Topic 2: Signs

Total Number of Participants: 12

1a. Signs should be permitted to be displayed in the following way: Affixed to buildings
   - Strongly Agree: 3
   - Agree: 0
   - Neutral: 0
   - Disagree: 0
   - Strongly Disagree: 9

1b. Signs should be permitted to be displayed in the following way: Hung in windows
   - Strongly Agree: 0
   - Agree: 0
   - Neutral: 1
   - Disagree: 0
   - Strongly Disagree: 6

1c. Signs should be permitted to be displayed in the following way: Hung/attached to doors
   - Strongly Agree: 0
   - Agree: 0
   - Neutral: 1
   - Disagree: 4
   - Strongly Disagree: 7

1d. Signs should be permitted to be displayed in the following way: Affixed/hung in any way so as not to intrude upon the public right-of-way and/or present a health or safety hazard
   - Strongly Agree: 0
   - Agree: 0
   - Neutral: 0
   - Disagree: 7
   - Strongly Disagree: 0

1e. Signs should be permitted to be displayed in the following way: Video should be permitted (i.e. a video of an artist making and/or presenting jewelry)
   - Strongly Agree: 1
   - Agree: 1
   - Neutral: 0
   - Disagree: 4
   - Strongly Disagree: 3

2a. Beyond the types of signs that are currently allowed in Old Town, the following types of signs should also be allowed: Stickers/window clings showcasing memberships in local and national organizations
   - Strongly Agree: 0
   - Agree: 1
   - Neutral: 0
   - Disagree: 3
   - Strongly Disagree: 8
Topic 2: Signs

Total Number of Participants: 12

2b. Beyond the types of signs that are currently allowed in Old Town, the following types of signs should also be allowed: Certifications such as ParkTool

2c. Beyond the types of signs that are currently allowed in Old Town, the following types of signs should also be allowed: Stickers showing forms of payment accepted

2d. Beyond the types of signs that are currently allowed in Old Town, the following types of signs should also be allowed: Menus

3. Signs that are permitted under the Old Town sign regulations be representative of Old Town.

4. Sign regulations for downstairs and upstairs businesses should be separate.

5a. Signs that are lit should be allowed in Old Town.
**Topic 2: Signs**

**Total Number of Participants: 12**

### 5b. Signs that flash should also be allowed.

- Strongly Agree: 1
- Agree: 2
- Neutral: 1
- Disagree: 2
- Strongly Disagree: 1

### 6a. If you agree that signs that are lit and/or flash should be allowed, the following limitations should apply: Max number of 2.

- Strongly Agree: 3
- Agree: 4
- Neutral: 2
- Disagree: 1
- Strongly Disagree: 0

### 6b. If you agree that signs that are lit and/or flash should be allowed, the following limitations should apply: Max size of standard "Open" Sign (29x19).

- Strongly Agree: 5
- Agree: 3
- Neutral: 1
- Disagree: 2
- Strongly Disagree: 0

### 6c. If you agree that signs that are lit and/or flash should be allowed, the following limitations should apply: Consistent with the permissive size of other signs.

- Strongly Agree: 3
- Agree: 2
- Neutral: 3
- Disagree: 1
- Strongly Disagree: 1

### 6d. If you agree that signs that are lit and/or flash should be allowed, the following limitations should apply: 1 per 500 square feet of business floor area.

- Strongly Agree: 1
- Agree: 2
- Neutral: 2
- Disagree: 5
- Strongly Disagree: 1

### 7a. Portable sandwich boards should be allowed in Old Town under the following conditions: Boards are not blocking sidewalks and walkways.

- Strongly Agree: 0
- Agree: 1
- Neutral: 4
- Disagree: 7
- Strongly Disagree: 0
Topic 2: Signs

Total Number of Participants: 12

Prohibited Signs

7b. Portable sandwich boards should be allowed in Old Town under the following conditions: Boards are only to be used during business hours

- Strongly Agree: 6
- Agree: 1
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Prohibited Signs

7c. Portable sandwich boards should be allowed in Old Town under the following conditions: Boards are only for businesses that are not on main streets or on the plaza.

- Strongly Agree: 6
- Agree: 1
- Neutral: 2
- Disagree: 3
- Strongly Disagree: 0

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Prohibited Signs

7d. Portable sandwich boards should be allowed in Old Town under the following conditions: Extra boards for patios that have limited views and accessibility

- Strongly Agree: 3
- Agree: 1
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Prohibited Signs

8a. Two portable sandwich boards should be permitted for each business that is: Upstairs

- Strongly Agree: 6
- Agree: 1
- Neutral: 3
- Disagree: 0
- Strongly Disagree: 0

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Prohibited Signs

8b. Two portable sandwich boards should be permitted for each business that is: Set more than 5 ft back from the street

- Strongly Agree: 6
- Agree: 1
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Prohibited Signs

8c. Two portable sandwich boards should be permitted for each business that is: Down an alley

- Strongly Agree: 6
- Agree: 1
- Neutral: 0
- Disagree: 0
- Strongly Disagree: 5

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
Topic 2: Signs

Total Number of Participants: 12

Prohibited Signs
8d. Two portable sandwich boards should be permitted for each business that is: Down a side street

Prohibited Signs
8e. Two portable sandwich boards should be permitted for each business that is: Located within an interior courtyard

Prohibited Signs
8f. Two portable sandwich boards should be permitted for each business that is: Businesses that have larger parking lots and gates (that are often mistaken to be homes)

Prohibited Signs
9. Signs should only be made of wood, tile, or metal

Prohibited Signs
10a. Signs that are made of the following materials should also be allowed: Foam core board

Prohibited Signs
10b. Signs that are made of the following materials should also be allowed: Chalkboards
Topic 2: Signs

Total Number of Participants: 12

10c. Signs that are made of the following materials should also be allowed: Plastic

10d. Signs that are made of the following materials should also be allowed: Vinyl

11a. Off-premises signs can be located more than 20 ft from the intersection point of the public right-of-way lines of 2 streets or alleys or the intersection of a public right-of-way and a parking lot with over 20 parking spaces under t

11b. Off-premises signs can be located more than 20 ft from the intersection point of the public right-of-way lines of 2 streets or alleys or the intersection of a public right-of-way and a parking lot with over 20 parking spaces under t

12a. Allowing ½ square foot of sign area for off-premises signs relating to any 1 business is sufficient.

12b. If not, which of the following sizes is sufficient: 2 square feet
Off-Premises Signs
12c. If not, which of the following sizes is sufficient: 3 square feet

Off-Premises Signs
12d. If not, which of the following sizes is sufficient: 10 square feet

Off-Premises Signs
12e. If not, which of the following sizes is sufficient: Larger than 10 square feet (for upstairs businesses)

Off-Premises Signs
13a. The maximum mounting height of 10 feet is sufficient for off-premises signs.

13b. If not, the maximum height should be: Raised no more than 5 feet from the wall height on which it is mounted

On-Premises Signs
14a. Beyond wall or canopy signs that are attached to a structure fronting on Old Town Plaza or within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the
On-Premises Signs

14b. Beyond wall or canopy signs that are attached to a structure fronting on Old Town Plaza or within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the following:

- Strongly Agree: 1
- Agree: 9
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

On-Premises Signs

14c. Beyond wall or canopy signs that are attached to a structure fronting on Old Town Plaza or within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the following:

- Strongly Agree: 8
- Agree: 4
- Neutral: 0
- Disagree: 0
- Strongly Disagree: 0

On-Premises Signs

14d. Beyond wall or canopy signs that are attached to a structure fronting on Old Town Plaza or within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the following:

- Strongly Agree: 8
- Agree: 3
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

On-Premises Signs

15a. Beyond freestanding and projecting signs being used by businesses that are not fronting on Old Town Plaza and not within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the following:

- Strongly Agree: 6
- Agree: 5
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

On-Premises Signs

15b. Beyond freestanding and projecting signs being used by businesses that are not fronting on Old Town Plaza and not within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the following:

- Strongly Agree: 8
- Agree: 3
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0

On-Premises Signs

15c. Beyond freestanding and projecting signs being used by businesses that are not fronting on Old Town Plaza and not within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be allowed include the following:

- Strongly Agree: 8
- Agree: 3
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 0
**On-Premises Signs**

**15d.** Beyond freestanding and projecting signs being used by businesses that are not fronting on Old Town Plaza and not within a 150 foot radius of the exterior boundaries of the Plaza Park, other types of on-premises signs that should be

- Strongly Agree: 1
- Agree: 6
- Neutral: 1
- Disagree: 1
- Strongly Disagree: 1

---

**On-Premises Signs**

**16a.** Depending on whether or not an establishment has frontage on 2 or more streets, the appropriate number of signs that should be allowed for any one business should be: 4 signs

- Strongly Agree: 0
- Agree: 2
- Neutral: 1
- Disagree: 4
- Strongly Disagree: 2

---

**On-Premises Signs**

**16b.** Depending on whether or not an establishment has frontage on 2 or more streets, the appropriate number of signs that should be allowed for any one business should be: 3 signs

- Strongly Agree: 5
- Agree: 1
- Neutral: 3
- Disagree: 2
- Strongly Disagree: 1

---

**On-Premises Signs**

**16c.** Depending on whether or not an establishment has frontage on 2 or more streets, the appropriate number of signs that should be allowed for any one business should be: 3 per entranceway

- Strongly Agree: 4
- Agree: 2
- Neutral: 2
- Disagree: 1
- Strongly Disagree: 3

---

**On-Premises Signs**

**16d.** Depending on whether or not an establishment has frontage on 2 or more streets, the appropriate number of signs that should be allowed for any one business should be: 2 with a third added if the business is upstairs

- Strongly Agree: 1
- Agree: 2
- Neutral: 2
- Disagree: 4
- Strongly Disagree: 3

---

**On-Premises Signs**

**16e.** Depending on whether or not an establishment has frontage on 2 or more streets, the appropriate number of signs that should be allowed for any one business should be: Minimum of 2 signs for each business and any premises that exceeds

- Strongly Agree: 2
- Agree: 2
- Neutral: 2
- Disagree: 2
- Strongly Disagree: 4
Topic 2: Signs

17. Code Enforcement should quantify a composite group of small signs as one sign if they do not collectively amount to larger than the allowed square footage.

18. Window and door signs should count towards your total number of on-premises signs allowed.

19. Window and door signs should count towards an upstairs business’ total number of on-premises signs allowed.

20. 8 square feet of wall sign area should be allowed for on-premises signs (choose one option)

21a. 16 square feet of wall sign area should be allowed for on-premises signs that are on a facade abutting an arterial or collector street or on a front facade that is wholly visible from an arterial street.

21b. If you disagree, the allowable square footage should be (choose one):
**Topic 2: Signs**

**On-Premises Signs**

22a. 3 square feet of non-wall sign's area should be allowed on each of 1 or 2 sides.

- Strongly Agree: 2
- Agree: 2
- Neutral: 1
- Disagree: 3
- Strongly Disagree: 4

22b. If you disagree, the allowable square footage should be (choose one):

- Larger: 6
- Smaller: 1
- Larger for upstairs businesses than downstairs businesses: 6
- Blank: 0

23. Signs should be able to exceed the height of a facade, eaves, or fire wall of a building, whichever is lower.

- Strongly Agree: 2
- Agree: 2
- Neutral: 6
- Disagree: 1
- Strongly Disagree: 1

24a. The combined total of 1.5 square feet in area is sufficient for signs that are posted in windows or doors.

- 0
- 3
- 5
- 4
- 1

24b. If you do not feel it is sufficient, what size would be (choose one):

- Bigger for upstairs and businesses not on main street or plaza: 1
- 3 square feet: 5
- 4 square feet: 1
- An average "Open Sign": 1
- Blank: 1

25. 16 square inches for any individual window or sign is sufficient for signs that are posted in windows or doors.

- 0
- 1
- 2
- 4
- 5
**Topic 2: Signs**

**Total Number of Participants:** 12

### 26a. The maximum sign mounting height of 10 feet above grade is sufficient.

- Strongly Agree: 0
- Agree: 2
- Neutral: 1
- Disagree: 6
- Strongly Disagree: 0

### 26b. If you do not feel it is sufficient, what height would be (choose one).

- Higher depending on the height of the buildings: 5
- Blanks: 6

### 27a. ½ square feet of sign area for establishments located on the premises is sufficient.

- Strongly Agree: 0
- Agree: 5
- Neutral: 1
- Disagree: 1
- Strongly Disagree: 0

### 27b. If you do not feel it is sufficient, what sign area would be (choose one).

- Larger for upstairs businesses than downstairs businesses: 5
- 2 square feet: 2
- Blanks: 5

### 28a. 20 square feet of total sign area is sufficient.

- Size is not what matters - distance, angle, and lettering: 3
- 25 square feet: 2
- 30 square feet: 1
- Blanks: 0

### 28b. If you do not feel it is sufficient, what total sign area would be (choose one).

- Strongly Agree: 6
- Agree: 0
- Neutral: 2
- Disagree: 1
- Strongly Disagree: 0
**Topic 2: Signs**

**On-Premises Signs**

29a. Freestanding signs should be able to be located closer than 150 feet from the exterior boundaries of the Plaza Park.

- Strongly Agree: 3
- Agree: 2
- Neutral: 1
- Disagree: 0
- Strongly Disagree: 2

29b. Freestanding signs should be able to be located (choose one):

- In proximity to businesses that are a significant distance from Plaza Park and are tucked away in a side street/patio area: 1
- Anywhere except in the immediate area around the plaza (the sidewalks across the street from the plaza): 2
- Only on private property: 1

30. Premises with more than 1 entry from the public right-of-way or adjacent property should be required to acquire approval from the Landmarks Commission in order to add an additional sign.

- Strongly Agree: 3
- Agree: 2
- Neutral: 1
- Disagree: 4
- Strongly Disagree: 1

31a. An additional wall sign area of 6 square feet is sufficient for restaurants serving food prepared on premises for consumption on or off premises.

- Strongly Agree: 1
- Agree: 3
- Neutral: 0
- Disagree: 2
- Strongly Disagree: 1

31b. If you disagree, what would be sufficient (choose one):

- More than 6 square feet: 5
- A small freestanding sign to show the menu/specials should be sufficient: 2
- 2 square feet is sufficient for businesses on the plaza but not for those in other parts of Old Town: 2

32. Besides the prohibition on electronic signs in HPO-5, other general sign regulations are relevant/important when enforcing upon signs in Old Town.

- Strongly Agree: 0
- Agree: 2
- Neutral: 3
- Disagree: 2
- Strongly Disagree: 5
**Topic 2: Signs**

**Directories**
33. The City should work with private businesses to provide more wayfinding signs on public property.

**Total Number of Participants:** 12

**Enforcement**
35. Code Enforcement needs to focus on addressing the following challenges for business owners:

- Sign enforcement sweeps
- Unfair disadvantages to upstairs businesses
- Permitting fees

**Enforcement**
36. Code Enforcement should develop a handout/handbook outlining all of the sign regulations that are particular to Old Town as a result of the virtual task force.

**Enforcement**
37. This handout/handbook should be given out when a business permit is purchased.

**Enforcement**
38. When issuing a citation, Code Enforcement should be more specific about the way in which a particular sign is not in compliance.
Enforcement
39. Sign violations should be classified as a civil offense instead of a criminal offense.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Total Number of Participants: 12