



City Council Staff Report

April 16, 2013

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SUBJECT: Staff report regarding the electronic community reader board.

1. BACKGROUND/HISTORY

Following PEC's termination of the street banner program and offer of \$25,000 toward implementation of an alternative community outreach improvement, the City Council chose to pursue an electronic readerboard to be located near the intersection of Main Street and Old San Antonio Road.

2. FINDINGS/CURRENT ACTIVITY

Atlas Signworks was awarded the contract for installing the new sign. Completion was anticipated for April 10th, but recent weather has limited their ability to complete the masonry elements & finishes. Staff still anticipates completion well before the April 30th deadline set by PEC for reimbursement. Staff is also evaluating relocation of one of the Old Town directional signs to improve its visibility.

As directed by City Council, staff is preparing an Unified Development Code amendment options for consideration addressing electronic readerboards. Staff anticipates bringing options forward during May.

In addition, staff is drafting an internal policy for appropriate content and use of the community message sign, including discussion of modest fees. Use would be limited to city announcements, city-sponsored events and activities, current time/temperature, non-profit notices/announcements and other governmental notices/announcements.

Finally, staff is currently receiving training on the operational software for the electronic readerboard.