

From: Eric Farrar [mailto:EricF@rosenbaumsigns.com]
Sent: Saturday, May 05, 2012 11:03 AM
To: Doyle Charity; Landeen Joel
Cc: Jim Jackson; Solon Brad
Subject: LED size and static

I am headed out of town until Tuesday, but I would like to give you some info that I think is important and hopefully you will discuss or pass along to the rest of the council.

I am not terribly disappointed with the 40 sq. ft. size allowance but there are certainly other areas that would require larger display (ie Interstate) to be readable. Just the fact that those signs at Rushmore Crossing for example are too small makes it a danger trying to read them as you drive by at 65 mph. This is not even an LED sign and it could pose a safety risk, so don't make things too small.

I believe that 60-72 square foot would be very reasonable and a business would need to get a variance if they feel they deserve larger. (See the couple attached photos and I can pull files to get you exact sizes).

More importantly I feel that animation and graphics must be allowed on any sign below a certain overall square footage such as 60-72 sq. ft.(or maybe only on units under 40 – this might get businesses to stay with the smaller unit for that reason alone?) Mandate that the billboards are static (because they are 250 sq. ft. minimum) but I believe the smaller signs must be allowed movement.

Thanks, and I hope this helps a bit with your discussions. Happy to give further input on banners, etc.

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