

Palm Bay Sign Code - Charrette #1 NOTES

Issues

- Technology Issue
 - Electronic Billboard Signs are good because you can use them to send safety messages and alerts
 - 20 hours for advertisements and 4 for public announcements (Clear Channel)
 - \$500,000 investment (Clear Channel)
 - We would like to see them in Industrial or Commercial areas only
 - There is flexibility to change the message, in a good way
 - You can let other know what is available (Renters, etc.)

- Outdoor Advertising
 - Likes signs that help locate businesses and/or products
 - We would like to see clean signs with no clutter

- Size of signs

- Advertise with signs

- Hilton Head has good signs

- Some signs can give the impression of BLIGHT
 - 50 Foot Frontage (Las Vegas Concept)

- Is there a way to regulate foreclosure signs?

- Do not like massive signs adjacent to homes, especially when the sign is fully lighted

- Signage is the most effective form of advertising for homebuilding/selling industry
 - Signage drove people to community (statistic)
 - Most effective sign is directional or snipe (#1 traffic generator)
 - When directional signs enforced – creative spin signs etc.

- No justification for parking lots to have 20-30 American flag signs

- Use of American Flags as signs
 - The City cannot touch these signs, so they are used as loop hole
 - Use American Flags as signs because they cannot do anything else
 - Can NOT regulate the use of American Flag signs
- The Spa Sign cannot be seen by drivers going East or West on Malabar Road
- Would like something tasteful, monument signs, at certain level
 - Do not prefer flashy signs, but do understand desperation for signs
 - Use of feather banners
 - Area is restricted more than usual because of Council concern - only multiple building
- Code is very much related to frontage
 - Sign frontage should be based on an equation regarding density
- One person feels that the sign ordinance is not business friendly
- Need for sign cohesion with nearby cities
- Proximity of lollipop signs near interchange can be an issue
 - Need to compete with adjacent communities
- Feather banners are tasteful as long as they are maintained and density wise not overused
 - Never designed to be permanent
- Dislike office buildings with vacancy signs that are 32 square feet and the call for a renter never goes away
- Flashing lights on signs are distracting to a driver or store front
- Uniform signage in shopping centers
- Window signs are disliked
 - Cannot see into the business
 - Issue from a public safety standpoint

- Dislike signs on gas pumps
- Vehicles with advertisements are inappropriate
 - Differentiate between someone who is parking there for good reason or to advertise

Sign Type Discussion

Pole Signs

- District appropriate
- As long as they are placed closed to the Interstate
- Issue over whether or not WalMart is an Interstate business
- No sign should be bigger than the façade of the building
- If it is too big it does not fit the architecture
- A banner is better than flags

Projecting Sign

- We like artistic walking speed signs, but do not see the current need in our city
- Okay to have the National Logo, but it must be consistent
 - No Slogans and No Phone Numbers
- Window signs look bad
- If we restrict a blank wall but not a window there needs to be consistency

Ground/Monument Signs

- There needs to be architectural standards that match the building

Fascia

- We don't need an awning sign
- Like channel letters

Billboard

- Currently prohibited
- Technology to solve density issues
- Only in appropriate locations
- Needs to be in the right place with the right municipal license