



MAYOR  
Geno Martini

CITY COUNCIL  
Julia Ratti, Ward I  
Ed Lawson, Ward II  
Ron Smith, Ward III  
Mike Carrigan, Ward IV  
Ron Schmitt, Ward V

CITY ATTORNEY  
Chet Adams

**CITY COUNCIL SPECIAL MEETING MINUTES**  
**8:30 P.M., July 10, 2014**  
**Sparks City Hall, West Parking Lot, 431 Prater Way, Sparks**

**Meeting Topic: Potential Changes to Sign Ordinance Including Digital Signs**

**1. Call to Order** (Time: 8:30 p.m.)

The special meeting of the Sparks City Council was called to order by Mayor Geno Martini at 8:30 p.m.

**2. Roll Call** (Time: 8:30 p.m.)

Mayor Geno Martini, Council Members Julia Ratti, Ed Lawson, Ron Smith (arrived at 8:35), City Manager Steve Driscoll, and City Clerk Teresa Gardner, PRESENT.

ABSENT: Council Members Mike Carrigan, Ron Schmitt, City Attorney Chet Adams

Staff Present: Tim Thompson, Karen Melby, Jim Rundle, Armando Ornelas

**Comments from the Public** (Time: 8:31 p.m.) – None

Chris Barrett representing Clear Channel spoke in support of the proposed ordinance.

**3. Demonstration and possible discussion regarding the regulation of signs, including digital signs within the City of Sparks, and other matters property related thereto. (FOR POSSIBLE ACTION)** (Time: 8:31 p.m.)

Tim Thompson said staff is in process of updating the sign code. The first reading will be on Monday, July 14; second meeting and public hearing will be August 11, 2014.

WatchFire Signs representative Ian White provided digital sign information including

- benefits
- uses
- capabilities
- limitations
- misconceptions
- driver distraction issues
- still digital sign versus video or flashing mode

- potential size limit of 32 feet
- transitional signage
- clarification of what is video signage
- suggested prohibition of video signage
- exceptions to some businesses for larger digital signs
- video size as it relates to potential distraction
- sign hold times (at 8 seconds)
- difference between digital signs and digital billboards
- content regulation
- on premise or off premise sign regulation

Mr. White demonstrated the various sign brightness affects. Council Member Ratti said she would appreciate a demonstration of digital signage at 3% above ambient light, measured by a photo-sensor.

Staff will recommend code requiring digital signs to have a photo sensor.

**4. Comments**

**4.1 Comments from the Public** (Time: 9:09 p.m.) - None

**4.2 Comments from City Council and City Manager** (Time: 9:09 p.m.)

**5. Adjournment** (Time: 9:09 p.m.)

Council was adjourned at 9:09 p.m.

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GENO R. MARTINI, Mayor

ATTEST:

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Teresa Gardner, City Clerk

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