

**McAllen Chamber of Commerce July 16th, 2009 Sign Ordinance
Workshop Feedback**

REAL ESTATE IMPLICATIONS

- The Real Estate market is already difficult, why make it more difficult?
- Current tagging practice of signs makes them useless, costing money and creating environmental concerns
- Commercial Real Estate Sign Size regulations are too restrictive, may conflict with franchise requirements
- The restrictions of the ordinance will hurt real estate sales which in turn will hurt the city
- Can we permit directional signs during open houses?

SIGN ORDINANCE RATIONALE

Timing

- As the ordinance represents a cost for businesses and adversely impacts doing business these changes should be delayed till the economy improves
- It is unreasonable to force businesses to utilize more expensive signs at this time

Purpose

- The current sign ordinance isn't enforced; we need to enforce it, before we make a new one.
- We have come a long way already with the current ordinance, why change it now?
- How many actual complaints on signs which are currently permitted have there been made?
- We need to focus on enforcing the current ordinance

Methodology

- What was the focus on the importance of a healthy economy vs. arbitrary esthetics?
- Are we supporting business or are we combating it?
- Where professional and scientific views and realities considered when the sign ordinance was written?
- The sign ordinance appears to be written by amateurs, without technical and scientific understanding.
- The sign ordinance needs to embrace trends in sign technology and not combat them.

Implementation

- An overly restrictive ordinance is not enforceable and a waste of taxpayer money
- Sign recycling and sustainability needs to be part of the consideration.
- There should be incentives and discounts for green signage
- Will there be help to pay for changing out signage?
- The size of the signs should be tied to the speed limit on the arterials

STRATEGIC VISION & IDENTITY OF McALLEN

- What's the bigger picture? Business is essential to the success of our community, why are we harming it?
- McAllen is a tourism economy and clearly visible signage is essential to attract and capture tourism dollars
- Signs need logos & to be larger for visitors/tourists
- Future of McAllen young business owners, restrictions such as this ordinance scare them away
- City needs to be more small business friendly as small business brings in funds to help run city. Without businesses this community will die.
- Is this a good direction for the city?
- How will this affect economic growth?

ECONOMIC IMPACT ON CITY

- City of McAllen revenues down, and city staff is paid by sales tax revenues, so why further depress sales tax revenues by restricting business?
- Sales/Revenues will be lost to surrounding communities
- Are we running businesses out to the next town?
- McAllen is a retail dynamo, restricting signage will kill its biggest strength

COMPLIANCE ISSUES

- Will repairs be restricted on grandfathered signs if they are damaged?
- Will there be restrictions on the distance between signs? How will that affect visibility and the ability to advertise?
- Prop. Ordinance may prevent people from giving up their old sign that is in a more visible location as the new ordinance is requiring a greater setback.
- How will you enforce compliance of the new regulations, if you are unable to enforce the current ordinance?
- New ordinance puts new businesses at a competitive disadvantage vs. existing businesses in terms of signage.
- Maintenance incentive vs. elimination of signs currently here needs to be considered.

POLE SIGNS v. MONUMENT SIGNS

General Comments

- The majority of the business community prefer pole signs.
- What makes monument signs inherently more esthetic and more safe?
- How many complaints were made about currently legal pole signs?

Issues with Monument Signs

- Monument signs do not give individuality to businesses.
- Monument signs are less readable, therefore pose a traffic hazard.
- Monument signs will adversely impact traffic visibility.
- Visual Confusion/Blending will emerge with all monument signs.
- Monument Signs will adversely impact parking lot accessibility.

BANNERS

- Banners are a vital business tool and have significant positive financial impact on our community
- Banners facing residential areas are outlawed, this will restrict businesses and other organizations. Why?
- Generic banners need permits & content is too restricted

ELECTRONIC SIGNAGE

- The copy size restrictions of Electronic Message Signs will make them totally useless
- Long names and text will not fit on small signs

OTHERS

- Long business names won't fit with proposed size restrictions
- Permitted window signs and wall signs/murals are way too small
- Canopy signs square footage is way too small
- Permit process needs to be tied to safety regulations and needs
- Architectural signage is temporary and should have separate permit process
- Regulating display of American Flag is overreaching
- Ordinance will take 30 to 40 years to have complete impact, this is not a short term fix
- Restrictions on sign content are too strict
- Non-English Speakers need larger signage and logos to identify businesses