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**City Hall – 210 Training Room - 903 W Main Street**

**SIGN CODE TASK FORCE**  
**AGENDA**

**Thursday, October 3, 2019 - 6:00 p.m.**

**Committee Members please call 228-0207 if unable to attend**

**1. CALL TO ORDER**

A. Approval of August 15, 2019 meeting minutes

**2. SUMMARY OF RESULTS:**

- A. Citizen Sign Preference Survey
- B. Business Sign Preference Survey
- C. Sign Company Survey

**3. DISCUSSION OF SIGN CODE UPDATES**

**4. OPEN DISCUSSION**

**5. FUTURE ACTIONS/NEXT STEPS:**

A. Sign Code Task Force to provide further direction to Staff.

**6. OTHER BUSINESS** – The next scheduled meeting is October 17, 2019 @ 6:00 p.m.

**7. ADJOURN**

**LINK TO SIGN CODE WEBPAGE:** <http://www.bluespringsgov.com/1066/Sign-Code>

**LINK TO SIGN CODE:** <https://ecode360.com/28249664>

Agenda posted at the following locations:

City Hall, 903 W. Main Street

City's website

<http://www.bluespringsgov.com/AgendaCenter>

September 30, 2019

A quorum of the City Council may be in attendance however no City Council votes will be taken.

Karen Findora, Administrative Assistant  
Community Development



**City of Blue Springs  
903 Main  
Blue Springs, Missouri 64015**

**Sign Code Task Force  
MINUTES  
Thursday, August 15, 2019**

A meeting of the Sign Code Task Force was held in the City Hall 210 Training Conference Room located at 903 W Main Street on Thursday, August 15, 2019 with the following members and staff in attendance:

**ATTENDANCE**

Ron Fowler, Councilmember  
Kent Edmondson, Councilmember  
Jerry Kaylor, Councilmember  
Travis Graham, Planning Commission  
Byron Craddolph, Planning Commission  
Cynthia Savel, Public Safety Citizen Advisory Board  
Jason Woolf, Blue Springs School District  
Jeff Grote, Chief, CJCFPD  
Nancy Yendes, Co-Chairperson

**STAFF**

Thomas Cole, Director, Community & Economic Development  
Mike Mallon, Assistant Director, Community & Economic Development  
Nathan Jurey, Senior Planner  
Matt Wright, Senior Planner  
Jackie Sommer, City Attorney

**ABSENT**

Dave Meyer, Co-Chairperson  
Lara Vermillion, Chamber of Commerce  
Cindy Miller, Downtown Alive!  
Karen Findora, Liaison / Recording Secretary

**SUMMARY OF RESULTS  
FROM SIGN CODE TASK  
FORCE SURVEY 6:09  
P.M.**

Nathan Jurey, Senior Planner, went through the survey results from the Task Force based on the past two meetings.

**CALL TO ORDER**

Nancy Yendes, Co-Chairperson officially called the meeting to order at 6:17 p.m.

**1A. MOTION  
JUNE 20, 2019 MINUTES  
SECOND**

**REVIEW DRAFT OF  
SURVEYS**

Planning Commissioner Travis Graham moved to approve the June 20, 2019 meeting minutes.

Seconded by Councilmember Ron Fowler.

**(APPROVED 9-Aye, 0-No)**

Nathan Jurey, Senior Planner presented the Citizen, Business, and Sign Company Surveys that he created. The Business survey was largely similar to the Citizen survey but tailored toward a business and how it impacts them. The questions will be similar between those two surveys, but the point of view will be different. The third survey is for the sign companies, with questions related to the industry and their inside knowledge of how our code works.

Councilmember Edmondson asked to change a couple images used in a question about temporary signage that may have been biased/leading. Councilmember Edmondson also suggested asking businesses if they would support a way to update their sign without being required to bring the sign into compliance. Co-Chair Yendes suggested adding a question asking what would encourage a business to update their signs and a question asking what kind of sign do you have at your business. Co-Chair Yendes also suggested that staff add, “prefer not answer” in the demographic questions.

The Business Survey can be dispersed to the Chamber of Commerce, Downtown Alive, Economic Development Council, Schools, Churches, and large commercial property owners. The Sign Company survey will be dispersed to the sign companies that have applied for Sign Permits in the past.

The Task Force discussed how they want the survey links to be pushed out for the Citizen’s survey. Suggestions were Water Bill, Mayor Newsletter, Mayor/City Special E-mail Blast, HOA listing, Fall Fun Fest, and National Night Out event.

The Task Force suggested to open the survey as soon as possible and keep it open until Wed., October 2<sup>nd</sup> and schedule the next meeting for Thursday, October 3<sup>rd</sup>.

Councilmember Edmondson stated that he would like to get the City updated with the current trends. It’s been some time since staff has updated the Sign Code. Councilmember Fowler would like to submit the SCTF recommendations to the Planning Commission before it is presented to the Mayor and City Council, preferably before January 2020. Fire Chief Grote suggested that an attorney review the code for its legalities.

**OTHER BUSINESS**

The next scheduled meeting is Thursday, October 3, 2019 at 6:00 p.m. located at City Hall – 210 Training Conf. Room.

**ADJOURN**

With no further discussion, the meeting adjourned at 7:16 p.m.

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Respectfully Submitted by  
Karen Findora, Recording Secretary

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Date

DRAFT

# **SIGN CODE TASK FORCE**

**THURSDAY, OCTOBER 3, 2019**

# **SURVEY DEMOGRAPHICS**

- **Citizen Survey – 124 responses**
  - 95% live in Blue Springs
  - 69% have lived in the area for 11-50 years
  - 55% own property in Blue Springs
  - 22% work in Blue Springs
  - 63% Female vs 29% Male
  - 99% Drive an Automobile (1 chose “Other” and said ‘Car’)
  - 50% ages 35-54, 24% over 65; 0% under 25

# **SURVEY DEMOGRAPHICS**

- **Business Survey – 100 responses**
  - 32% Service
  - 22% Education/Public/Church
  - 14% Retail
  - 6% Medical; 5% Restaurant; 5% Office
- 44% on 7 Highway
- 15% on 40 Highway
- 13% Downtown
- 10% Interstate

# **SURVEY DEMOGRAPHICS**



- **Sign Company Survey – 10 responses (of 25 emailed)**
  - 2 in Blue Springs
  - 3 in KCMO
  - 5 in Other: KCK, Lawrence, Odessa, Olathe, Sedalia






# SURVEY RESULTS

On a Scale of 'Next to Nothing' to 'Anything Goes', how much signage should be allowed in Blue Springs?




## CITIZENS

		(NO LABEL)	(NO LABEL)	(NO LABEL)		(NO LABEL)	(NO LABEL)	(NO LABEL)		TOTAL	WEIGHTED AVERAGE
☆	0.00%	3.70%	5.56%	5.56%	29.63%	25.00%	19.44%	1.85%	9.26%	108	<b>5.79</b>
	0	4	6	6	32	27	21	2	10		

## SIGN COMPANIES

		(NO LABEL)	(NO LABEL)	(NO LABEL)		(NO LABEL)	(NO LABEL)	(NO LABEL)		TOTAL	WEIGHTED AVERAGE
☆	0.00%	0.00%	0.00%	0.00%	14.29%	42.86%	42.86%	0.00%	0.00%	7	<b>6.29</b>
	0	0	0	0	1	3	3	0	0		

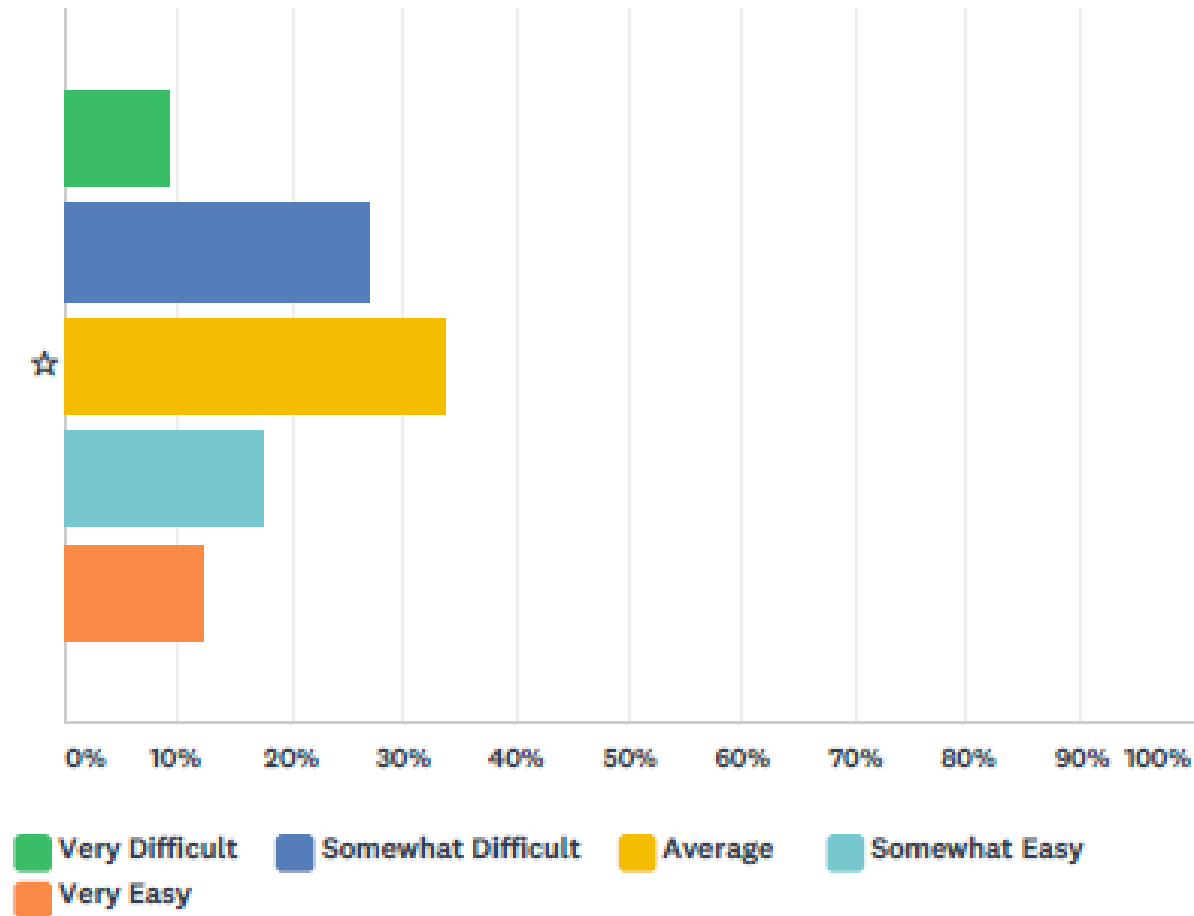
## BUSINESSES

		(NO LABEL)	(NO LABEL)	(NO LABEL)		(NO LABEL)	(NO LABEL)	(NO LABEL)		TOTAL	WEIGHTED AVERAGE
☆	0.00%	0.00%	0.00%	3.80%	24.05%	21.52%	34.18%	5.06%	11.39%	79	<b>6.47</b>
	0	0	0	3	19	17	27	4	9		

# SURVEY RESULTS

Currently, how difficult is it to find your business?

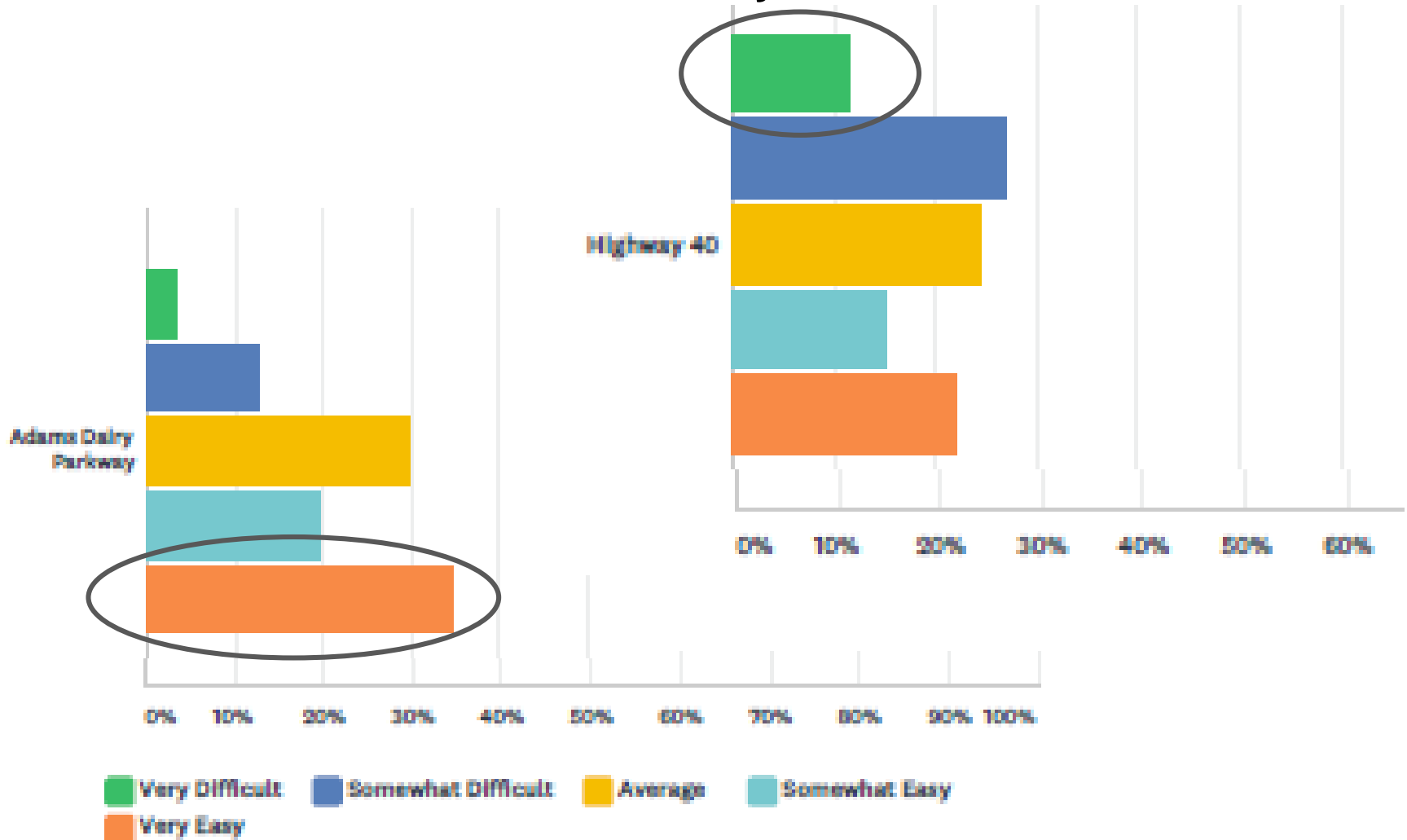
## Business Survey



# SURVEY RESULTS

Currently, how difficult is it to find a business in the following?

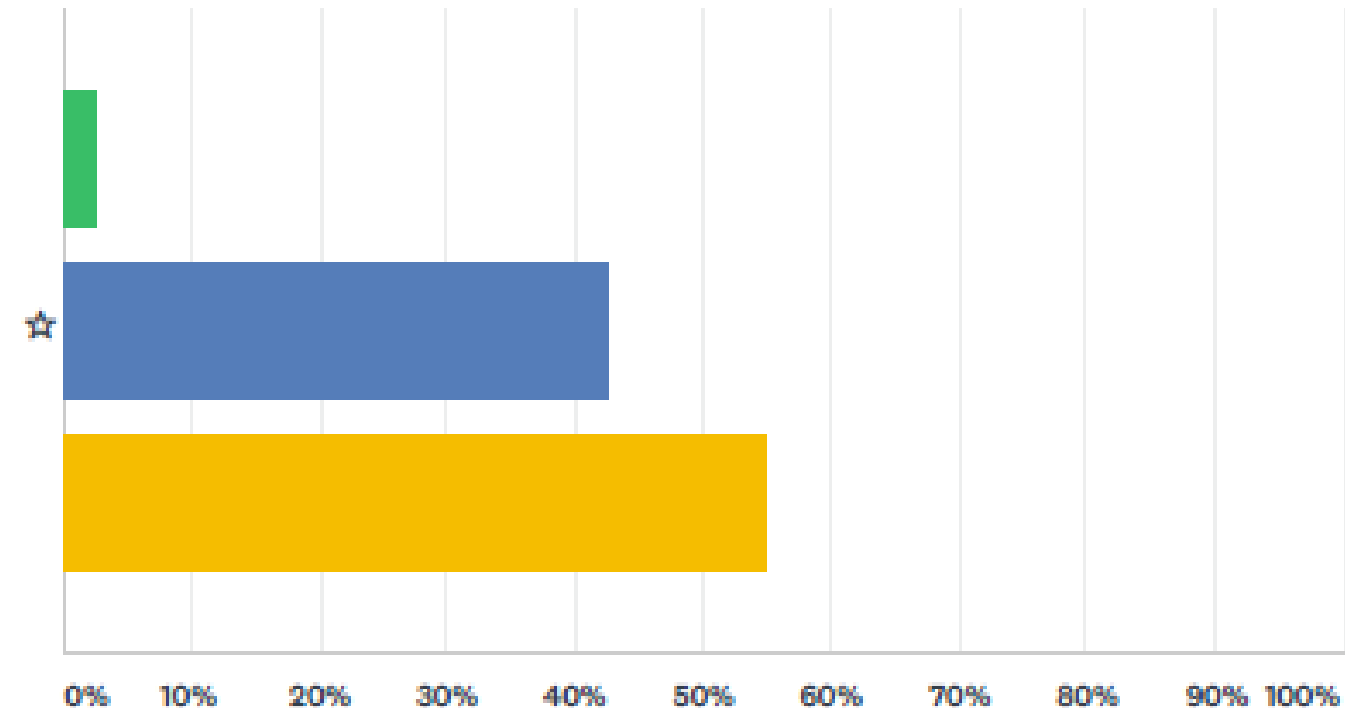
## Citizen Survey



# SURVEY RESULTS

Does existing Permanent Signage have a +/- impact on the image of Blue Springs in your corridor?

## BUSINESSES

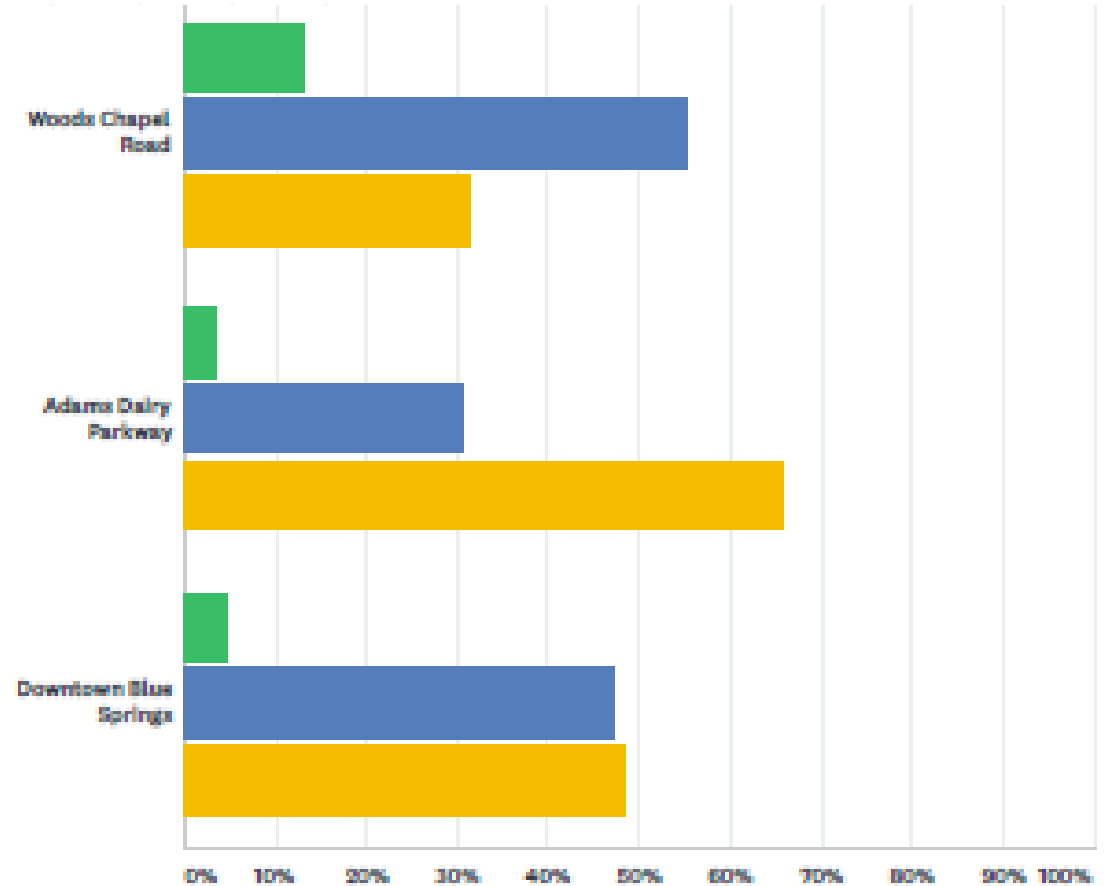
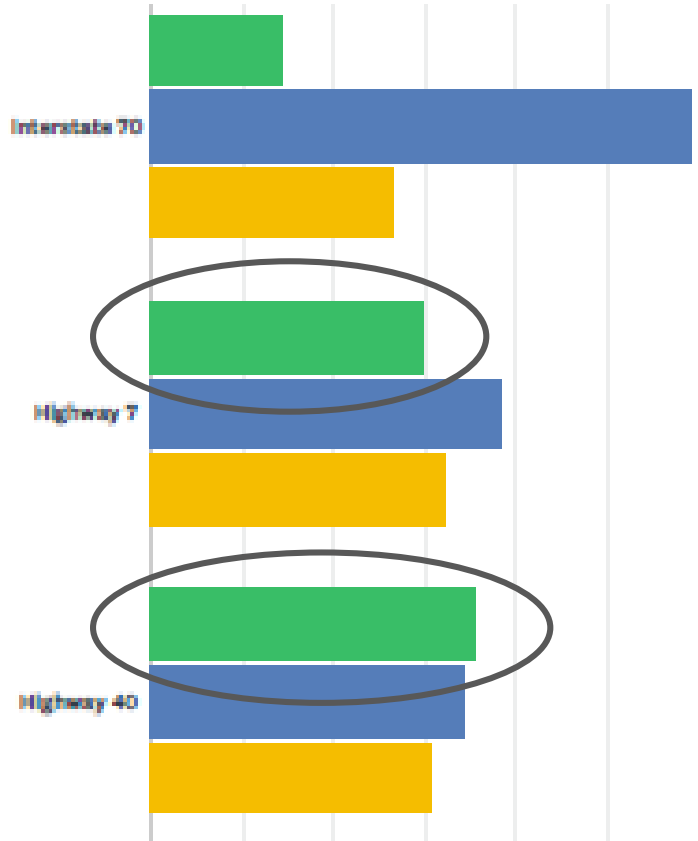


- Negative Impact on my district's image
- Neither Negative nor Positive Impact
- Positive Impact on my district's image

# SURVEY RESULTS

Does existing Permanent Signage have a +/- impact on the image of Blue Springs in the following?

## CITIZENS

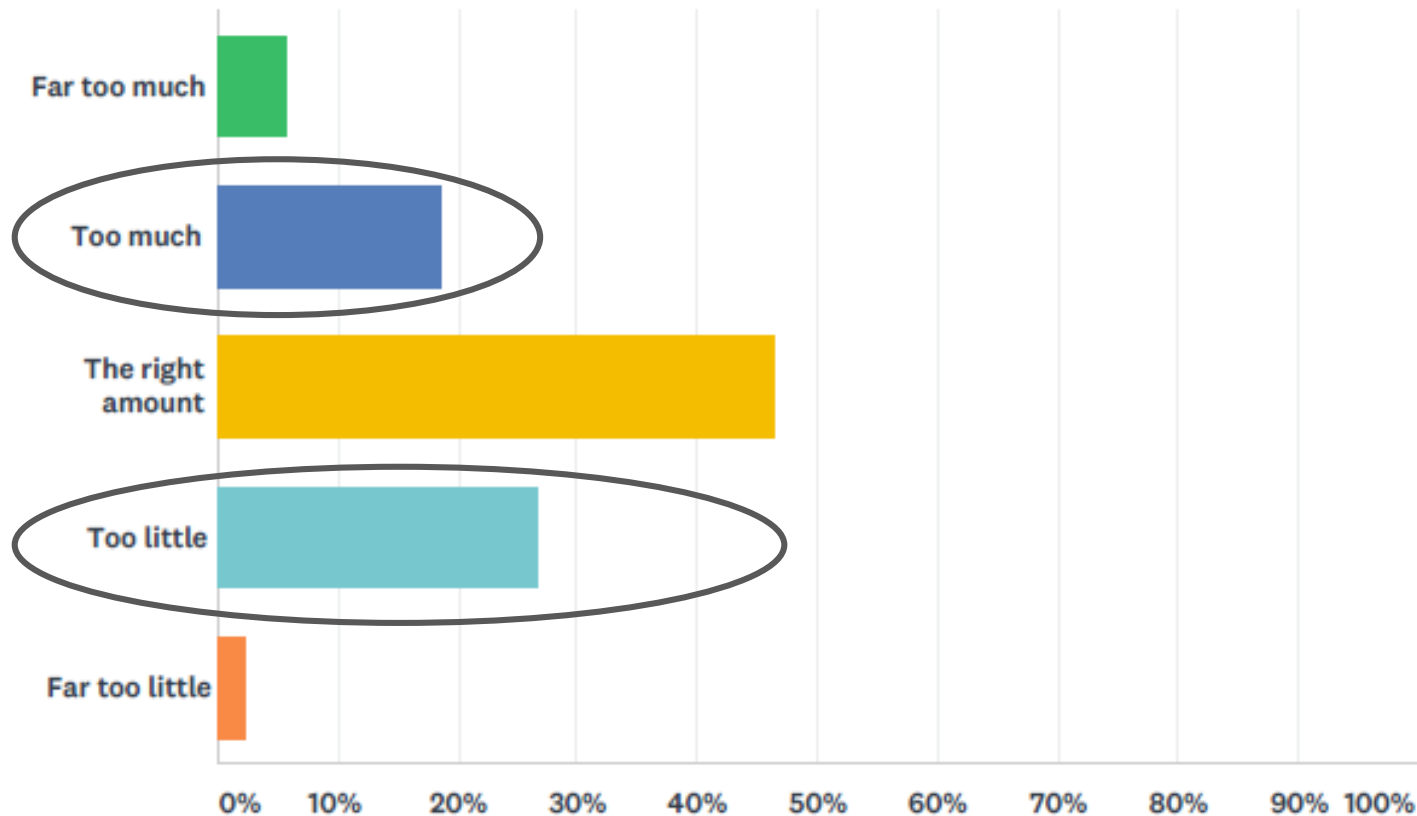


Legend:  
Green: Negative Impact on City's Image  
Blue: Neither Negative nor Positive Impact  
Yellow: Positive Impact on City's Image

# SURVEY RESULTS

Does Blue Springs allow too much, too little, or about the right amount of Permanent Signage?

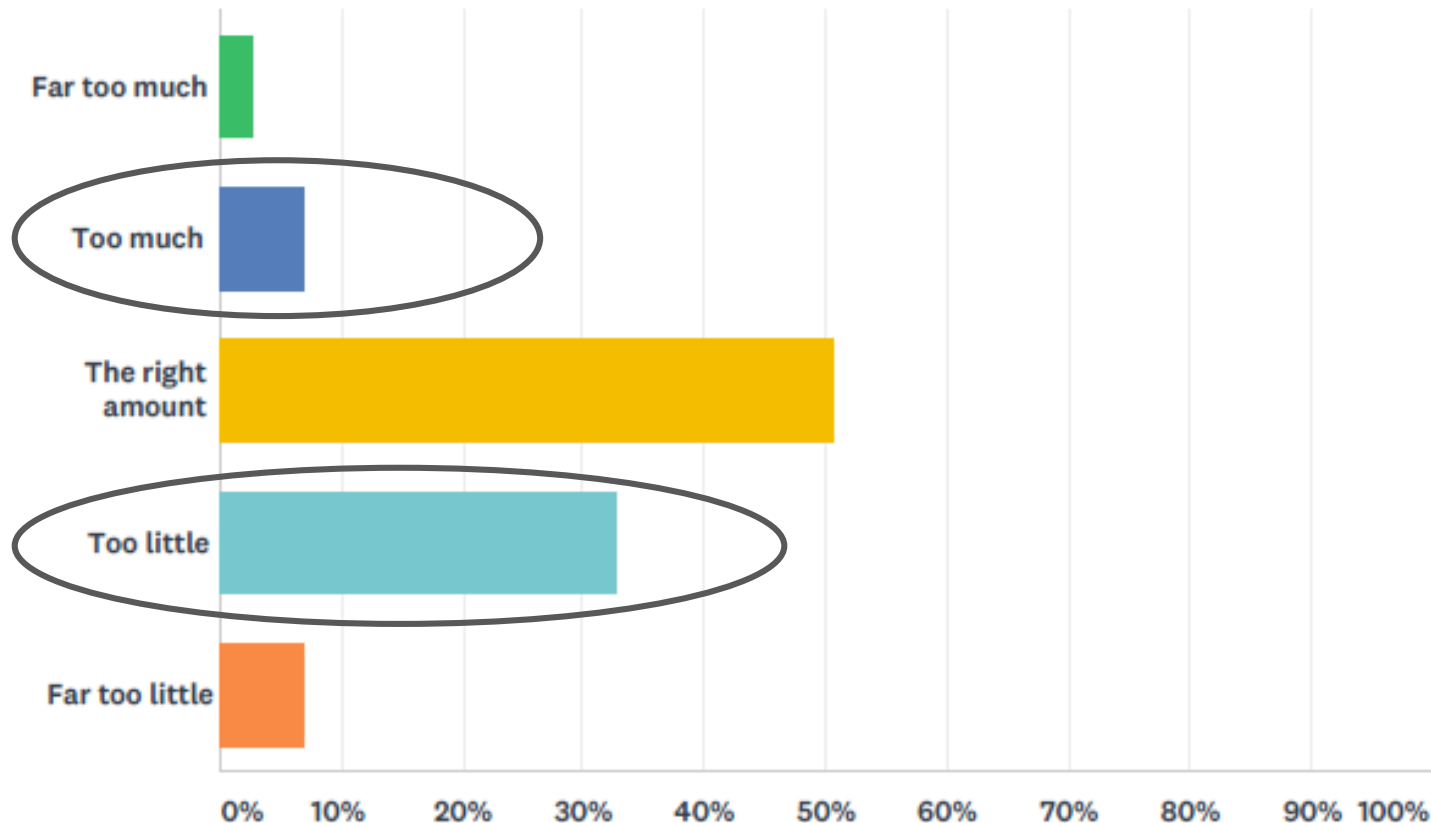
CITIZENS



# SURVEY RESULTS

Does Blue Springs allow too much, too little, or about the right amount of Permanent Signage?

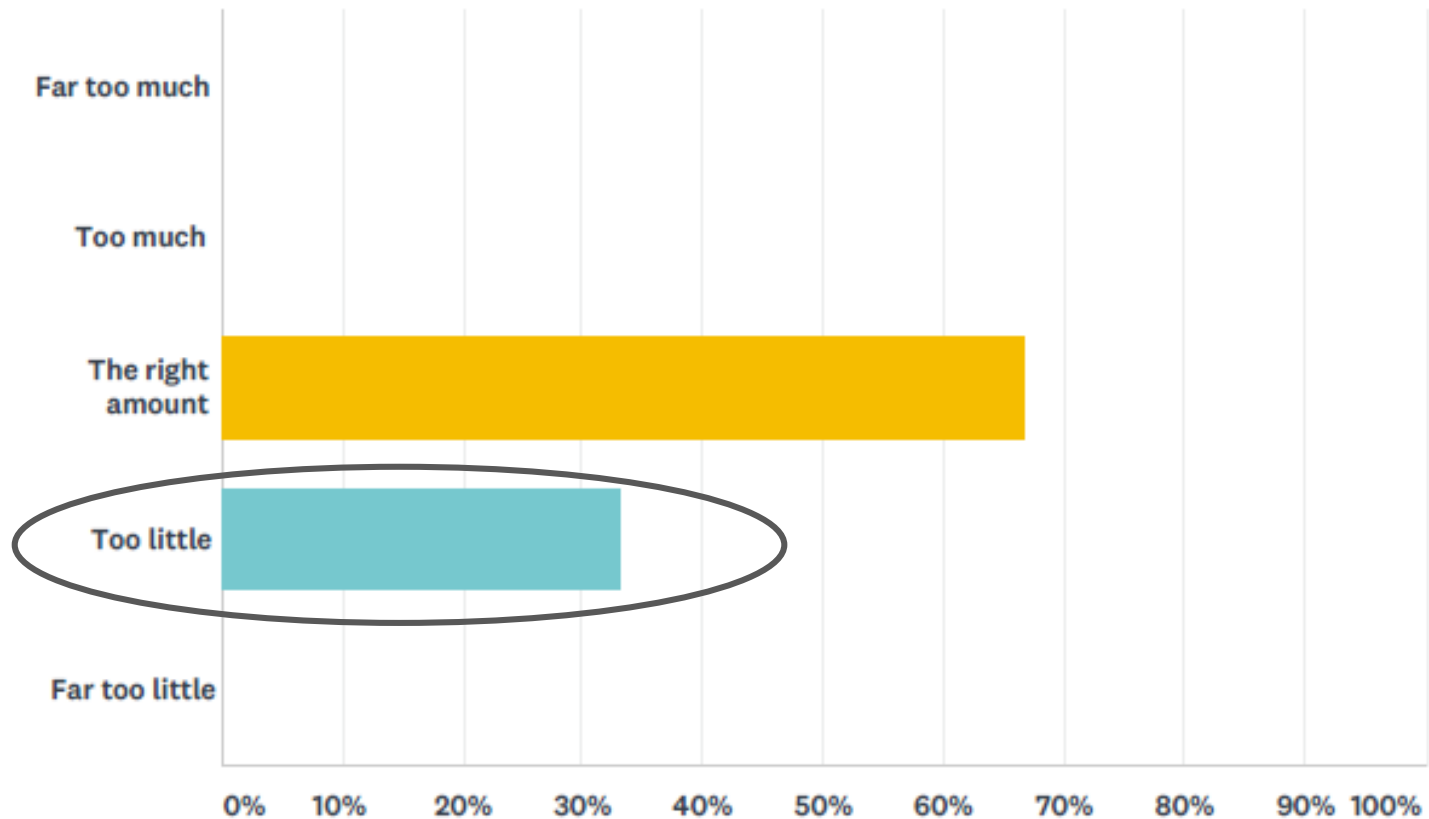
## BUSINESSES



# SURVEY RESULTS

Does Blue Springs allow too much, too little, or about the right amount of Permanent Signage?

## SIGN COMPANIES



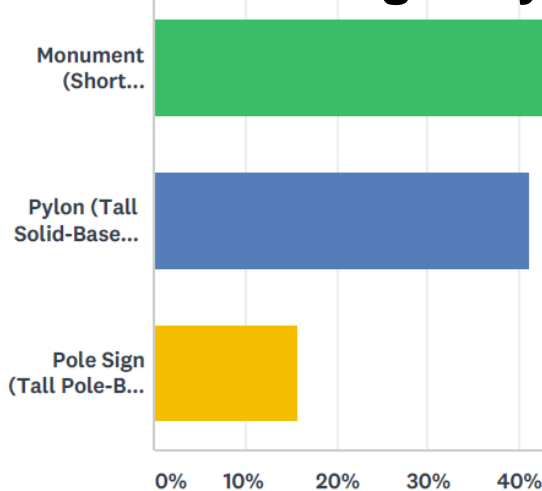


# SURVEY RESULTS

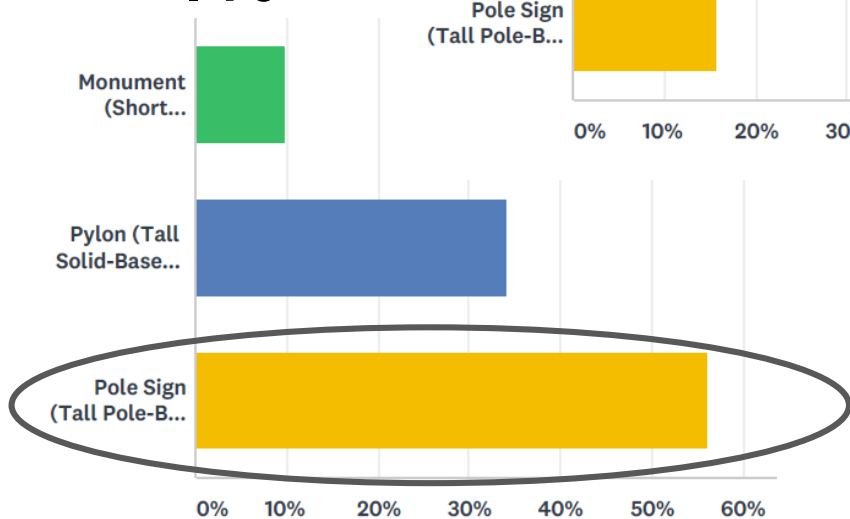
Which sign MOST increases your ability to find your business AND improves the image of the following districts?

## CITIZENS

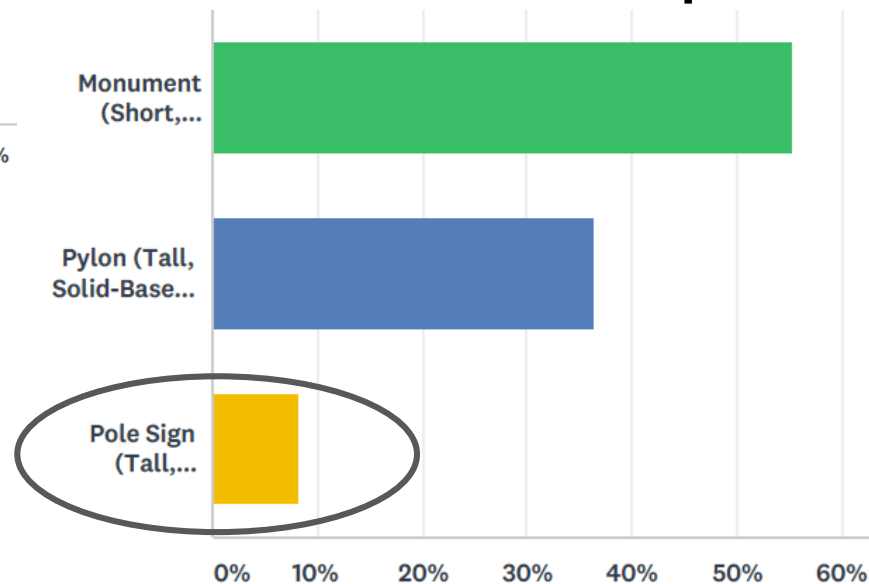
### 7 & 40 Highways



### I-70

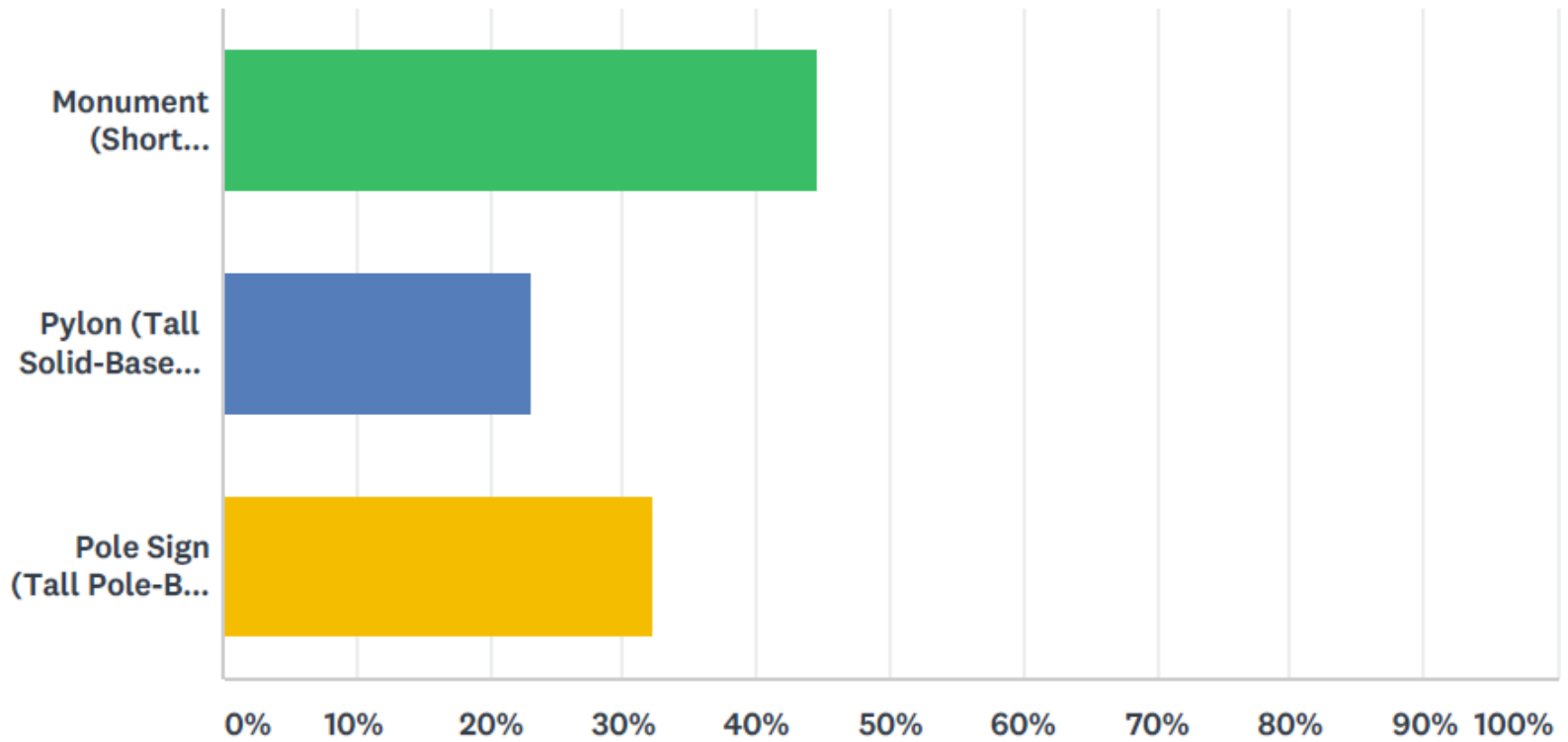


### ADP & Woods Chapel



# SURVEY RESULTS

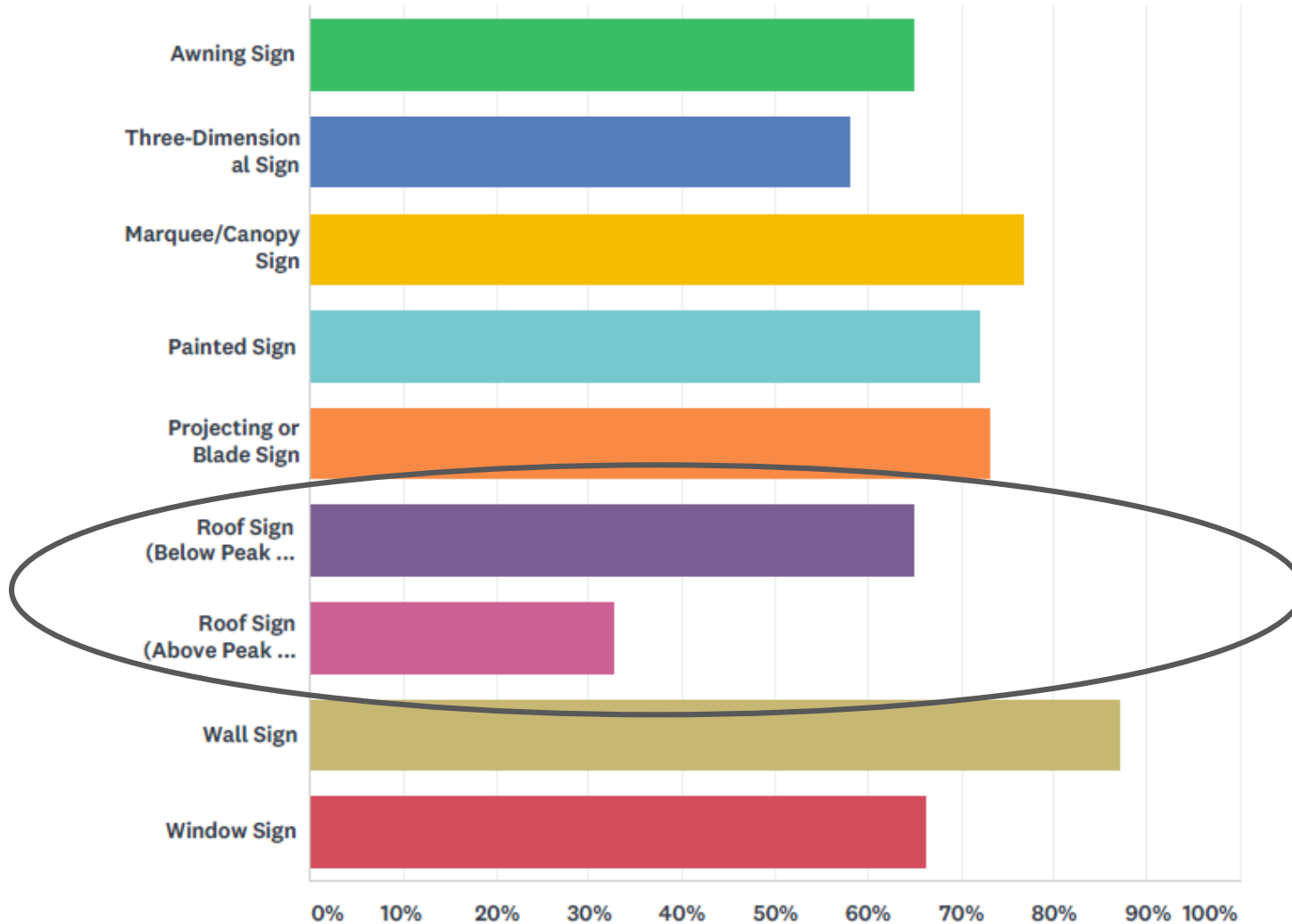
Which sign **MOST** increases your customers ability to find your business **AND** improves the image of your district?  
**BUSINESSES**



# SURVEY RESULTS

Select ALL signs that are appropriate in Blue Springs?

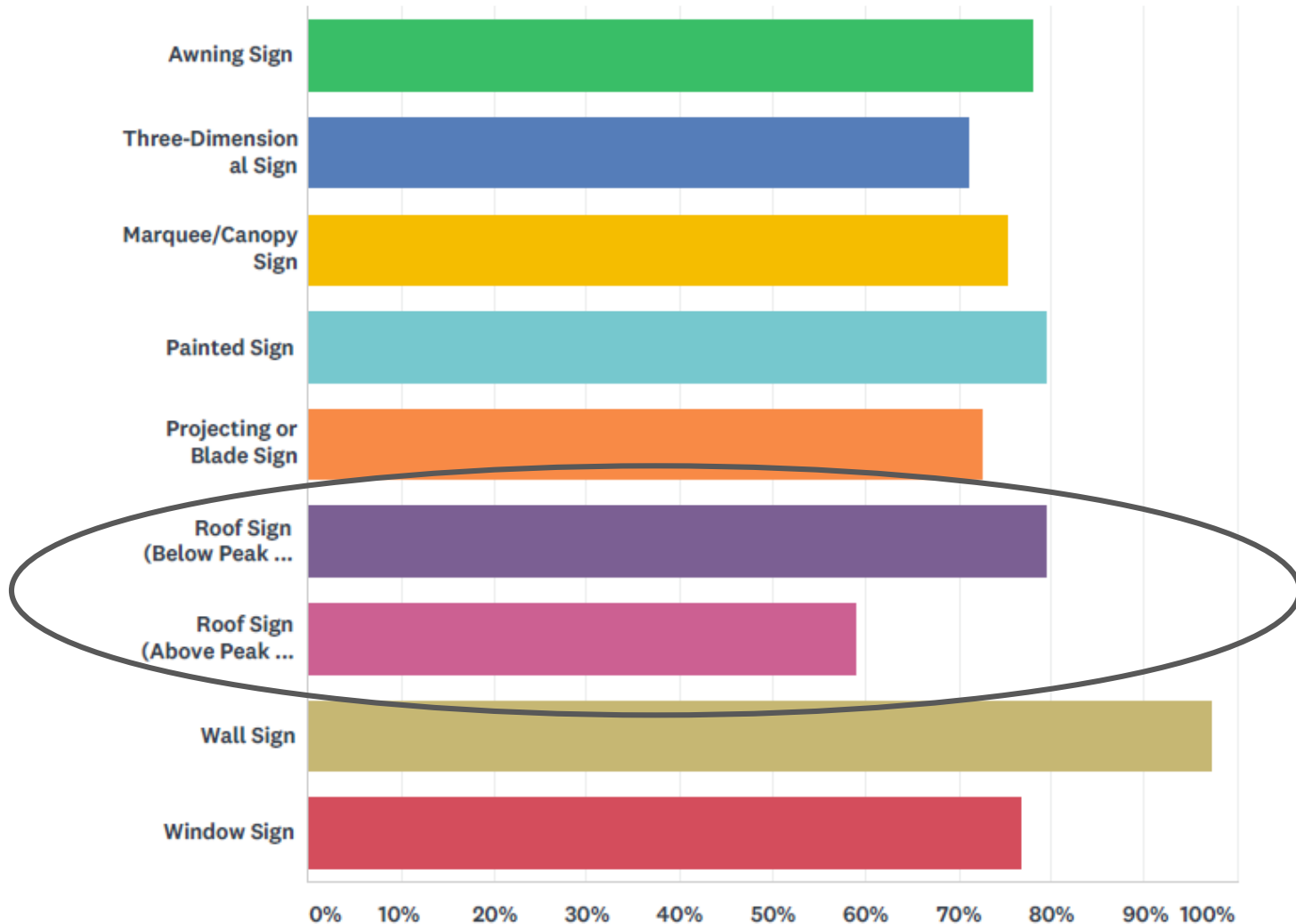
## CITIZENS



# SURVEY RESULTS

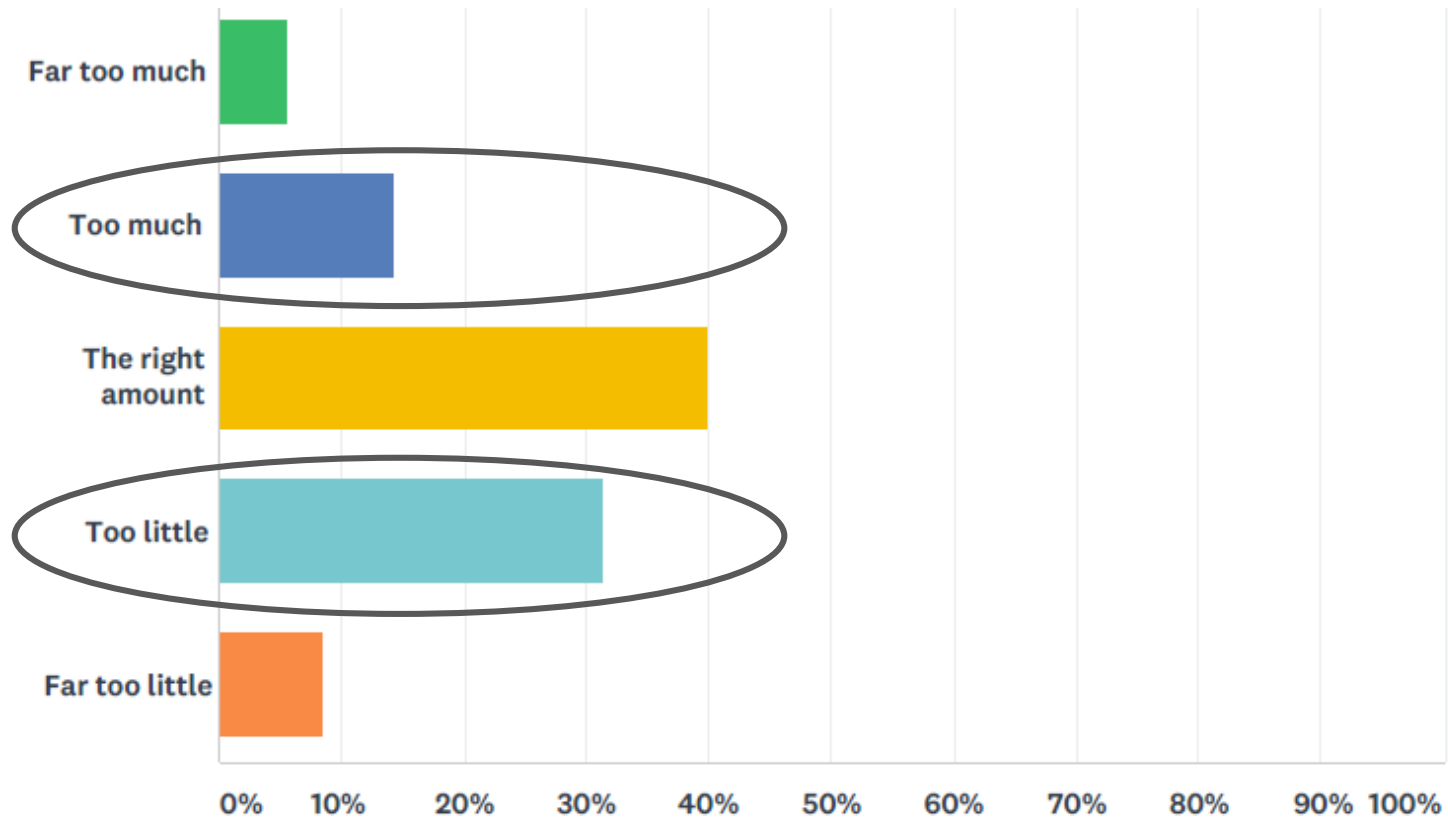
Select ALL signs that are appropriate in your district?

## BUSINESSES



# SURVEY RESULTS

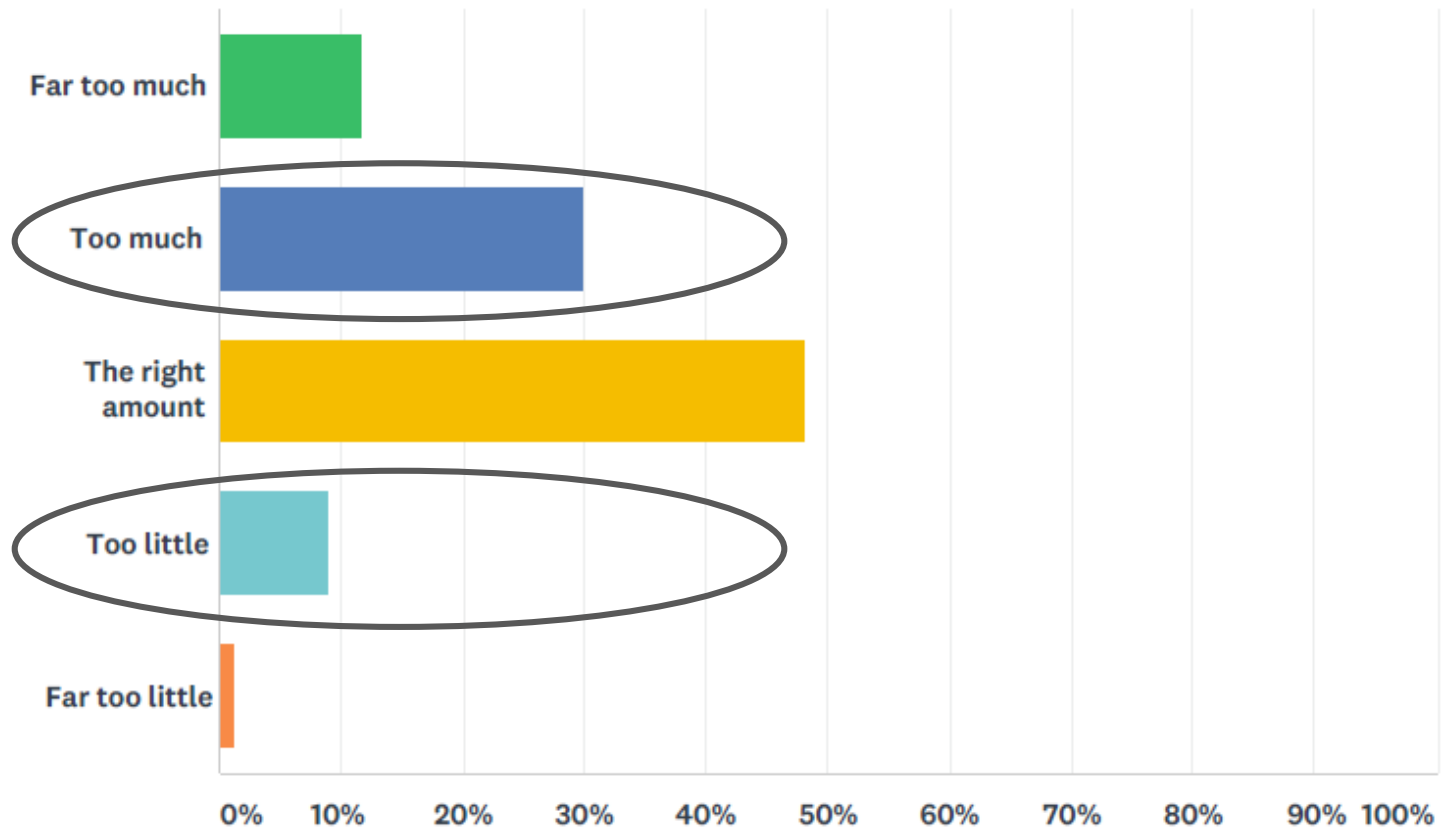
Does Blue Springs allow too much, too little, or about the right amount of Temporary Signage?  
**BUSINESSES**



# SURVEY RESULTS

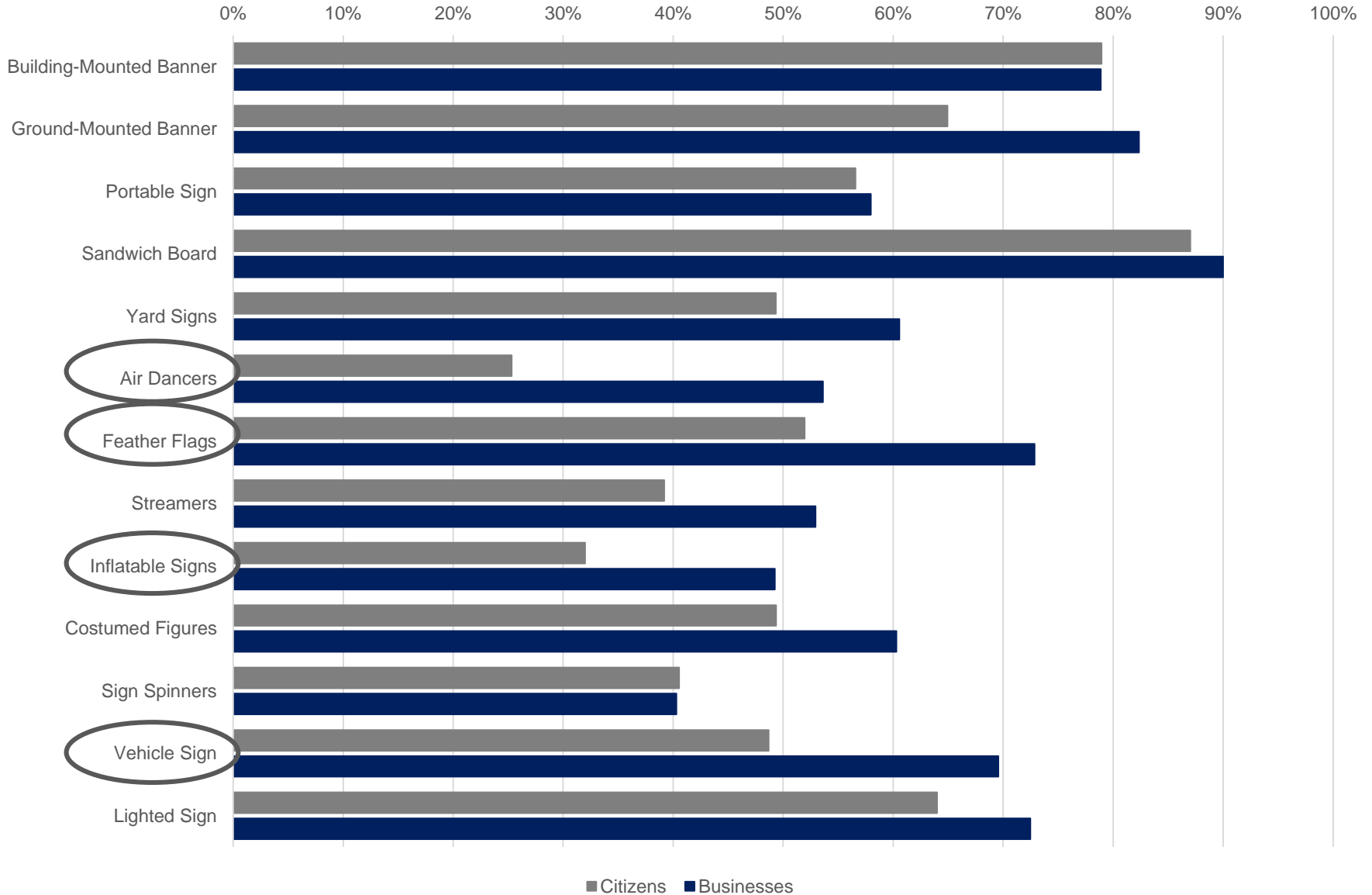
Does Blue Springs allow too much, too little, or about the right amount of Temporary Signage?

CITIZENS



# SURVEY RESULTS

## Percent Wanting to Allow Temporary Signs



# DID THE RESULTS BRING ANY CLARITY?

## SIGN ANARCHY



## SIGN EMBARGO

