

AGENDA ITEM #: _____

DATE: June 8, 2020

CAR #: 2020-6954ws



CITY COUNCIL ACTION REPORT

SUBJECT: Digital Signage

STAFF PRESENTER(S): Christopher Baker, Development Services Director

OTHER PRESENTER(S): Katie Wilken, Planning Manager

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| Summary: Council discussion related to Digital Signage within the city. |
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| Recommendation: |
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| Council discussion to provide policy direction to staff regarding Digital Signage in the city. |
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| Fiscal Impact: No fiscal impact at this time. |
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Background and Previous Actions

The City of Goodyear sign regulations do not and have not permitted on-site digital signage, with the exception of the Entertainment District where it is permitted. The Entertainment District is generally North of I-10 to Monte Vista and ends East of Bullard at 145th Ave. Digital billboards along the interstate are permitted by Council approval and subject to meeting FHWA guidelines. In the last 5 years there have been 2 businesses that requested digital signage: Walgreens and the now under construction Culvers.

Staff Analysis

Staff will present background information, clarify current requirements, provide a comparison with other Phoenix Metro cities, and seek policy direction from Council.

Attachments

None