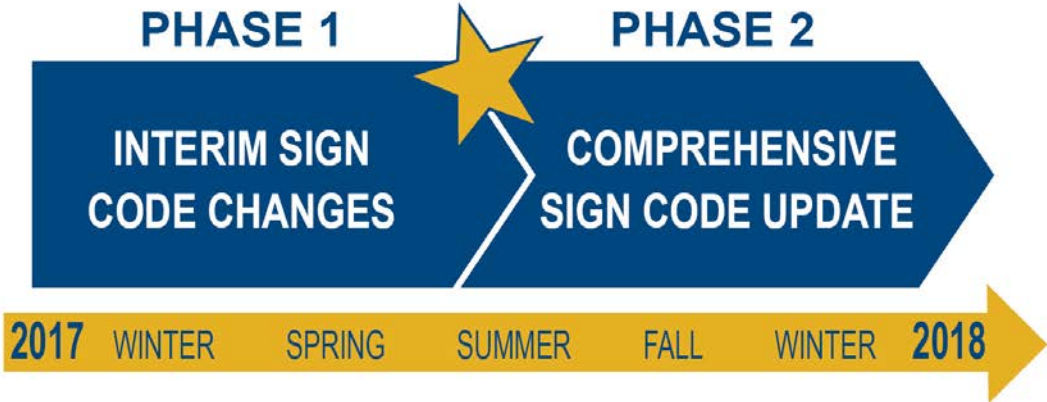


FORT COLLINS SIGN CODE UPDATE

Public Open House #1 – Meeting Summary

Thursday, July 27, 4:00-7:00 pm
Foothills Activity Center (241 E Foothills Parkway)

The City of Fort Collins Planning Department hosted a public open house at the Foothills Activity Center on July 27th to discuss the two phases of the Sign Code update. Citizens were encouraged to stop by and learn about the changes to the code to reflect consistent standards regardless of a sign’s content as well as brainstorm additional changes or enhancements to address the legibility of the sign code text, to allow new technology, and to reinforce the community’s aesthetic values. The public meeting materials can be downloaded at <http://www.fcgov.com/planning/sign-code-update.php>.



Phase 1 Feedback

Participants learned about the purpose and importance of regulating signs in Fort Collins and about the Supreme Court case, *Reed v Town of Gilbert*, which necessitated the update to the sign code. The draft Phase 1 ordinance was available for public review, as well as a summary of key changes to temporary signs in particular.

Discussions related to these proposed changes centered on the types of signs that real estate brokers often use, their materials, and allowed duration. There was also noted concern about regulating the size and number of flags. One participant asked to clarify language regarding temporary paper signs, used to notify neighborhood meetings or garage sales.

Phase 2 Feedback

A number of issues and topics were brought up during one-on-one and group stakeholder meetings held at the beginning of 2017. Building on that initial input, the July open house targeted five types of signs and presented what the code currently allows. Participants were asked to provide any issues about these specific types of signs and suggest ways to improve the sign code during Phase 2. The following are the comments received.

Electric Messaging Center (EMC):

- Changing once a minute is ok, but no animation
- A high resolution, full color EMC is far more attractive than a 50%, low-resolution/static display. 100% EMC total signage is more effective and cost efficient for the property in which the sign is located.
- Color EMC would be more attractive, versus monochromatic. 50% is okay on size. Transition effects would be preferred but not video or flashing.

Interactive Window Sign:

- This type of signage doesn't bother me as long as it is not glaring into residential spaces at night. It also shouldn't be huge. Filling an entire storefront window with this or several smaller would be too much.

Off Premise vs. On Premise Sign:

- Keep advertising on transit/bus stops.
- As long as we're not adding more billboards, I'm good. No spinning billboards. No EMCs.
- Billboards are necessary to support local businesses. Billboard reduction can be a viable option by reducing the numbers/adding a smaller number of EMCs

Secondary Roof Sign:

- The address example shown here doesn't bother me. It's small – non-offensive

Downtown Signs:

- Downtown signage [should be] building specific based on age and style of building
- Making signage viewable only to pedestrian traffic will cause confusion and impede traffic flow.
- I'd like to see pedestrian sized signage in more places than just downtown. Of course that would be predicated upon more developments being built on a pedestrian scale.

Other Signs to Examine:

- Projected Light Signs
- Color for Awning/Canopy counting for sign allowance
- Keeping size the same, perhaps horizontally or vertically shouldn't be an issue.