

From: **Signs West** <signswestmt@gmail.com>

Date: Fri, Apr 13, 2018 at 6:39 PM

Subject: Public Comment on Ennis Zoning: Community Signage

To: Ginger Guinn <gingerg@ennismontana.org>, Brandi Palmerton <brandip@ennismontana.org>, lisar@ennismontana.org, blakel@ennismontana.org

Cc: Brian Vincent <brianv@ennismontana.org>, John Bancroft <johnb@ennismontana.org>, coryh@ennismontana.org

Re: Ennis Zoning Draft from 2/6/18, 11-3-6-3 Community Signage

Dear Ennis Town Commissioners and Mayor of Ennis,

The community signage portion of the proposed zoning ordinance is interestingly simplistic compared with the existing policy. As a community member and business owner, I appreciate the increased emphasis on maintaining the historic nature of our town. However, I'm not sure this policy is specific enough to ensure that result. With that in mind, I respectfully submit the following opinions:

11-3-6-3-C-2 "Window Displays, Indoor Signs"

In the proposed policy, window signs are not addressed and I'm concerned they will fall into this category. Window signs have a huge visual impact on Main Street and they have always required a permit. I suggest adding verbiage to the "general standards" section that includes signs on windows and signs within 2' of the interior of the window, both of which our current code regulates.

11-3-6-3-D-1-b

I believe this is the correct way to figure sign area, but in section 11-5-2 :Sign Area-B, the wording is "The sum total of each SIDE shall not exceed ..." . That should be changed to "each sign".

11-3-6-3-D-3

A maximum monument sign height of 8' would be a big change for our town. The current code allows for 15', which is often needed for businesses with parking in front of their building and clearly being used when you consider the number of existing monument signs that are over 8': Riverside, Yarn Shop, Trout Stalkers, Antler Designs at the old IGA, Bynees, Daugherty, Town Pump, Ennis High School, Cattleman's Gallery, Sugar High/ Napa, Fan Mountain Inn and Sportsmans. I understand pedestrian-scaled signs are the trend, but perhaps regulating the materials of monument signs to keep them looking historic would be better suited to our town.

11-3-6-3-D-4

"Non-rigid banner signs ... are prohibited ..." should be moved (or added) to section E: Prohibited and Restricted signs.

11-3-6-3-E

This section is titled "Prohibited or Restricted", therefore each numbered item should specifically state whether those items are "prohibited" or "restricted".

I encourage you to add "Vehicle signs" from our current sign ordinance to this section.

11-3-6-3-G

While I applaud the intent of this section, I think it could be more specific. The material list in item 2 is exactly the same as previously listed in the general standards section. And item 3 is covered in the previous section F. In other communities they've included things such as: sparing use of primary colors, the use of complex shapes, appropriate typefaces, encouraged restoration of historic signs, enclosing menu boards in weather-tight cases, etc.

11-3-6-3-J

This section could be more succinctly presented. If you want everyone with temporary / special event signage to obtain a user agreement then items a & b should be included with items i-ix; perhaps putting a & b at the end. You could then get rid of item c, item vii (it already states 30 days in the first paragraph) and ix for redundancy.

Specific references to sidewalk signs and political signs need to be added here (or somewhere else) that include size restrictions similar to our current code. It would also enhance the look of downtown to discourage the use of white plastic sandwich signs.

I appreciate the time and energy you are putting into the revised zoning and thank you for your consideration of my ideas.

Sincerely,
Mariah Oliver
owner, Signs West
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