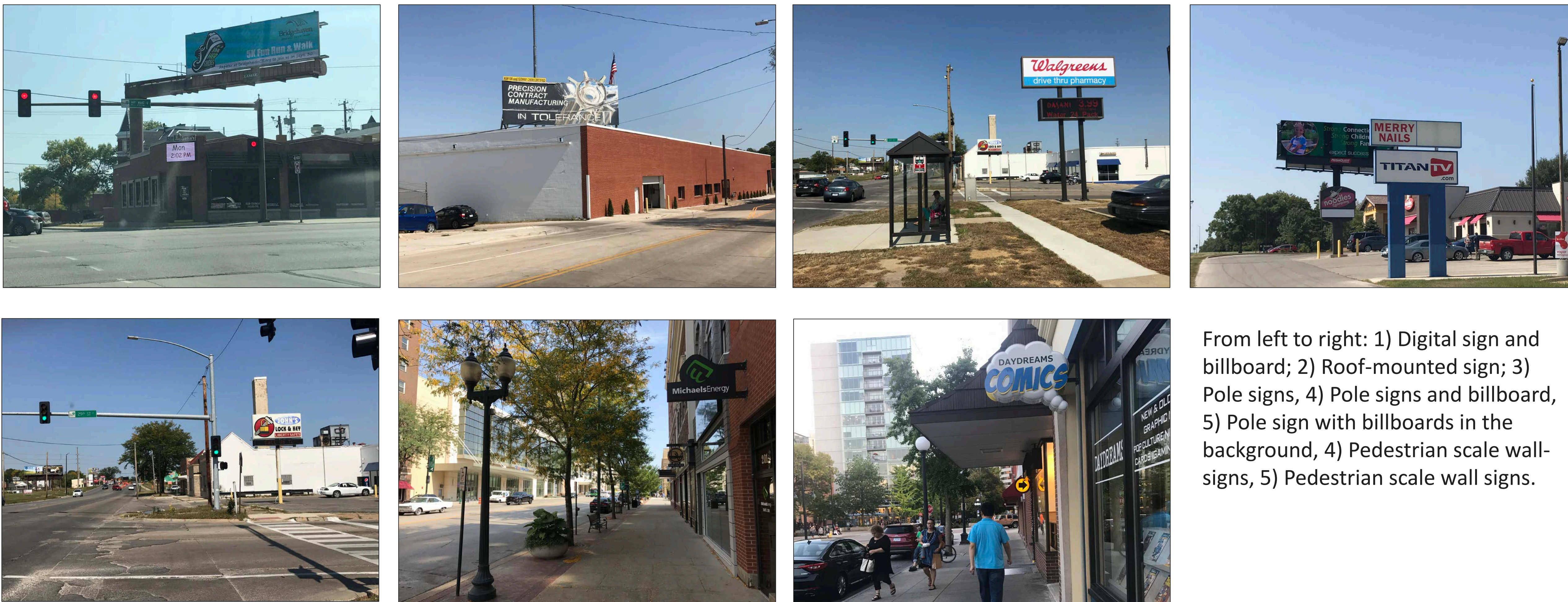


Issue #5: Signs

Description of Issue

As part of ReZone Cedar Rapids, the City wants to provide rules that make sense based on the various unique areas of the city. For example, regulations that work along Blairs Ferry Road might not be appropriate along 3rd Street SE in downtown and NewBo. This is true for signage. Signs can enhance the existing character of our many diverse neighborhoods and are a way to effectively identify businesses and organizations. However, excessively large signs and certain types of signs can negatively impact our community. Therefore, it is important to explore some possible approaches to enhance the positive aspects of signs and temper the negative.



What approaches interest you?

Possible Approach	Interested	Not Interested
Along key corridors, such as 1 st Avenue, take steps to reduce visual clutter from signs		
Citywide, take steps to reduce visual clutter from signs		
In the urban core, do not allow new auto-oriented signs, such as pole signs		
In commercial areas outside of the urban core, do not allow new auto-oriented signs, such as pole signs		
Introduce standards that limit brightness and the use of animation on digital signs to reduce distractions		

Relationship to the City’s Comprehensive Plan, EnvisionCR

Guiding Principles

Goals

- Create a healthy and desirable place to live.
- Connect all parts of the city. Integrate land uses and encourage pedestrian-scaled design.

- StrengthenCR Goal 2.** Improve the quality and identify of neighborhoods and key corridors.
- ConnectCR Goal 4.** Improve the function and appearance of our key corridors.

