

Goals and Impacts

May 17, 2023

General Purpose of Sign Regulations

- Intends to provide standards by which the City shall regulate signs and evaluate building permits
- Regulate Design Size, Style & Color
- Minimum standards to safeguard life, health, property, public welfare, & safety
- Protect & Enhance property values
- Restrict nuisance to nearby properties
- Free Speech
- Impacts the entire community.

Things to think about...

Character Charm & Cultural





Aesthetics & Visual Appeal

- Clutter



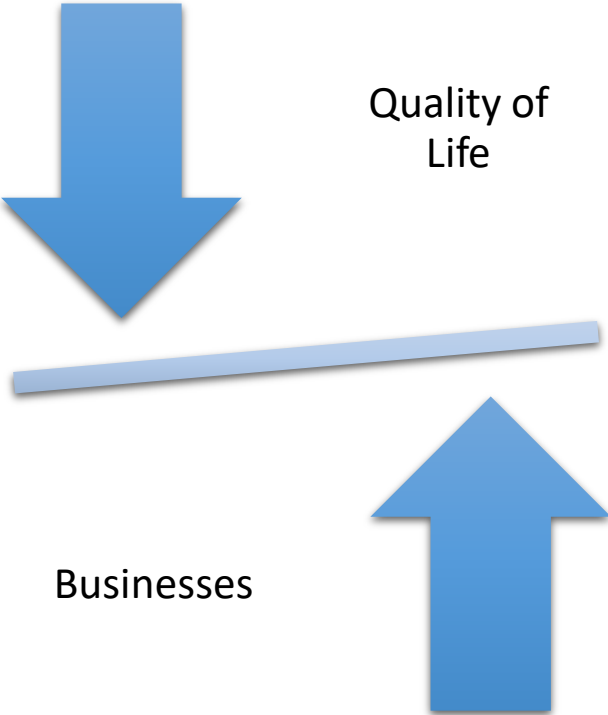
Signage and Economic Development

- Promote Businesses
- Business criteria for locations.
 - Population, income, education, workforce, site availability, zoning, future growth, adjacent to colleges, freeway access, crime, school district, cluster of existing businesses.
- Why decluttering is good for business
 - Shoppers make quicker decisions
 - Shoppers feel better
 - Less stress





Finding Balance





Questions