

RECEIVED GRAND JUNCTION
PLANNING DEPARTMENT

DEC 08 1986



Grand Junction Planning Department
559 White Avenue, Room 60
Grand Junction, Colorado 81501-2643
(303) 244-1648

December 2, 1986

Mr. Dwayne Dodd
Modern Classic Motors
420 North 1st Street
Grand Junction, CO 81501

Dear Mr. Dodd:

The City Manager's office has forwarded a petition asking the City to delete paragraph 5-7-2F of the City Zoning and Development Code dealing with wind-driven signs. Before we can begin processing this request, we need to clarify some points about the request.

- 1) Are you the applicant in this request? If so, we need you to fill out the enclosed application with your name as representative and your signature as person completing application. The rest of the spaces will remain blank.
- 2) Many of the signs defined as wind-driven are also defined as portable signs and prohibited by section 5-7-2E. Was it your intent to include this section as well? *No*
- 3) Any signs which are removed from section 5-7-2 as prohibited signs would have to be listed elsewhere as allowed signs. Have you given any thought on where you would like this placed? For example, should they be allowed in residential zones as well as commercial, should they be part of sign allowance, should a permit be required? *We refer strictly to commercial signs on commercial property. I would recommend permits otherwise.*
- 4) Should there be any limit to the number or size of wind-driven or portable signs? *No*

As soon as we receive the completed application form and a response to these questions, we will commence processing this application in accordance with the code requirements.

Thank you for your assistance.

Sincerely,

Karl G. Metzner
Karl G. Metzner
Director of Planning

*Thank you,
Dwayne Dodd*

KGM/tt
Enclosure

MODERN CLASSIC MOTORS

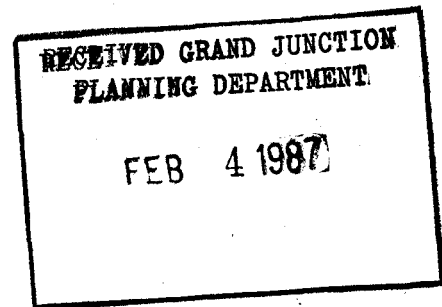
Sales & Leasing

(303) 245-7671

124 N. 1ST STREET

GRAND JUNCTION, COLO. 81501

GRAND JUNCTION PLANNING DEPT.
559 White Ave.
Grand Junction CO. 81501-2643



February 2nd , 1987

RE: File # 4-87 Sign Code Amendment

Dear Sirs ,

In response to your review and summary of the proposed change to the city sign code , we the petitioners still contest that our requests are justified. We wish to pursue this change. If necessary , we will prove that without any doubt , it is the desire of the majority of the businesses and citizens of Grand Junction that our requests be enacted.

Of the member of the Advisory Boards comments , we have serious questions about his forty or fifty persons surveyed. We also found his comments to be in " Prejudice of Character " to our industry as a whole. "Even if all the car dealers in the area think this is a good idea , it is apparent to me that it is not " , still leaves the majority to stand.

The Grand Junction Planning Dept's. summary and proposal stating that when businesses are using this form of attraction , the effect will cancel itself out is incorrect. " Good Business Activity Creates More Good Business ". When Steve Westphal came to this town with an advertising budget in excess of \$250,000. all dealers profited ! He got the public to think about shopping and out in the marketplace where we could benefit , Auto Dealers and other businesses alike. We also do not feel that the Planning Dept. should be concerned with our cost of doing business or our business overhead in general.

MODERN CLASSIC MOTORS

Sales & Leasing

(303) 245-7671

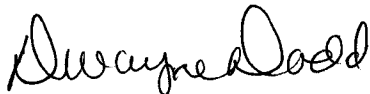
124 N. 1ST STREET

GRAND JUNCTION, COLO. 81501

GRAND JUNCTION PLANNING DEPT.
File # 4-87 Sign Code Amendment (Cont'd)

In conclusion , we feel the overall consensus of the " Review Sheet Summary " file # 4-87 supports our request for change. We thank the Visitors and Convention Bureau , the Appeal and Advisory , the Chamber of Commerce , the DDA and the Planning Dept. for all their input and efforts. In closing we look forward to an amendment that will be beneficial to all concerned.

Sincerely ,



Dwayne Dodd
Owner , MODERN CLASSIC MOTORS

City Council, City of Grand Junction
559 White Ave.
Grand Junction CO. 81501-2643

March 5, 1987

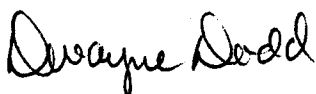
RE: File # 4-87 Sign Code Amendment

Dear Sirs ,

We the petitioners of the attached petition do hereby request an appeal to the City Council for consideration.

We are prepared to demonstrate to the City Council that this petition represents the wants and desires of the majority of the businesses in Grand Junction, who further represent the lion's share of the tax revenue provided for this community, and therefore in a democratic atmosphere should be given serious consideration.

Sincerely,



Dwayne Dodd

Owner, Modern Classic Motors

PLANNING DEPARTMENT
CITY of GRAND JUNCTION
559 White Ave.
Grand Junction, Colo. 81501-2643

Re: CITY SIGN CODE CHANGE PETITION

Gentlemen:

Some of the sign codes in our city are antiquated, and thus suppress the promotion of business. Most particularly, in these times of economic strife, we as business merchants do not need these antiquated restrictions hampering the promotion of our businesses. There are literally hundreds of violations to the code, and they exist among all the various types to businesses in the city. Quite frankly, we cannot blame them for doing what we feel they must do to maintain their existence during these hard times.

The Sign Regulation That We Refer to Specifically Is:

5-7-2 F. , The prohibition of wind driven signs, meaning— one or more banners, flags, pennants, ribbons, spinners, streamers, captive balloons, or other objects or materials designed or intended to move when subjected to pressure by wind or breeze, and by that movement attract attention and function as a sign.

It is our contention that we need the aforementioned devices of advertising to properly promote and enhance our businesses. In the long ago days of the "Horse and Buggy", we concede that such devices might have scared the horses and endangered public safety. However, in today's modern times, we feel such displays no longer create a hazard.

We also contend that as far as "Eye Distraction" is concerned these devices certainly do not generate any greater distraction than the "Time and Temperature" displays, "signs displaying prices, rates, or specials", "stationary beacons", or "street banners promoting city sponsored or recognized events". These are all

SIGNATURE *** NAME OF BUSINESS *** ADDRESS

- 20. Charlie Muir Muir's Autos 123 W. Ave ✓
- 21. Mark W. Smith PT'S Family Auto 124 N. 1st ✓
- 22. Dwayne Dodd Modern Classic Motors 400 N. 1st St. Apt. ✓
- 23. _____ " _____ 2457671
- 24. _____
- 25. _____
- 26. _____
- 27. _____
- 28. _____
- 29. _____
- 30. _____
- 31. _____
- 32. _____
- 33. _____
- 34. _____
- 35. _____
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- 37. _____
- 38. _____
- 39. _____
- 40. _____
- 41. _____
- 42. _____
- 43. _____
- 44. _____
- 45. _____

GRAND JUNCTION PLANNING DEPARTMENT
Review of Proposed Sign Code Amendment, Item #4-87

I. Proposal Summary

A petition has been submitted to amend the Sign Code to allow wind-driven signs. Wind-driven signs are defined as banners, flags, pennants, ribbons, spinners, streamers, captive balloons, or other objects or materials designed or intended to move in the wind. The proposal would place no limits on the size, number, or placement of wind-driven signs and require no permits.

II. Review

Wind-driven signs have been prohibited in the City since the adoption of the current Sign Code in 1976. With the exception of banners, the wind-driven signs listed above differ from other signs in that they carry no written message, but are designed strictly to attract attention by their color, movement, and/or configuration. Attention-getting devices are effective only if some businesses have them while others do not. For example, if one car lot has pennants while one down the road does not, then the one with pennants may attract more customers than the one without. However, if both car lots have pennants, the the effects will cancel out. Allowing these types of devices will, in effect, increase the cost of doing business, since the purchase of pennants, etc. will be "required" in order to stay competitive, while the intended effect of attracting more customers will be lost.

Also of concern in the proposed amendment is the lack of control on the number and size of wind-driven signs. Controls on permanent signs are intended to keep signage in a reasonable relationship to the size of the business and make those signs that are allowed more effective. Without controls, sign "wars" have occurred where each business tries to outdo the other in the size, height, or number of its signs. This becomes expensive to the business, destructive to the appearance of the community, and ultimately defeats the purpose of signage.

The uncontrolled use of wind-driven signs lends itself even more to the potential of a sign war, since they are cheaper than permanent signs and can be installed or changed more easily.

A final concern about the unrestricted use of wind-driven signs is their effect on the community. The impact of wind-driven signs is especially noticeable along commercial strips such as North Avenue and Hwy 6 and 50. Such a strip lined with pennants, streamers, etc. creates a feeling of clutter and confusion in the eye of the traveler, as well as reducing the effectiveness of permanent signage.

III. Alternatives

There are a number of compromise positions between the all-or-nothing alternatives. We have had some unofficial requests to consider allowing the controlled use of banners to be used in conjunction with special promotions, sales, or other business events. Items to be considered are: 1) what types of signs should be permitted, 2) what quantities and sizes are acceptable, 3) what frequency of use of these signs is acceptable, and 4) how can these controls be most effectively managed.

By permitting the use of some types of wind-driven signs on a limited and controlled basis, the intent of the proposed amendment could be achieved without its negative consequences.

A very appropriate quotation comes from the California Roadside Council regarding the clutter of signs: "When noone shouts, everyone will be heard."

REVIEW SHEET SUMMARY

FILE NO. #4-87 TITLE HEADING Sign Code Amendment DUE DATE 1-21-87

ACTIVITY - PETITIONER - LOCATION - PHASE - ACRES Sign Code Amendment regarding

Wind Driven Signs Dwayne Dodd, petitioner

PETITIONER ADDRESS 420 North 1st

ENGINEER

DATE REC. AGENCY COMMENTS

-09-87 Visitors & Convention
Bureau

Wind driven signs are a very effective marketing tool- they add attention and bring an atmosphere of excitement to a special sale, event or grand opening! Their constant use can cause a very cluttered look when the signs become old, worn out or wind blown.

I do not have any objection if they are used on special occasions; and believe they should be allowed to be used more often - permanent use tends not to be monitored by user and they become an "eye sore".

I notice this petition involves car dealers and I believe this group to be quite responsible in their business' appearance. Banner flags have been used quite effectively in this industry and do not deter from the overall appearance of the area or the city.

My strongest feeling is that they be restricted to a time frame and for special uses such as sales and special events. This unfortunately is very hard to regulate and monitor.

-14-87 Appeals Advisory

Even if all of the car dealerships in the area think this is a good idea, it is apparent to me that it is not. Of the forty or fifty citizens that I have asked, I have not found one who supports this amendment. Their comments ranged from "those plastic flags will bleach-out in the sun in just a few weeks -- and look shabby from then on.." to "I wouldn't trust buying a used car from anyone who made their place of business look like a _____ (sic) circus."

Our marketing professor at Mesa College (a business man himself) stated that such visual pollution would be detrimental both to nearby businesses and to the company itself, keeping potential customers from even stopping to compare prices.

This proposal is not in the interest of Mesa County citizens, and should not be granted.

1-15-87 Chamber of Commerce

We recommend that pennants be allowed, four strings 50 feet each for a maximum of 200 feet of pennants. Also that banners secured either directly to a building or by ropes between poles or structures not over three feet in height and 15 feet in length be allowed. They can be of any color.

We would suggest that these items should only be allowed for special promotions, no one merchant allowed to display them more than twice during a calendar year.

Duration of displays should be for 72 hours maximum.

That a permit be required and obtained at least four working days prior to the special permit; said permit cost \$5.00 outlining the event and naming the address

1-23-87
MAY

REVIEW SHEET SUMMARY

FILE NO. 4-87 TITLE HEADING Sign Code Amendment Cont'd DUE DATE 1-21-87

ACTIVITY - PETITIONER - LOCATION - PHASE - ACRES _____

PETITIONER ADDRESS _____

ENGINEER _____

| <u>DATE REC.</u> | <u>AGENCY</u> | <u>COMMENTS</u> |
|------------------|-------------------------------|---|
| | Chamber of Commerce cont'd | specifically at which these banners and pennants will be displayed. A severe enough penalty should be assessed to encourage the permittee to have the pennants down and out of sight in 72 hours. Strict enforcement is encouraged. |
| -20-87 | DDA | The Sign Code has fulfilled a valuable and important function to the aesthetics of this community. Hence, it is difficult to propose wholesale abandonment of some of its features. However, there may be and perhaps should be room for special exceptions and special events. It may be desirable to allow car dealers (and by extension, every other business in the city) to hold "special events 2-4 times a year at which sign restrictions would be relaxed." It would allow for the "stringed pennant signs", as well as other tastefully done signs. (You define tasteful.) Again, exceptions and special use/event permits are fine, as long as the basic concept behind the ordinance is not compromised. |
| -21-87 | Planning Dept. | See Attached. |

GRAND JUNCTION PLANNING COMMISSION PUBLIC HEARING FEBRUARY 3, 1987

MOTION: (COMMISSIONER MADSEN) "MADAM CHAIRMAN, ON ITEM #4-87 SIGN CODE AMENDMENT TO THE GRAND JUNCTION ZONING AND DEVELOPMENT CODE, I RECOMMEND THAT IT BE DENIED."

passed unanimously 5-0.

GRAND JUNCTION PLANNING COMMISSION PUBLIC HEARING MARCH 3, 1987

MOTION: (COMMISSIONER CAMPBELL) "I WOULD LIKE TO MAKE A MOTION WE DENY THIS REQUEST FOR DELETION OF SECTION 5-7-2F FROM THE CODE."

Commissioner Madsen seconded, vote called, passed unanimously 6-0.

development summary



File # 4-87 Name Sign Regulation Text Amendment Date 2-4-87

PROJECT LOCATION: N/A

PROJECT DESCRIPTION:

Proposes deleting the prohibition on wind driven signs in Section 5-7-2F of the Zoning & Development Code.

REVIEW SUMMARY (Major Concerns)

| POLICIES COMPLIANCE | YES NO* | | TECHNICAL REQUIREMENTS | SATISFIED NOT SATISFIED* | |
|--|---------|---|------------------------|--------------------------|-----|
| | | | | | |
| Complies with adopted policies | N/A | | Streets/Rights Of Way | | N/A |
| Complies with adopted criteria | | X | Water/Sewer | | N/A |
| Meets guidelines of Comprehensive Plan | N/A | | Irrigation/Drainage | | N/A |
| | | | Landscaping/Screening | | N/A |
| | | | Other: _____ | | |

* See explanation below

Criteria for evaluating Text Amendments include consistency with other portions of the Code. This proposal does not appear consistent with other portions of the sign regulation specifically sections 5-7-1 (Purpose & Scope), 5-7-2D (Flashing/Moving Signs), 5-7-2E (Portable Signs), 5-7-5 (Nonconforming Signs), 5-7-6A (Permits Required) and 5-7-6D (Permanent Signs).

STATUS & RECOMMENDATIONS:

Reviewing agencies recommend some system of permitting certain types of wind-driven or temporary signs on a limited basis. Limitations could include the number of times per year such signs could be used, length of time displayed and size or number of signs used.

Planning Commission Action

Recommend denial. Requested staff schedule a workshop for discussion of alternative proposals as recommended by review agencies.