

WeMAR Response to City of Peoria Draft Sign Code Dated 6/22/17

WeMAR is concerned that signage be adequate to the task of identifying, promoting, announcing and guiding the public to a business, service or event in an efficient manner. We support a business' right to display their logo or name in a consistent manner of their choosing.

Signage should be legible and visible. We suggest the city refer to the numerous scientific studies delineating the science of the visual arc.

Detailed comments:

Pg. 7, 34.6 F – Prohibited signs include banners. Would this include temporary residential banners used to announce special events? I am thinking of homeowners who display a banner saying, “Welcome Home Sergeant _____”, “It’s a Boy/Girl”, “Congratulations Graduate”, etc.

Pg. 8, 34.6K – We ask for some allowance to be made for using the public right of way to post temporary directional signs so that property owners and their agents may efficiently guide interested parties to the property for sale.

Pg. 9, 34.7A5 – Arizona Revised Statutes mandates some kinds of official noticing be placed on property. Frequently, real estate licensees place notices such as Notice of Foreclosure Sale, Notice of Trustee’s Sale, Notice of Eviction, Notice of Property Abandonment, etc. We suggest the phrase “*or as required by Arizona Revised Statutes*” be added.

Pg. 11, 34.9D – Mature landscaping can obstruct signs that initially seemed well placed. We request the City review the Landscaping Requirements Ordinance to make sure provisions are made to ensure signage is visible and legible initially and after many years.

Pg. 26, 34.10 Table 4C – We are concerned for businesses, particularly small businesses, located deep in retail centers or centers with walls facing the streets. Frequently, these businesses have no signage visible to passersby at all. These businesses require the use of small A-frame signs at center entrances to direct potential clients. We ask the city to make provisions for businesses in these types of limited signage centers to have non-permitted and inexpensive A-frame signs.

Pg. 27, Table header – The table header “Properties **listed** for sale, lease, or rent” limits the provisions in the table to only listed property. Property owners have the right to sell their property themselves. We suggest this table header read instead “Properties **offered** for sale, lease or rent”.

Pg. 27, 34.10 Table 4D – Duration properties +/- 1 acre: Currently the statement “While property is listed” is used. Property owners have the right to sell their own property. We suggest this phrase be changed to “While property is listed or actively offered for sale, lease or rent”.

Pg. 27, 34.10 Table 4D - > 1-acre properties for sale, lease or rent: under duration (in addition to above suggested language) we suggest extending the additional language from less than/equal to property duration. “...until the later of 10 days after the end of the listing or 10 days after completion of lease/sale transaction.”

General Comment: We support using the science of the visual arc to help determine adequate signage for a given area/business/subdivision. Businesses located along busy streets with a high volume of traffic may require more or larger signs than businesses located in less congested, more visible locations.