

## Lenart, Brett

---

**From:** Jeff Crockett <jeffcrockett8@gmail.com>  
**Sent:** Tuesday, May 21, 2019 7:01 AM  
**To:** Planning  
**Cc:** Bethany Osborne; Christine Crockett; David Kennedy; Eleanor Crown; Ilene R. Tyler; Julie Ritter; Lars Bjorn; Nick Coquillard; Detter, Ray; Steve Kaplan; Susan Wineberg; Bannister, Anne; Hayner, Jeff  
**Subject:** Concerns about the Sign Ordinance Revision

The Old Fourth Ward Association (OFWA) has long been concerned about the excessive size and number of both permanent and temporary signs in historic districts. It is our view that, in our electronic age, signs are neither green nor efficient. For the leasing of apartments and the sale of properties, most activity is now accomplished online. The need for signs is considerably less. A revision of the sign ordinance, therefore, should reflect this transition to digital media by reducing the size and number of signs to what is absolutely essential. I am confining my comments to residential signs.

The proposed sign ordinance revision does reduce the size and number of signs in some cases. For example, we are pleased that the permanent wall signs on residential properties are limited to 1 sign with a maximum size of 3 square feet positioned 4 feet from the front door. We are also pleased that all permanent residential signs will require a permit.

However, we are concerned about the following provisions:

1. All dwellings can have both a permanent wall sign and a temporary sign. If a dwelling has a permanent wall sign, a temporary sign should be considered non-essential and prohibited.
2. Multiple dwellings can potentially have a permanent sign, a temporary sign and a free-standing sign. It is our view that if a multiple dwelling has a permanent sign, additional signs should be considered non-essential and prohibited.
3. We believe that temporary signs are difficult to enforce. The fact is that the burden of enforcement rests with the neighborhood. According to Christopher Chung, violations are reported to Planning Services and enforced by the Zoning Coordinator. Reporting should be made easier by reporting violations on a2fixit instead of an email to Planning Services. But, unless someone tracks the start date of temporary signs for individual properties, the Zoning Coordinator will have no basis for issuing a violation.
4. Wall signs for multiple family dwelling can be a maximum of 12 square feet. We see no reason why a 12 square foot sign is needed when a 3 square foot sign can communicate essential information.
5. We take issue with the very short timeline of making the Sign Ordinance Staff report public. According to the Notice of Public Hearing, the staff report is released on the Friday before the public hearing. This is insufficient time for the public to review a complex ordinance revision proposal. The staff report should be issued at least one week prior to a public hearing. Otherwise, the public could easily get the impression that the Planning Commission is trying to avoid meaningful public comment. For better outreach, one suggestion is to post meeting announcements on Nextdoor.com.

Thank you for your consideration,

Jeff Crockett