

January 21, 2015
Edgewood City Council/Planning & Zoning Board
Sign Workshop #1

Attendees:

Ray Bagshaw, Mayor
John Dowless, Council President
Dan Drummond, Council Member
Pam Henley, Council Member
Michael Hendrix, Council Member
Neil G. Powell, DDS, Council Member
Bea L. Meeks, MMC, City Clerk
Chris Francisco, Police Chief
Drew Smith, City Attorney
Ellen Hardgrove, AICP
Marion Rayburn, Planning & Zoning Board Member
Chris Rader, Planning & Zoning Board Member
Regina Dunay, Planning & Zoning Chair (arrived late)

Council President Dowless called the Workshop to order at 6:35 p.m. He dispensed with the invocation and Pledge of Allegiance. Council President Dowless acknowledged P&Z members who were in attendance.

Council President Dowless introduced Alissa Torres, AICP, Ph.D., and Tina Demonstene, who conducted the workshop. The following is noted:

- Tina said the workshop will not be Code specific.
- Tina said she is hoping to capture a vision.
- Tina said the workshop is to receive input from the community regarding the sign code.

Tina gave a PowerPoint presentation (attached to the minutes)

City Attorney Smith gave some brief history of the sign Code, including the 2002 Ordinance and the amortization of signs to convert to monument signs. City Attorney Smith noted some minor revisions for modifications for pedestal signs. He said that with the few changes, the Code has been what it is since 1985.

Tina continued with the PowerPoint presentation.

- 6" font is a reasonable size for viewing a sign while driving at a speed of 45 m.p.h.
- 35% allowance for window signage; Tina said this is excessive.
- Tina thanked Code Enforcement Officer Debbie Cabales for the pictures of City signage she provided.
- Tina noted that there are Edgewood business owners who did comply with the 2002 Ordinance, and ask "How does that affect those business owners who did versus the business owners who did not come into compliance?"
- Tina said you can regulate time, place and manner.
- Tina gave kudos to Council and staff for the neighborhood grants, and Code Enforcement for enforcing the Code

Alissa Torre presented speed visioning.

- What do you value?
- What do you want your signage to express?
- What would or would not work in Edgewood?

Alissa ask attendees to give words of what they envision (tear sheet notes typed verbatim and included with minutes).

- Resident Bonnie Bagshaw noted Tina's comment regarding Edgewood being the safest area per capita.
- Lovely residential neighborhoods and hidden (undiscovered).
- Looked at as an Industrial community because of Orange Avenue.
- Mayor Bagshaw said that he thinks the City does not always promote itself as a business friendly City.
- Resident Bonnie Bagshaw asks why is it that there are 40,000 to 50,000 cars driving through the City every day, they not stopping at local businesses.
- P&Z Board Member Chris Rader said that people see the businesses and don't realize the homes within the City.
- Competition
- First impression
- Mayor Bagshaw said that what he hears at the Farmers Market is that the City is friendly.
- Caring atmosphere.
- Wildlife and the surrounding lakes.
- Central location.

- Affordable
- Convenient to airport and attractions (convenience).
- Fran Pignone said the businesses in Edgewood are not large, regional destinations.
- Don't have to get on I-4 to get downtown.
- Vegetation and trees.
- Lake recreation.

Regina Dunay asked if there was a way that Orange Avenue did not have to be strip malls. She said when she first moved to Edgewood, there was more vegetation.

Mayor Bagshaw said that in the four years that he has been Mayor, no one has ever come to the City and asked to build closer to the road. It was noted that the Comp Plan also changed density to allow for this type of development.

Council Member Drummond said the "inside of our house" is nice but the curbside is not. He doesn't want to mandate property rights, he wants them to "clean up their act". He said he wants the City to do whatever it can do to help. He said the City needs to clean up its front door.

Tina explained "red dot/green dot" exercise. Red is bad/stop and green is go/good.

(After the green/dot exercise)

Tina said that based on what she saw, there are a lot of green dots on clean/concise message signs. The red dots were on those signs that were not maintained and need of maintenance. Green dots were placed on signage that was landscaped, and had consistency in color. She said green dots were placed on signage with more design detail. She said the "plain Jane" signs with changeable faces were not favored. She noted that some of the alternate signs on the Historic District Sign sheet were acceptable.

Tina asked "What did you like about the signs?":

- Color and type of lettering (consistent)
- Multi-tasked signs-continuity of signs (vertical orientation)
- Material and uniformity
- Encasement
- Landscaping

- Tina said that the dots indicated they did not like signs that were too cluttered.

Council Member Drummond questioned monument signs creating an accident because people are trying to locate a business (form and function). Council Member Drummond said he would like to see the City participate in helping business owners to comply. He suggested the City consider a budget of \$100,000 to help the business owners with their signage.

Mayor Bagshaw said that in his opinion, Council has to decide what kind of signage they want, and leave it to the City Attorney and Planner to come up with the verbiage. He said that the business owners can write off signage on their taxes.

Council President Dowless reminded everyone that the next workshop is February 3rd. ***Having no further discussion, Council Member Hendrix made the Motion to adjourn; Seconded by Council Member Henley. The Workshop adjourned at 8:45 p.m.***

ATTEST:



John Dowless
Council President



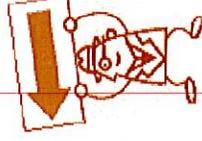
Bea L. Meeks, MMC, CPM
City Clerk

Approved by Council on February 17, 2015.

Sign Code Workshop

CITY OF EDGEWOOD

JOINT CITY COUNCIL AND PLANNING &
ZONING BOARD WORKSHOP



WEDNESDAY, JANUARY 21, 2015

EDGEWOOD CITY HALL



Workshop Volunteers

Tina Demostene, AICP

- City Planner with over 20 years of experience in zoning codes, land development and entitlement, comprehensive planning in public and private sectors
- Edgewood resident
- Orange County Planning Commissioner

Alissa Torres, PhD, AICP, PLS

- City Planner with over 20 years of experience in economic development, land use and transportation planning, comprehensive planning, grantwriting
- Edgewood resident



Workshop Purpose

- Receive direction from City Council and Planning Board
- Receive community input for sign code update
- Continue Edgewood's improvement efforts through discussion on design, function, and relationships of signs and property
- Help shape the future of our city through development of design policies and guidelines for signage



Workshop Agenda



Welcome and Introductions

1. Status of Current Sign Code

2. Signage 101

3. Vision for the City of Edgewood

- a. Discuss City Vision
- b. Red-Dot/Green-Dot Exercise
- c. Discussion of Outcomes
- d. Consensus on Vision for Signage

4. Summary

5. Next Steps

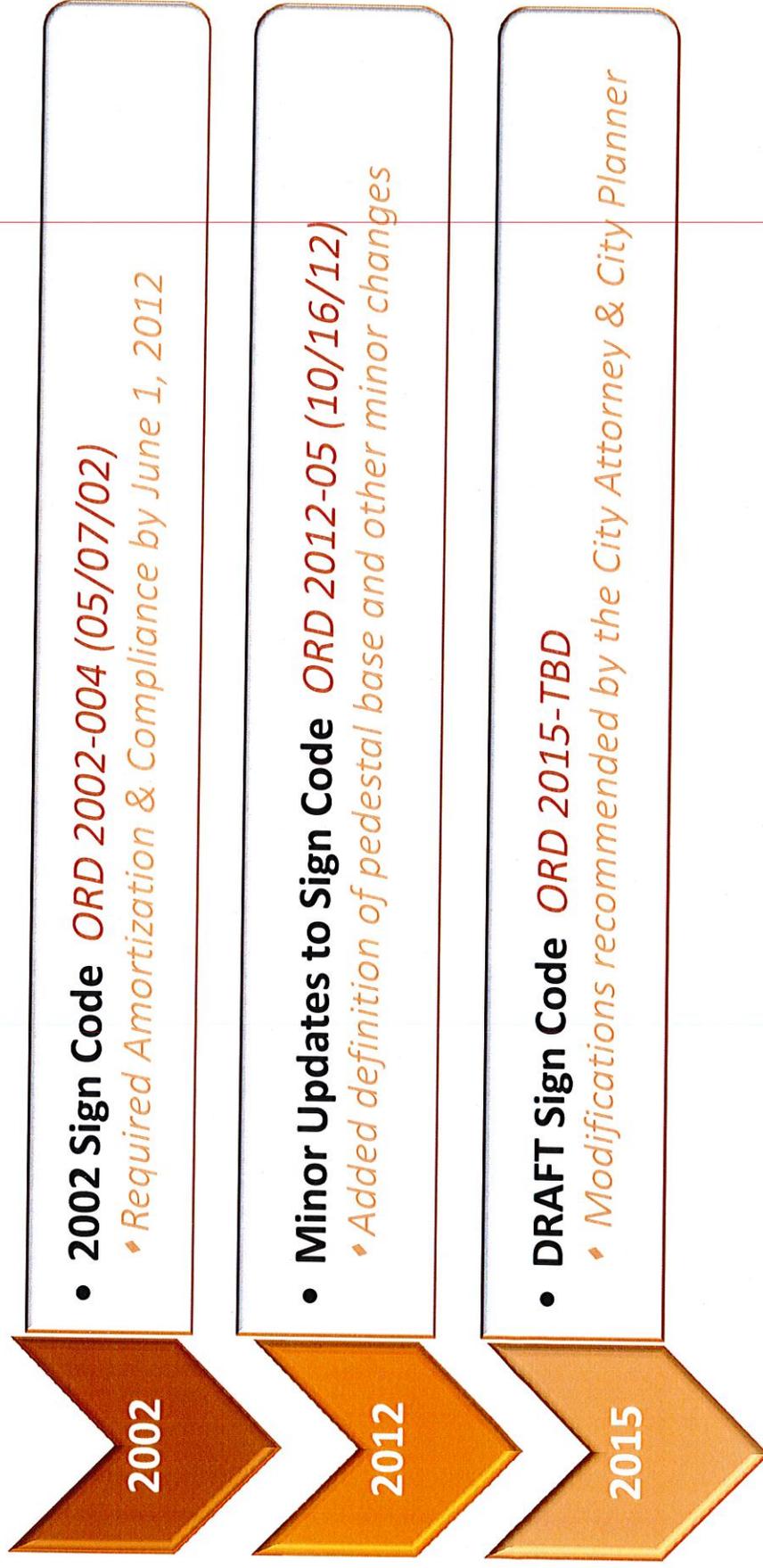


1 Status of Current Sign Code

WHERE WE'VE BEEN & WHERE WE ARE GOING



History of Our Sign Regulations

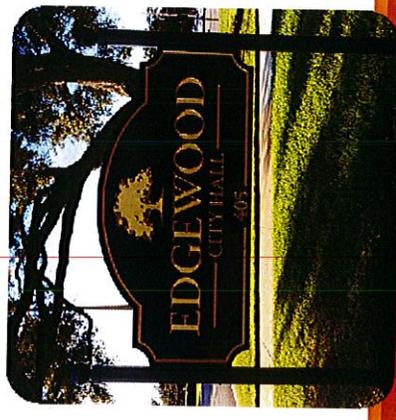


Sign Code 2015



City Council Workshop in January 2015

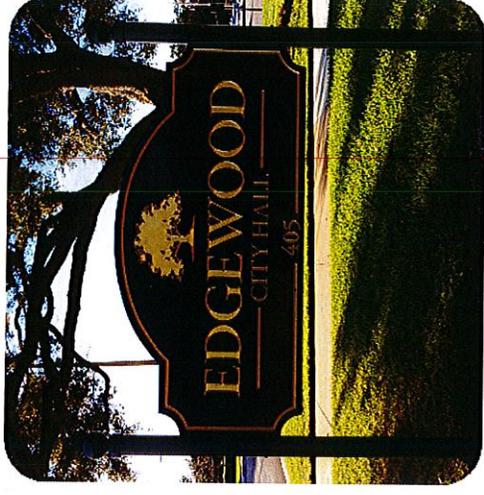
- ✓ Planning & Zoning Board Recommendation
- ✓ City Council Approval (2 readings)



Summary of Sign Code Objectives

As recommended by the Mayor

- Assessment of existing sign controls
- Add flexibility to sign code for business owners
- Consider alternatives
- Maintain vision for signage within our community

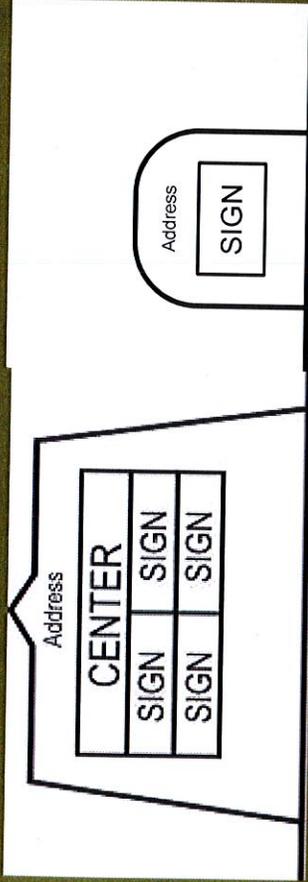


2 Signage 101

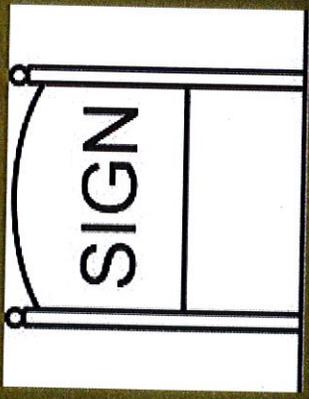
EVERYTHING YOU NEED TO KNOW...



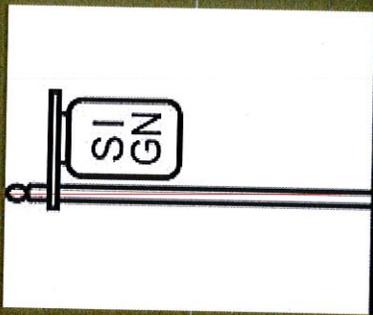
Types of Freestanding Signs



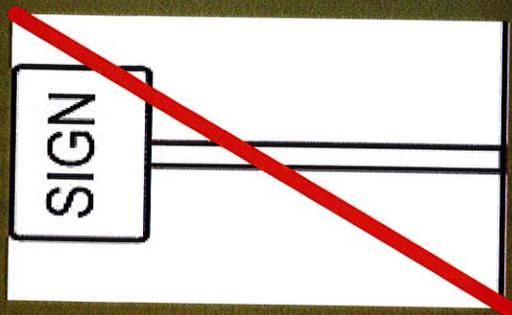
Monument Sign



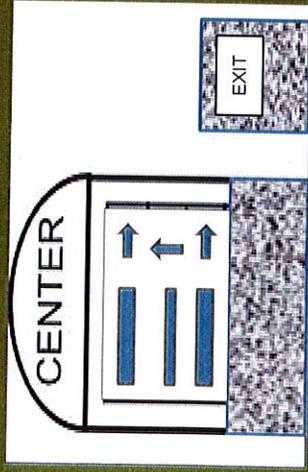
Ground Sign
Post & Panel



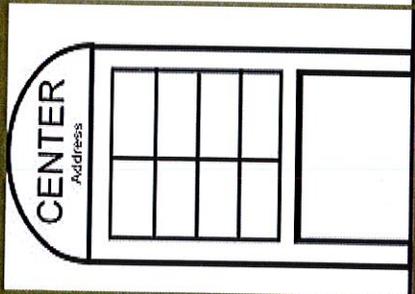
Hanging Panel
Pole Sign or
Blade Sign



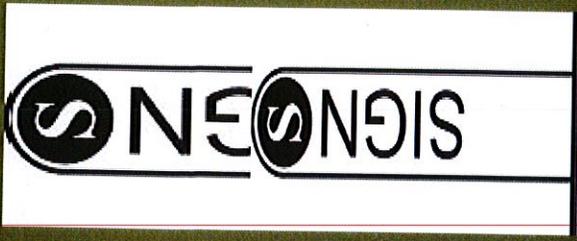
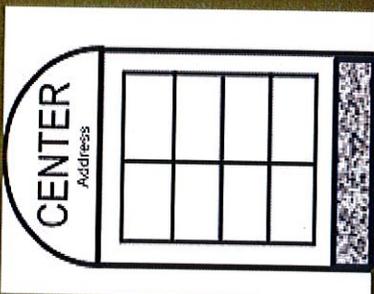
Pole Sign



Directional



Multi-Tenant Sign

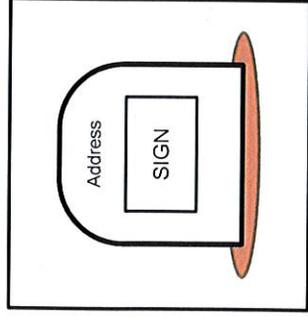


Pylon Sign

Defining Sign Area or Copy Area

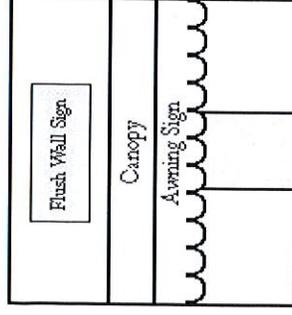


Factors determining sign type, size & location



Freestanding Signs:

- Road type or special area
- Lot size, building size (# occupants) & setbacks
- Location (adjacent to highway, commercial or residential)
- Location (frontage on major road, sight triangles)
- Distance from other freestanding signs



Building / Wall Signs:

- Road type or special area
- Intended use of the sign (drive by, arrived or pedestrian)
- Building location & occupant frontage
- Abutting residential uses
- Not facing a public R-O-W/not on a road
- Building façade/architecture

Road Types & Special Areas

Each sign type may have specific standards based on location and uses

Road Types

- Freeway, Highway or Interstate (1-4)
- Arterial/Collector Road (Orange Ave, Hansel Ave, Hoffner Ave)
- Secondary Commercial Road (Larue Ave, Gem St, Commerce Drive)
- Mixed Commercial & Residential Roads (Gatlin Ave, Lake Mary Jess Rd)
- Residential neighborhoods (Harbour Island, Lymmwell, Stratemeyer)

Special Areas *(Standards may trump roadway-based standards)*

- Historic Overlay Zoning
- Gateway Corridors
- Community Redevelopment Areas (CRA)
- Planned Development

Outdoor Advertising Freestanding Signs

Identify the Location of a Business and Must Include Address



Good Outdoor Advertising Signs

- Simple & straight to the point
- Visible & legible to passers-by
- Attractive & visually pleasing

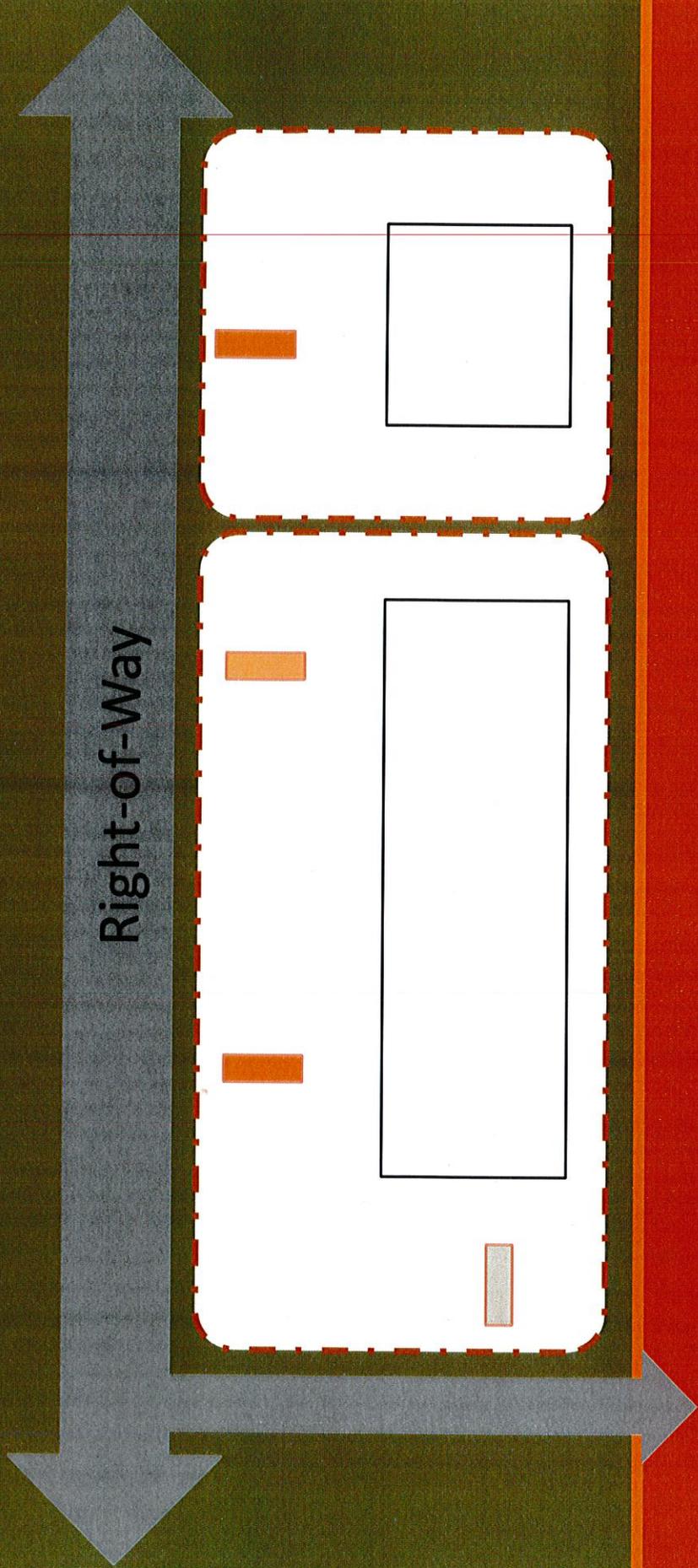
Bad Outdoor Advertising Signs

- Too much information to read easily
- Too “busy” (text and/or graphics)
- Less attractive in creating a community image



Number of Freestanding Signs

- Size, Type, and Number of Buildings
- Size of Property and/or type of ROW



Outdoor Advertising Wall Signs

Identify the Location of Business & Say, "Come on In..."



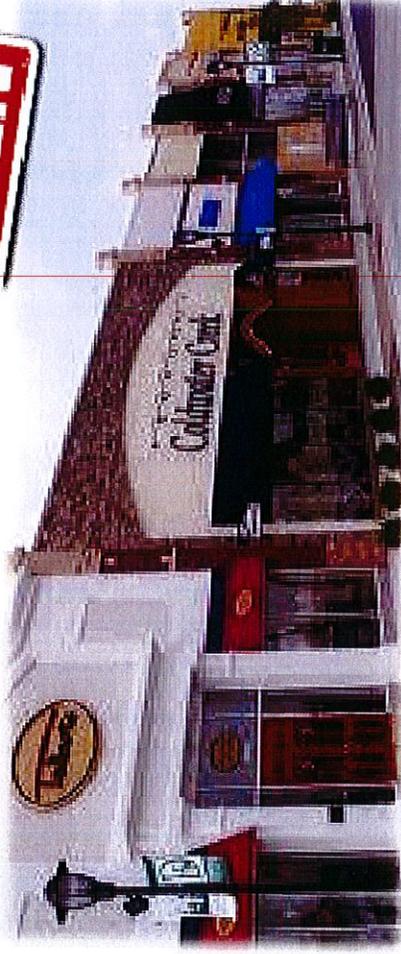
WELCOME



Come on In We're
OPEN

Good Outdoor Advertising Wall Signs

- Simple & straight to the point
- Visible & legible to passers-by
- Attractive & visually pleasing
- Pedestrian or "on premise" scale
- Able to differentiate tenants



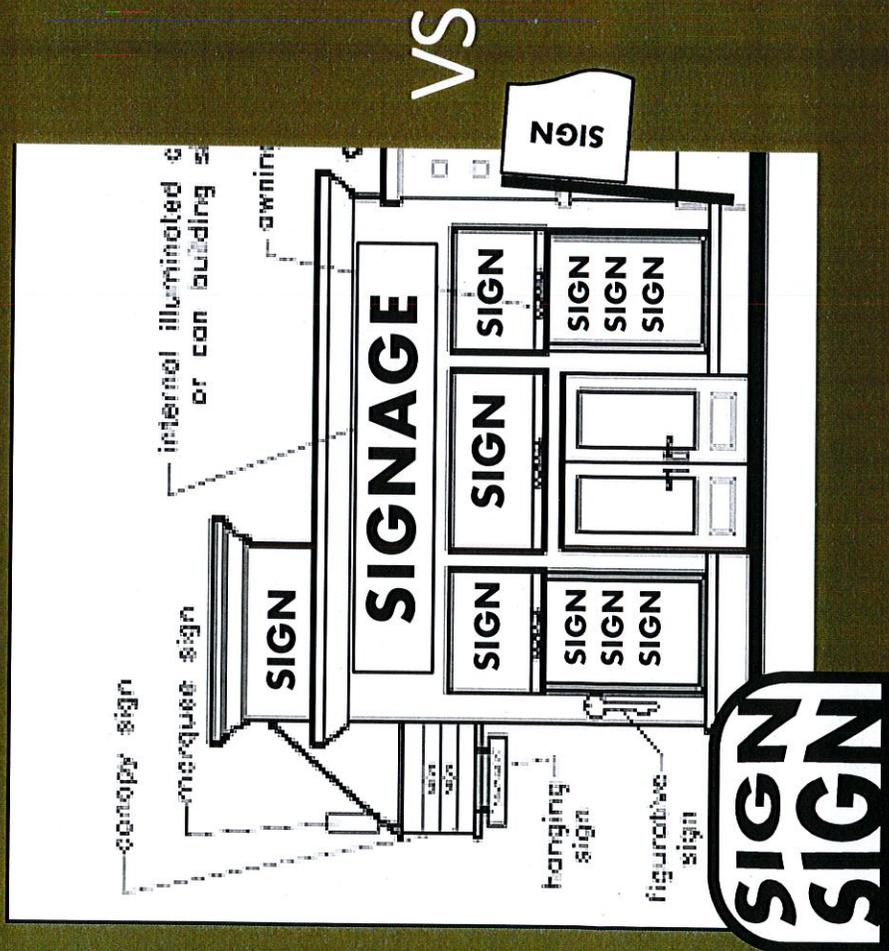
Bad Outdoor Advertising Wall Signs

- Too much information to read easily
- Too "busy" (text and/or graphics)
- Exceeds function
- Less attractive
- Hard to differentiate tenants

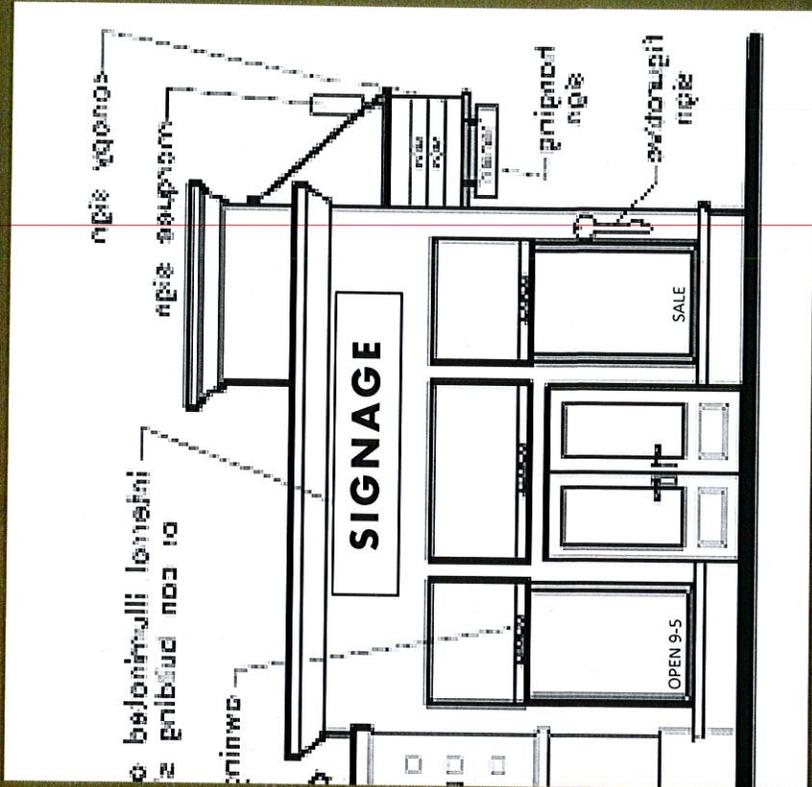


Outdoor Advertising Wall Signs

Identify the Location of Business & Say, "Come on In..."



VS



Window Signs, Scrimms



3 Vision

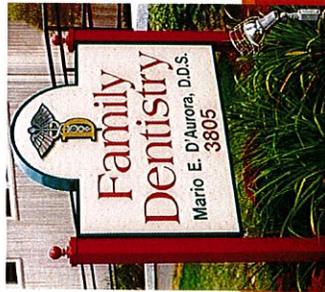
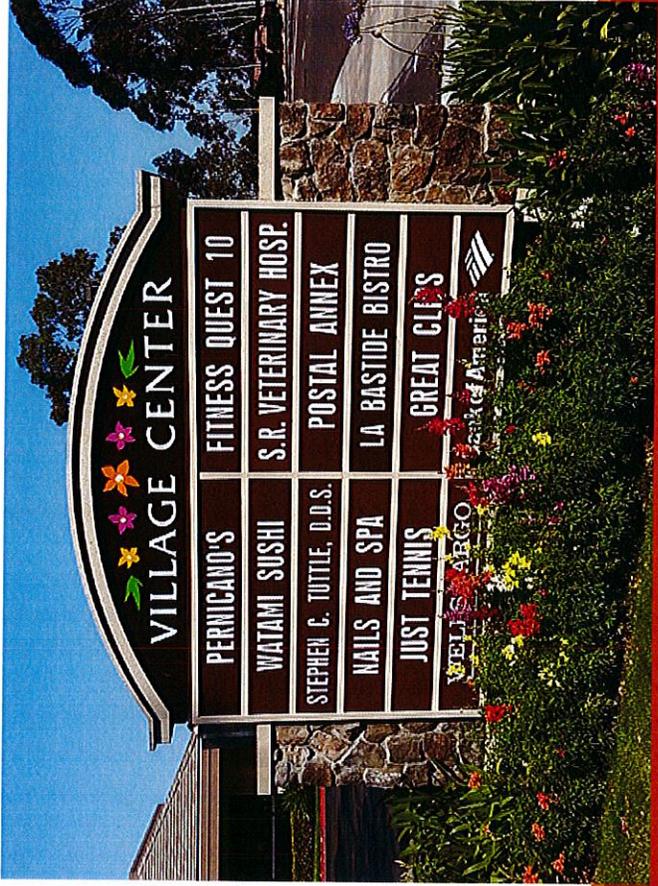
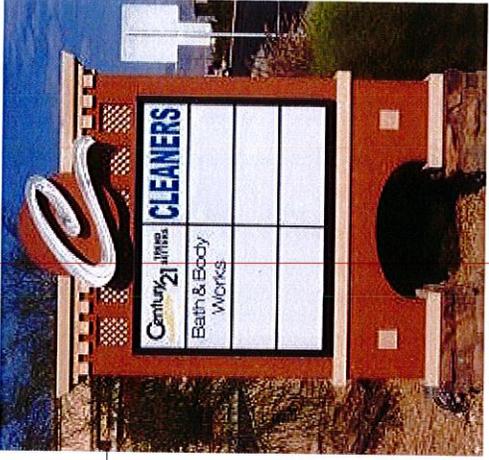
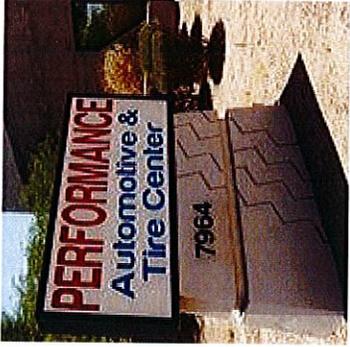
CREATING OUR SIGN CODE VISION



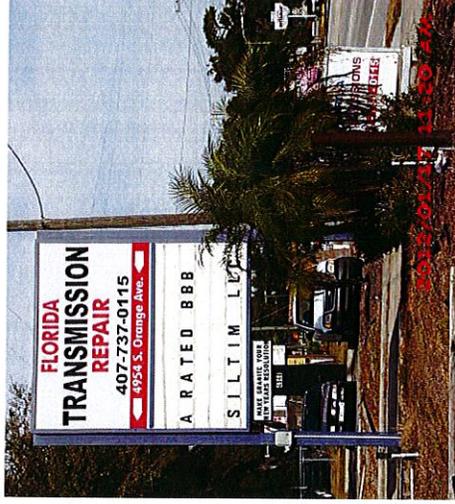
Assessment of what we see today.



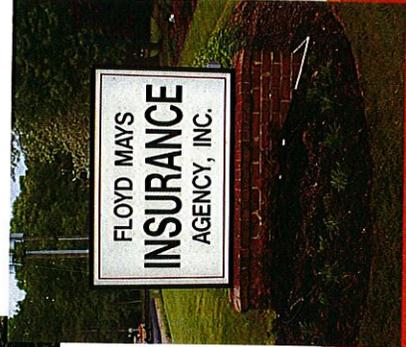
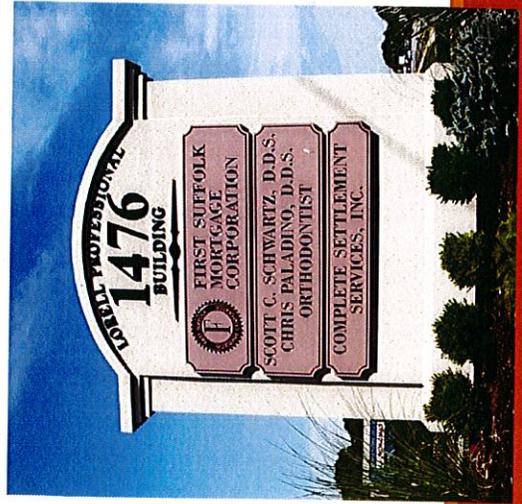
...And in other jurisdictions...



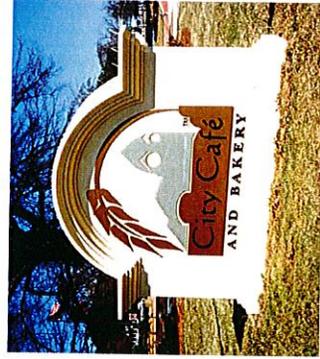
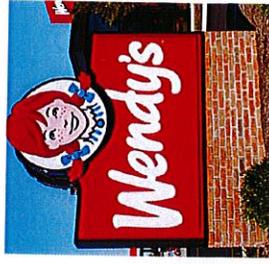
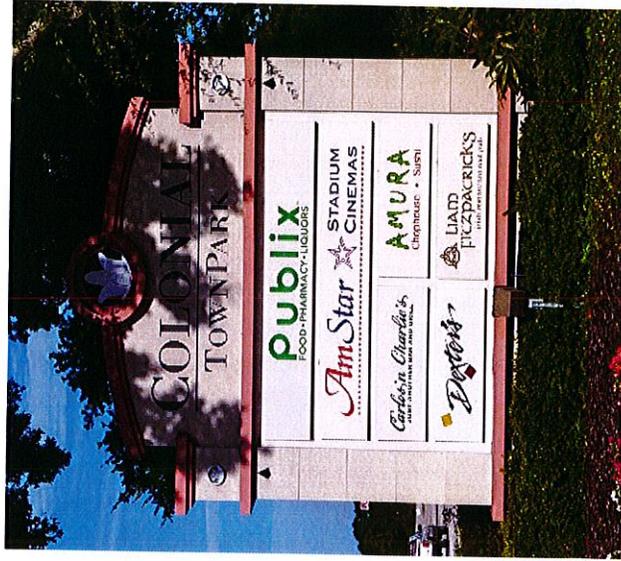
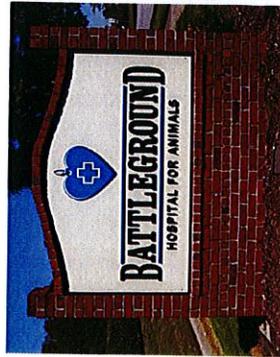
Assessment of what we see today.



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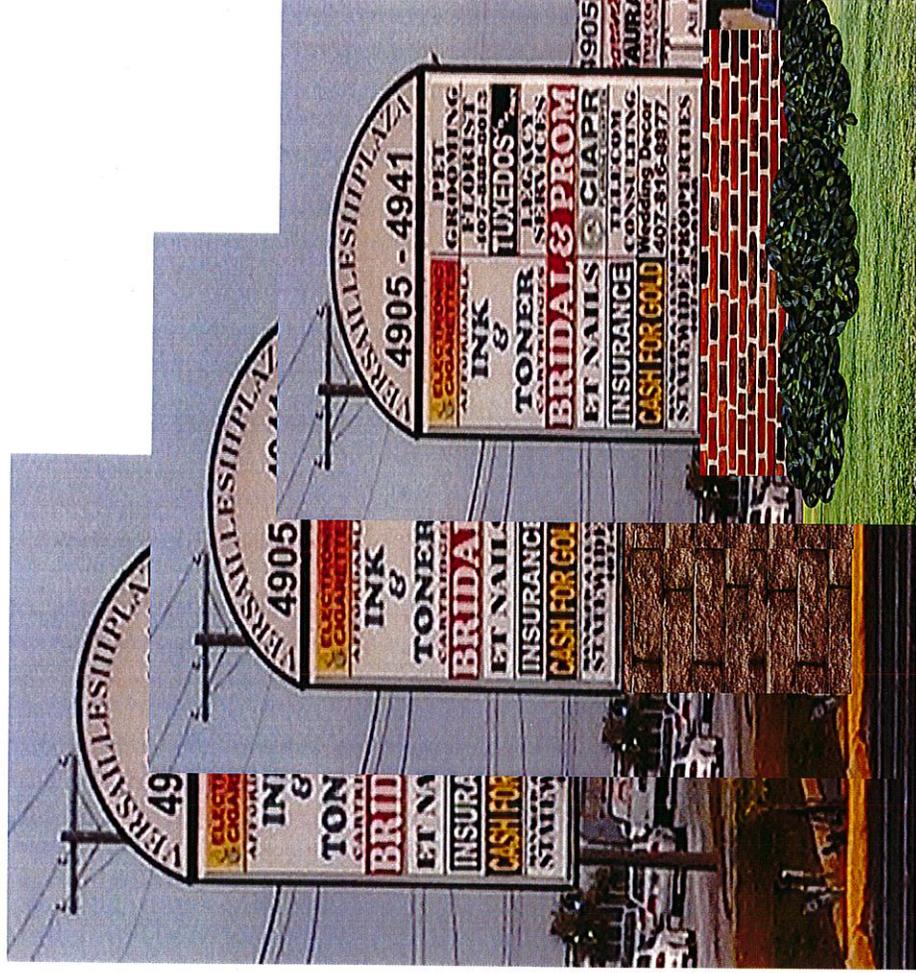


Progress can be made with little change.



Opportunities for Improvement

Multitenant Signage



Opportunities for Improvement

Multitenant Signage



Opportunities for Improvement

Multitenant Signage



Vision of OUR City

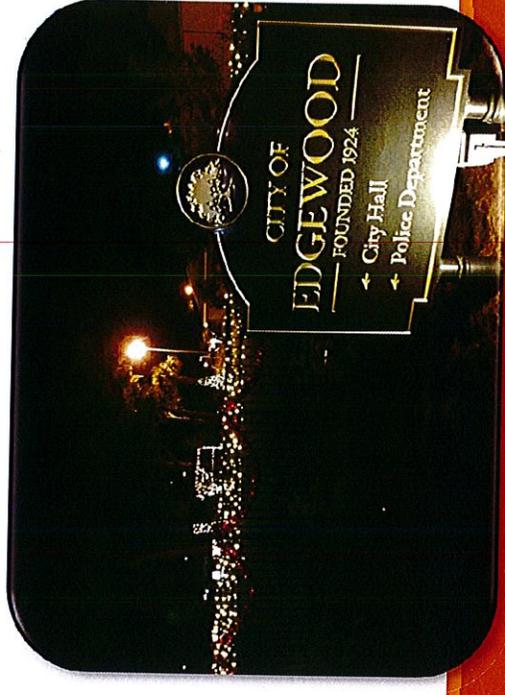
WHAT REPRESENTS EDGEWOOD

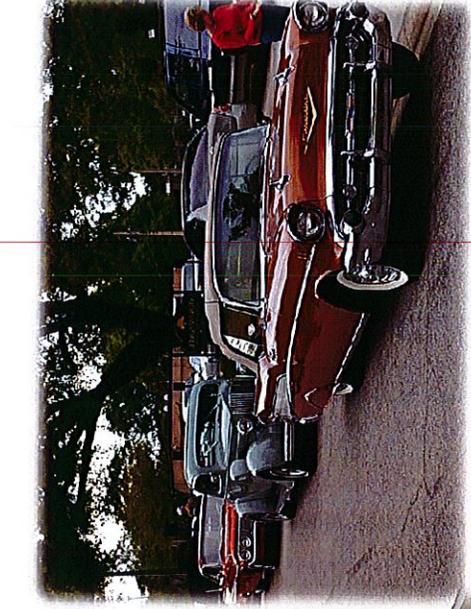
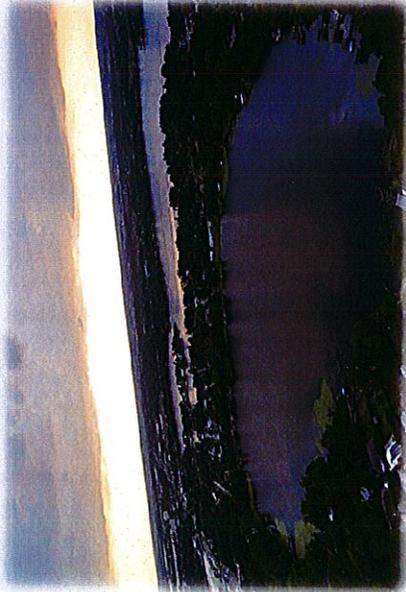
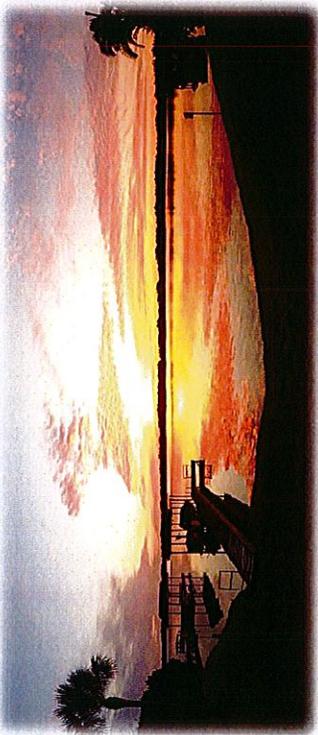
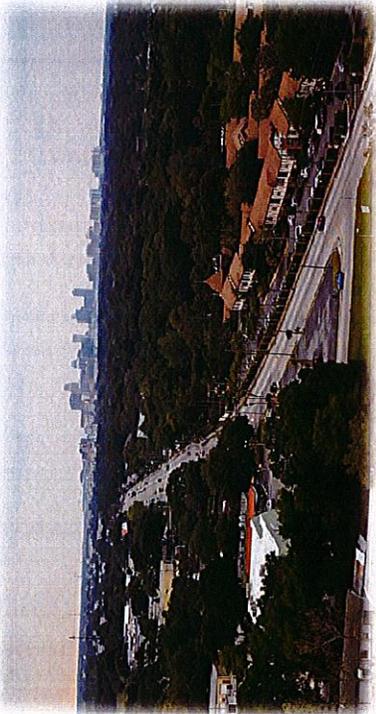
Vision



Beautification and Revitalization

- New median entry feature at north end of the City
- Neighborhood Improvement Grants
- Maintenance of railroad right-of-way along South Orange Ave
- Proactive code enforcement of noncompliant properties
- City Hall Park (& outdoor entertainment venue)
- Working with FDOT on the improvements to the intersection of Holden, Orange, and Gatlin
- Edgewood Isle Shopping Center
- Stonefired Pizza
- City Hall Signs

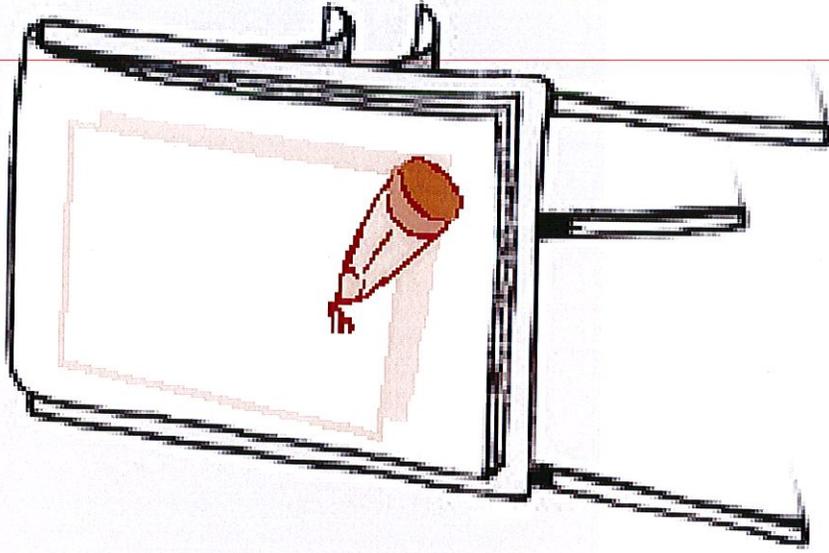






Speed Visioning

Provide short words or phrases
describe the attributes of our
City that make it fantastic...



Primary Identification Signage

What Do We See Today?



- Does this consistently reflect the desired image of the City?
- Is this acceptable?
- Is this reflective of how we want our City to grow?
- How do we revise the sign code to get us the desired image?



Your Input is Needed

Input from the Community

- Ongoing discussion at tonight's workshop
- Red-Dot/Green-Dot Exercise
- Vision Discussion



Visual Preference Survey

RED-DOT / GREEN-DOT EXERCISE

Vision



Survey Format

Images will be both “good” and “bad” and in between

There are no right or wrong answers!

Take a minute or less to review each page – go with your “gut reaction”

How does the sign style fit into your vision for Our City?

How does each sign style fit for its intended use?

 **BAD** = / *Dislike this style*

 **GOOD** = / *Like this style*

Let's Get Started

1. Please get the line near the TV screen to receive your dots.
2. Go to the boards to place your dots.
6 RED and 6 GREEN per board
3. Please be seated after placing your dots on the boards.

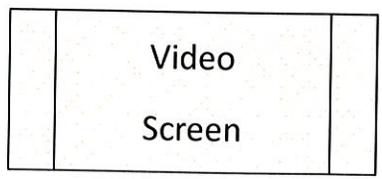
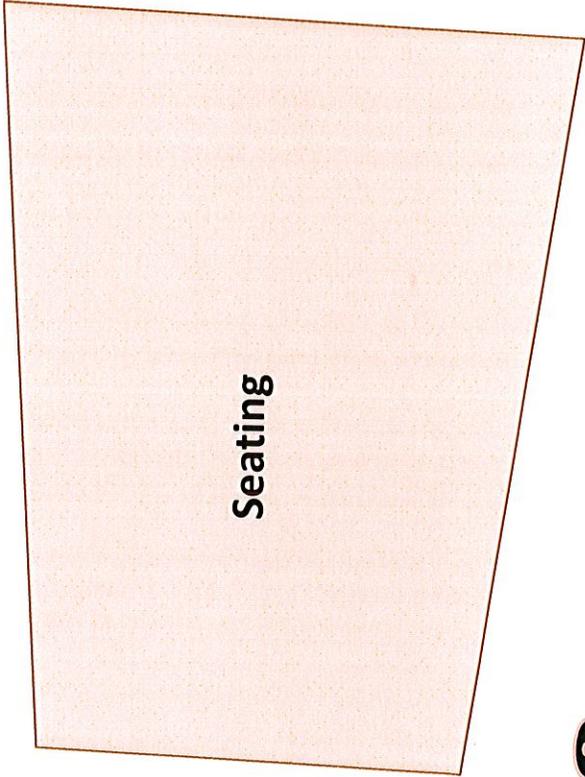
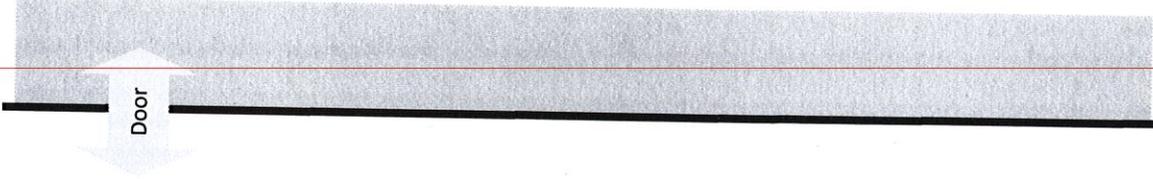


BAD = I Dislike this style

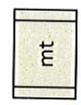
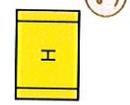


GOOD = I Like this style





2

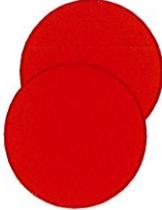


3



Remember...

- Images will be both “good” and “bad” and in between.
- There are no right or wrong answers!
- Take a minute or less to review each page – go with your “gut reaction”
- How does the sign style fit into your vision for Our Edgewood?
- How does each sign style fit for its intended use?

 **BAD** = / *Dislike this style*

 **GOOD** = / *Like this style*

Discussion of Our Vision

FLIPCHART EXERCISE

Vision

What would you like to see?

Discuss improvements as Flipchart Discussion

Sign Types?

New sign types?

Compliance & Fairness, Deadlines for compliance?

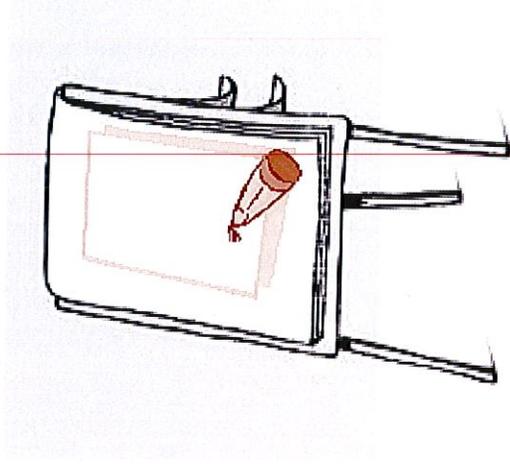
Financial Feasibility?

General Development Standards?

What you like to see in a sign in our City.

What you prefer to avoid for signs in our City.

Your thoughts ? ? ?



Take a Break!



(you've earned it!)

**Please take 5
minutes,
then come back
and we'll wrap
up the workshop.**

4 Summary

RECAP OF WORKSHOP ACTIVITIES

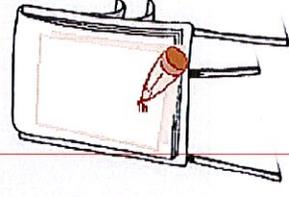


Re-Cap of Red-Dot / Green-Dot Exercise

 **BAD** = *We Dislike this style*

 **GOOD** = *We Like this style*

Recap of Flipchart Exercise



5 Next Steps

SIGN CODE NEXT STEPS



Thank you for Participating!

FOR MORE INFORMATION, PLEASE CONTACT

MAYOR BAGSHAW OR BEA MEEKS
AT EDGEWOOD CITY HALL



Flip chart notes:

Page 1 of 8

- Safest area per capita
- Safest community to do business in
- Lovely residential neighborhoods
- Hidden/Undiscovered
- Places off Orange Avenue
- Community
- Industrial, also commercial
 - Pluses-398 businesses
 - Don't promote as business
 - Friendly

Page 2 of 8

- All types of businesses here
- Grant programs for improvement-County
- Comment that appearance affected sales of \$700K house
 - Price decline
 - New house selling faster than before due to improvement
- What would make 40,000-50,000 cars per day stop?
- Thought is that businesses we see on Orange Avenue represent whole community
- No attraction to stop

Page 3 of 8

- Established
- Affluent
- Also affordable
- Commercial corridor between airport and downtown, but have neighborhood businesses
- Behind commercial, very protect and high end residential-want protection from traffic and to have neighborhood businesses [sic]
- 3 large shopping centers and must have vision for them
- Redevelopment must move buildings closer to Orange Avenue

- Multistory parking garage

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- Competition
- First Impressions
- Friendly and accepting spirit at Farmers Market seen by vendors
- Caring atmosphere in neighborhoods and from police
- Wildlife/birds/lakes/nature close to City
- Convenient to airport and attractions
- Central locations
- Opportunities from downtown's build out

Page 5 of 8

- Must help commercial in community thrive
- No big box stores wanted-
 - People like local
- Don't have to get on I-4 to go downtown-selling point
- Possible rail stop
- Vegetation
- Lakes
- People shop where it looks nice
 - Need trees, shrubs, not just strip malls
 - Businesses more likely to come in
- Can's use oak trees-too big for visibility-can use on side streets
- Commercial moved to road
 - Would City do it?

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- Can move buildings and have increased densities
- Have major employers-Boise Cascade, Select Specialty, Alumitech
 - For a City this size, not just strip commercial
- "Fantastic to live here" says world traveler doing international business. "Best place ever lived"
- Curb appeal of Orange Avenue should be improved and should encourage good businesses to come here
- Should have businesses that are our front door and clean it up [sic]

- Very easy to work and do business here-great leadership and staff that work together

Page 7 of 8

- Many businesses don't have signs-do we know how many?
 - Home-based, Lake Mary Jess, not retail
- Non-permitted signs an issue with new businesses, even though information is provided with use permit/Business Tax Receipt
- Big box stores have walk-in traffic, but smaller-center tenants want more signage without big boxes to attract walk-ins
 - "someone can't see my store"
- Sign depreciation laws (IRS) should be checked relative to sign code-Think it's 38 years depreciation
 - To pay back that businesses "Recapture"-have to pay the IRS

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- Landscaping can only be watered once per week by regulations-need drought tolerant material

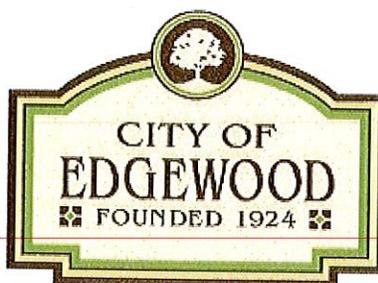
Exercise Recap

LIKE

- Colors and types of lettering are consistent
- Continuity and simplicity
- Prefer landscaping
- Vertical orientation in multi-tenant signage/visibility
- Maintenance
- Encased signs
- High end materials and uniformity
- Conducive to building-similar type of architecture and materials

DISLIKE

- Some too cluttered
- Some monument signs may be hard to see and block visibility
- Don't want to create accidents



January 21, 2015
Edgewood City Council/Planning & Zoning Board
Sign Workshop #1

Attendees:

Ray Bagshaw, Mayor
John Dowless, Council President
Dan Drummond, Council Member
Pam Henley, Council Member
Michael Hendrix, Council Member
Neil G. Powell, DDS, Council Member
Bea L. Meeks, MMC, City Clerk
Chris Francisco, Police Chief
Drew Smith, City Attorney
Ellen Hardgrove, AICP
Marion Rayburn, Planning & Zoning Board Member
Chris Rader, Planning & Zoning Board Member
Regina Dunay, Planning & Zoning Chair (arrived late)

Council President Dowless called the Workshop to order at 6:35 p.m. He dispensed with the invocation and Pledge of Allegiance. Council President Dowless acknowledge P&Z members who were in attendance.

Council President Dowless introduced Alissa Torres, AICP, Ph.D., and Tina Demonstene, who conducted the workshop. The following is noted:

- Tina said the workshop will not be Code specific.
- Tina said she is hoping to capture a vision.
- Tina said the workshop is to receive input from the community regarding the sign code.

Tina gave a PowerPoint presentation (attached to the minutes)

City Attorney Smith gave some brief history of the sign Code, including the 2002 Ordinance and the amortization of signs to convert to monument signs. City Attorney Smith noted some minor revisions for modifications for pedestal signs. He said that with the few changes, the Code has been what it is since 1985.

Tina continued with the PowerPoint presentation.

- 6" font is a reasonable size for viewing a sign while driving at a speed of 45 m.p.h.
- 35% allowance for window signage; Tina said this is excessive.
- Tina thanked Code Enforcement Officer Debbie Cabales for the pictures of City signage she provided.
- Tina noted that there are Edgewood business owners who did comply with the 2002 Ordinance, and ask "How does that affect those business owners who did versus the business owners who did not come into compliance?".
- Tina said you can regulate time, place and manner.
- Tina gave kudos to Council and staff for the neighborhood grants, and Code Enforcement for enforcing the Code

Alissa Torre presented speed visioning.

- What do you value?
- What do you want your signage to express?
- What would or would not work in Edgewood?

Alissa ask attendees to give words of what they envision (tear sheet notes typed verbatim and included with minutes).

- Resident Bonnie Bagshaw noted Tina's comment regarding Edgewood being the safest area per capita.
- Lovely residential neighborhoods and hidden (undiscovered).
- Looked at as an Industrial community because of Orange Avenue.
- Mayor Bagshaw said that he thinks the City does not always promote itself as a business friendly City.
- Resident Bonnie Bagshaw asks why is it that there are 40,000 to 50,000 cars driving through the City every day, they not stopping at local businesses.
- P&Z Board Member Chris Rader said that people see the businesses and don't realize the homes within the City.
- Competition
- First impression
- Mayor Bagshaw said that what he hears at the Farmers Market is that the City is friendly.
- Caring atmosphere.
- Wildlife and the surrounding lakes.
- Central location.

- Affordable
- Convenient to airport and attractions (convenience).
- Fran Pignone said the businesses in Edgewood are not large, regional destinations.
- Don't have to get on I-4 to get downtown.
- Vegetation and trees.
- Lake recreation.

Regina Dunay asked if there was a way that Orange Avenue did not have to be strip malls. She said when she first moved to Edgewood, there was more vegetation.

Mayor Bagshaw said that in the four years that he has been Mayor, no one has ever come to the City and asked to build closer to the road. It was noted that the Comp Plan also changed density to allow for this type of development.

Council Member Drummond said the "inside of our house" is nice but the curbside is not. He doesn't want to mandate property rights, he wants them to "clean up their act". He said he wants the City to do whatever it can do to help. He said the City needs to clean up its front door.

Tina explained "red dot/green dot" exercise. Red is bad/stop and green is go/good.

(After the green/dot exercise)

Tina said that based on what she saw, there are a lot of green dots on clean/concise message signs. The red dots were on those signs that were not maintained and need of maintenance. Green dots were placed on signage that was landscaped, and had consistency in color. She said green dots were placed on signage with more design detail. She said the "plain Jane" signs with changeable faces were not favored. She noted that some of the alternate signs on the Historic District Sign sheet were acceptable.

Tina asked "What did you like about the signs?":

- Color and type of lettering (consistent)
- Multi-tasked signs-continuity of signs (vertical orientation)
- Material and uniformity
- Encasement
- Landscaping

- Tina said that the dots indicated they did not like signs that were too cluttered.

Council Member Drummond questioned monument signs creating an accident because people are trying to locate a business (form and function). Council Member Drummond said he would like to see the City participate in helping business owners to comply. He suggested the City consider a budget of \$100,000 to help the business owners with their signage.

Mayor Bagshaw said that in his opinion, Council has to decide what kind of signage they want, and leave it to the City Attorney and Planner to come up with the verbiage. He said that the business owners can write off signage on their taxes.

Council President Dowless reminded everyone that the next workshop is February 3rd. ***Having no further discussion, Council Member Hendrix made the Motion to adjourn; Seconded by Council Member Henley. The Workshop adjourned at 8:45 p.m.***

ATTEST:

John Dowless
Council President

Bea L. Meeks, MMC, CPM
City Clerk

Approved by Council on February 17, 2015.