

THINGS HEARD AT ZONING, PLANNING & DESIGN BOARD MEETINGS

The signs are screaming at us, for attention; we don't want signs shouting for attention on this road.....

Have you ever met a business or store Owner that didn't want a bigger sign or the biggest sign possible or more number of signs, they all want it.....

Greedy sign companies make more \$ off of the larger signs.....

The sign looks like a billboard.....

It's litter on a stick.....

That's just excessive; we don't want Las Vegas or Times Square here in our town.....

People using this store will be local and they will know where they are; the store therefore doesn't need a sign this large

We want to keep or get sign down to a "human" level or size; we want to keep the size and height at a human level.....

They don't need a sign this big or this prominent or this visible; after all, the building that they have is very distinctive (it's a landmark!), and people will know where they are just by seeing the building or by getting directions and then finding the building.....

They don't need internal illumination; why, just shine a flashlight on the sign just like I do at the Post Office when I want to see the pick up times on the mail box.....

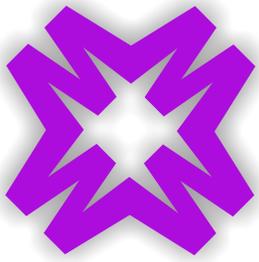
You don't need a sign that big; why almost everyone has a Cell phone these days and all someone has to do is call from their car.....

Well, if we downsize all the signs on the area, then all the businesses will have a smaller or shorter signs, and they will all be competitively disadvantaged, and do the same amount of business.....

Q: do you know what they make businesses do in (a well-to-do neighborhood) in regard to their signs?

A: Yes, I'm aware; but if that type of signage was really effective, then these businesses would do the same thing at all of their locations; and they don't.

Q: Well, it's not about what's good for the businesses, it's about what's good for the people who live there.....



THE FOLLOWING WITH ATTRIBUTION TO MARVIN ROOS, AICP

1997 Award of Merit

What It Means When They Say

Excerpts from the GLOSSARY OF PHRASES

by Marvin Roos AICP, Palm Springs, California

“What the Design Review Board Say.”

What They Mean.

What The Applicant Hears.

“I like it.”

I like it.

They like it.

“Well done!”

Well done!

We're done!

“I wish more projects had this feel.”

I wish more projects had this feel.

They like it so much maybe they'll waive the fees.

“Pause”

I don't like it.

It's taken their breath away!

“Does this meet the ordinance?”

Can we kill it through technicalities?

We're OK, it meets the ordinance...I think.

“Well...?”

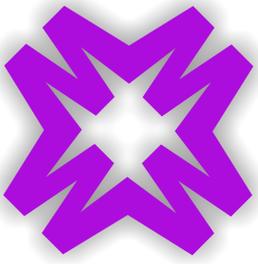
We don't like it, do we?

They have some questions.

“What do you think?”

You don't like it either, do you?

We're in trouble, they're thinking.



MERCER SIGN CONSULTANTS

"I have some concerns."

I don't like it.

Well, she's only one vote!

"Is the applicant here?"

Can we talk, or do we have to be diplomatic?

No! After spending all of this energy, to say nothing or a King's ransom in fees, we all decided to go to the racetrack where the odds are better.

"Have you tried...?"

This doesn't work.

There's not enough in the budget to do it once, let alone twice.

"Get with staff."

Maybe the staff can tell you what we've been unable to communicate.

Who do they think got us into this mess? There goes another month.

"Let's look at the landscape plan."

Maybe we can just hide it.

There goes the landscape budget!

"That's an...! interesting! approach."

What planet did this come from?

They like it.

"Yes, we've heard the argument that design review breeds mediocrity."

We'd be happy if this was even mediocre.

They know we're going to blame this "camel" on them.