

SUMMARY OF PUBLIC HEARING TESTIMONY TXT2012-00234 - SIGNS		
Speaker	Testimony	Staff Comments
Andrea Jolly Rockville Chamber of Commerce	Supports the proposed text amendment but also recommends a full review of the sign ordinance. In response to a question regarding the window signs, she says they do help guide and inform customers even within a shopping center.	Concur.
Trevor Waddington Christ Episcopal School	Expressed concern that the current sign regulations restrict their visibility to the passing public for the church school.	The church and school are in the R-90 residential zone. The text amendment does not affect the size or placement of institutional signs in residential zones.
Kathy Reitz	Owns the Talbot Center on the Pike, and is also a broker representative. They initially wanted more variety of signs when remodeling the shopping center. The current text amendment is about right without revising the entire code. While some tweaks might be needed, she supports the animated window signs, including LED screens for pedestrian passers-by.	Concur.
Ruth Henessian	Noted that there was a long "grandfather" period after the sign ordinance was revised in the 1970's. There really needs to be window signs, and the City should consider allowing electronic signs for City institutional uses similar to what the County has installed. Adopt this amendment but please proceed with a comprehensive review and update of the code.	Staff notes that the County has control of their sites and the City sign regulations do not apply. Such animated signs on the exterior are not currently permitted.
Terry Tretter Manager, Woodmont Station	Some of the tenants in the center are below grade and signs are vital for them. She would support electronic signs to help identify them. Concern that the proposed amendment would eliminate temporary leasing signs. Also, more variety in directional signs is needed. Adopt this amendment, but proceed to a full review as well.	The proposed amendment does not eliminate the provision for temporary leasing signs (which may be allowed for up to 2 years), it simply allows for permanent signs to be included without counting against the allowable sign area.