

**SIGN AD HOC COMMITTEE
MEETING**

SIGN ORDINANCE UPDATE

PURPOSE

- Amending and updating the ordinance
- Creating guidelines that may stimulate economic growth and vitality
- Uphold aesthetic integrity

ON FLASHING, STROBING LIGHTS

FLASHING, STROBING LIGHTS

- Health related risks include seizures or epileptic attacks
 - To people with photosensitivity epilepsy
 - 49% of patients with photosensitivity epilepsy will be triggered by 50 flashes per second

G.F.A. Harding, P.F. Harding. Photosensitive Epilepsy and Image Safety from Applied Ergonomics

MITIGATION

- 18.14.270 Signs with electronic changeable copy
 - “electronic copy shall be limited to no more than 30 lumen output measured at 10 ft from the sign face”
 - “no portion of the electronic sign face shall change more frequently than 6 seconds”
- 18.14.280 Illumination of signs
 - “B. internally illuminated signs shall be designed with an opaque, semi opaque, or finish background on sign face.”
- 18.14.150 Prohibited Signs
 - “5. Glaring, flashing, sparkling, glittering, twinkling, strobing, or shimmering signs.”

DISCUSSED ITEMS AND CHANGES

PERMANENT SIGNS IN RESIDENTIAL ZONES 18.14.180

- Stay at 4 sq ft
- Avoid clutter and crowdedness in residential zones

TEMPORARY SIGNS 18.14.240

Current

- Can only be up for 30 days
- Can only be placed after a period of 30 days

Proposed

- Can be up for 90 days
- Can only be placed again after a year
- New businesses may apply for their first temporary sign free of charge
- Fee for temporary signs shall be \$225—established through fee resolution

BANNERS 18.14.240

Current

- Shall not be used as permanent signs for more than 60 days

Proposed

- May be used for up to 90 days
- Only one banner permitted per site or establishment

WINDOW SIGNS 18.14.250

Current

- Signs on windows shall not cover more than 20% of each window

Proposed

- May cover up to 100% of each window
- Must meet standards
 - Material
 - Presentation
- Specific state regulations for window signs for cannabis retail, smoke shops, or establishments that sell liquor shall apply

MURALS 18.14.320

- May depict a scene, personal experience, historic theme, cultural theme, or an observation
- No specific art technique shall be enforced to in order allow more creative freedom

OTHER REQUESTS

Monuments, sculptures, any other sign or structure must be run by city staff and approved by City Council

DISCUSSION

THANK YOU
