



## Opportunities to Encourage Well Designed Signs

The Planning Commission and public were particularly interested in opportunities for the City to encourage well designed signs. Though the proposed sign code prohibits undesirable signage types, it does not guarantee all signs which are permitted are aesthetically pleasing. For example, there may be two signs which are the same, size, material, height, similarly maintained, and both of which comply with our code but one may be more aesthetically pleasing than the other. The Planning Commission suggested staff provide the City Commission with incentives to encourage well-designed signs.

If the City is interested in promoting certain types of signage, the following avenue is available for encouragement of a specific design:

- Grants. The City may award grants to reimburse signage which complies with more restrictive standards than the sign code (including material, size, etc.).
- Discounted Fee. The City may discount the permit fee as incentive for signs which comply with more restrictive standards than the sign code (including material, size, etc.).
- Free Specifications. The City could create a model signage type (including material, size, etc.) and provide the specifications to the public to utilize free of charge to those which wish to construct a sign with the same material, size, etc as the model signage.
- Pamphlet. The City may assemble a pamphlet of examples of quality signs as encouragement and inspiration for the community.

Each of the opportunities identified above requires funding by the City Commission.