Appendix C: Consultation Report

Consultation was conducted with sign industry stakeholders as well as representatives of the Winnipeg BIZ zones. This entailed two rounds of separate consultation meetings with each of the following groups:

- The Winnipeg BIZ associations (BIZ)
- The Manitoba Sign Association (MANSA)
- Representatives of the Outdoor Sign Association (Outdoor)
- CentreVenture (CV)

Comments received during the consultations are presented generally as they were stated. The comments are attributed to the industry group rather than on an individual basis. The industry group that stated a comment is identified in brackets next to that comment.

1 Consultation - Round 1

The initial round of stakeholder consultations occurred in December of 2011. This included a presentation to each above group explaining the sign review process and key policy recommendations that had been developed by an internal City of Winnipeg working group. This enabled a more focused dialogue by providing general policy directions for each group to react to. The following policy directions were presented:

1. Address Impact of Digital Signs and Billboards on Other Land Uses
2. Manage concentrations of Digital Signs and Billboards
3. Improve Aesthetics and Support Area Character
4. Support Safe Operation of Streets
5. Support sustainable options

Main discussion points were documented and are summarized below by topic areas:

<u>Aesthetics:</u>

- Aesthetics important. (BIZ)
- Aesthetics and character important - design of signs and how they are integrated is important. (Outdoor)
- Digital signs are not inherently bad as long as they are done well – visually appealing. (BIZ)
- Signs should be visually appealing and well maintained (BIZ)
- Whether a sign is allowed or not should depend on whether its scale and proportion fit the neighbourhood. (BIZ)

<u>Context:</u>

- Specific context is important – signs need to be congruent with look and feel of area. (BIZ)
- Appropriate sign height and size depend on context. Height and size maximums don't capture true relationship. If too small can be difficult to read. (MANSA)
- Desire was expressed by BIZ representatives that they would like to be involved in individual decisions about signage within BIZ zones as BIZ area stewards. (BIZ)
- Advertising signs are more appropriate on major thoroughfares and not feeder streets. (BIZ)
- Signs that are too big and too bright do not blend well with surrounding elements. (BIZ)
- In a pedestrian area, signs should not detract from the residential feel. (BIZ)

Regulatory Environment:
- Rules need to be flexible. (BIZ)
- Rules to be consistent. (BIZ)
- Rules for sign content (BIZ)

Sign Content:
- Advertising signs are more relevant if content is related to the BIZ. Can also be good tools to advertise charities and community events. (BIZ)
- In BIZ areas, would prefer that advertising signs are advertising something in the BIZ. (BIZ)
- Concern that Advertising signs are difficult to control in terms of content (not all agree). (BIZ)
- Digital signs provide more opportunity for advertising than non-digital signs. (BIZ)
- Digital signs are great tools for advertising charities and community events. (BIZ)

Sign Brightness:
- Signs should not be too bright – do not want to disturb area residents. (BIZ)
- Digital signs should be dimmed at night and should not contain flashing images. (BIZ)

Sign Size:
- Signs that are too big look out of place. (BIZ)
- Digital accessory signs should be regulated same as non-digital accessory signs (i.e. dimensional standards) (MANSA)
- Overly large signs lead to perception of visual clutter. (MANSA)
- Accessory signs are generally small – larger if multi-tenant (MANSA)

Safety/ Driver Distraction:
- Negative effects of digital signs can include driver distraction and information overload. (BIZ)
- Notion of safety issues with respect to full motion video challenged by one sign provider. (MANSA)
- Signs should not interfere with traffic visibility. (BIZ)
- Whether a digital sign is allowed or not should depend on whether it distracts traffic or not. (BIZ)

Process:
- Concerns were raised that the timeline given is too short and more consultation should be provided. (BIZ)

Sign Definition:
- Sign definition: preference that digital billboards be called “digital billboards” instead of digital signs). (Outdoor)
- Reader boards for churches and schools should be permitted with use specific standards, such as those routinely applied to planners reports. (MANSA)
- Digital Billboards and Digital Accessory Signs should be treated differently (MANSA)

Sign Proliferation / Sign Separation Distances:
- Separation distances from residential makes sense, but should be realistic as at some point light fades off. (Outdoor)
- If sign separation distances are proposed, this should not apply to small digital reader board type signs.(Outdoor)
- Sign exchange program would be difficult to administer due to competing interests. (Outdoor)
- Guidelines needed to ensure area isn’t over cluttered with signs. (BIZ)

Sign Brightness:

- Signs should not be super bright as they cause problems for safety (Outdoor)
- Signs should not be too bright (MANSA)

Static Digital vs Full Motion Video:

- Digital billboards have less impact than full motion Digital Signs (this view was dominant but not shared by the entire group). (Outdoor)
- It was noted that the industry standard for large outdoor advertisers is static only Digital Signs with looped messages. (Outdoor)
- The industry standard for Digital advertising is moving toward static Digital (with looped messages). (Outdoor)
- Industry standard is partly a response to the struggles that many municipalities have faced with respect to the increasing prevalence of Digital billboards. (MANSA)
- Effectiveness of signs is important. Generally has to do with (1) Light and (2) Contrast, but also the context. Full motion video is seldom the most effective way to advertise. (MANSA)

Sign Fees:

- Argue that billboards are currently taxed too high and are disappointed that there was no consultation or warning with respect to the last billboard tax increase. (Outdoor)
- Billboard taxes are low in comparison to other cities. (MANSA)
- Signage fees should only be applied for the purpose of monitoring and enforcement. (MANSA)
- Business signage should not be another source of revenue for the city. It's o.k. to recoup costs of review. It is discouraging when costs are raised for no service in return. (BIZ)
- Some type of licensing or certification might be worth exploring with respect to monitoring and enforcement. (MANSA)

Enforcement:

- Enforcement of rules is going to be problematic. There are many illegal signs that are not being enforced.
- Difficult to monitor digital signs with respect to their capabilities. Will require clear rules and resources for enforcement.
- She be up to property owner to self regulate and understand the conditions of approval (MANSA)

Environmental Sustainability:

- Solar powered signs for digital signs are not practical. Amperage needed is too great and would require a solar panel much larger than the sign itself. (MANSA)

Downtown:

- 3rd party ads could have a negative impact on the lighting vision for SHED. Neil Young ads OK, dish detergent, not. (CV)
- Vision for Portage Ave right now includes some event signs – what's new, art banners, promoting Winnipeg? Projected images – related to events. (CV)
- Signage should be focused on what's going on in the SHED (CV)
- Signage on second storey of some buildings is desired i.e. restaurateur inside City Place on 2nd floor facing Graham wants signage. Question was raised as to how high signage could go and whether appropriate to have signage on higher stories of a building. (CV)
- A sign overlay for SHED, another for other district(s) may make sense. Signage should be part of an overall strategy downtown including SHED. The lighting strategy and signage strategy should complement one another so as to not compete or detract from an overall vision of coordinating streetscape elements. (CV)

- Cheap, flashy accessory digital signs are not going to benefit SHED. Appears evident that sign policies for the downtown should be a separate process than that for the rest of the city given the situational uniqueness of downtown as a whole as well as its different districts. (CV)
- The Exchange is becoming a residential neighbourhood with smaller retail. Large size digital signs would detract from the character of the neighbourhood as well as causing some concern for residents. Again with in reason these have a place on the major thoroughfares. Smaller digital signs shouldn't be an issue. (BIZ)
- Accessory signs are extremely important to business. Accessory signs should reflect the nature of the Exchange. (BIZ)
- Quality, showy TV screen type digital signs can be positive, adding interest and vibrancy to the downtown, such as shed. However, these signs must be placed sensitively to not take away from historic or other significant architecture or views. Scale of these signs should complement surroundings. Content should focus on promoting what the downtown has to offer. (BIZ)
- Non digital advertising signs can negatively impact the downtown environment if the scale and placement interferes with important pedestrian spaces and key views of architecture. Promotion of products, events that have no relation to the downtown is also not desirable, given the aim to engage those who visit/work downtown and partake in downtown services, activities and more. However, when well placed, with sensitivity to scale and orientation, advertising signs can be a useful means of positively connecting those who frequent downtown with the best of what downtown has to offer, from great festivals to unique shops to fabulous restaurants. Examples of advertising signs that have served these purposes well would be bus shelter panels or MTS phone panels. The pieces of infrastructure allow integration of the ad space without adding free-standing advertising signs to our streetscapes, which in many cases are already cluttered with other elements. (BIZ)
- Digital signs can also be great tools for charity and community events. For example, Creswin's Media Panel has hosted numerous movie premieres, been used in multiple press conferences, aired hockey and football games, and for many other events. These events always bring large groups of people together and create lots of positive energy for the area. (BIZ)

2 Consultation - Round 2

The second round of stakeholder consultations occurred between March 6 & 9, 2012. This included a presentation of specific regulatory changes being proposed with respect to Digital Signs and Advertising signs. Proposed regulations were presented in the form of topic areas to allow a focused discussion. Participants were asked to follow along with a workbook and provide comments and reactions therein. As follow up, participants were also provided a digital copy of the workbook to allow them more time to comment on the information they had received. Respondents were not provided a copy of the presentation they could take away with them as the proposed regulations had not yet been seen by Council.

The following summarizes the suggestions, comments, issues, questions and concerns that were raised by participants with respect to the proposed regulations. These are organized by proposed regulation topic areas:

Definitions
(MANSA) Confusion about terms for definition, accessory (on premise) vs. non-accessory (off premise, third party), but language in industry is different

(MANSA) On Premise Agreed
Billboard – Digital moving copy should include a reference to third party advertising

(MANSA) "Non-accessory, digital moving copy billboards" should include the following…… "…and that directs attention to a business….than upon the same zoning lot on which that sign is located." As shown on other two classifications of non-accessory

(OUTDOOR) Might want to consider "motion" copy as reader board text can potentially be "moving".

(OUTDOOR) The clause below extracted from your Winnipeg Zoning Bylaw under the section Applications in Process indicate that applications submitted and date stamped for processing should be processed and reviewed for issuance of a permit according to the regulations in place at time of submission and should not be processed or reviewed against any future regulations, which City Council has yet to adopt and enact.

It is our opinion whereby signs for which a permit was issued for a specific time frame (i.e. 5 years) and are scheduled for a renewal permit of a similar time period (i.e. 5 years), they too shall be reviewed by the regulations which are in effect at the time the application was made for a further renewal.

We want to ensure that applications presently with the City of Winnipeg are processed accordingly.

45. Where a development application has been submitted for any type of approval required by the Development Procedures By-law, but no final action has been taken by the appropriate decision making body on such application prior to the effective date of this By-law, the application shall be reviewed and considered in accordance with either the provisions of the By-law in place on the date of submittal or the provisions of this By-law, at the applicant's option.

Brightness

All in agreement with brightness standards and measurement. Being adopted by most municipalities

(Outdoor)– Several ways to measure brightness. They're okay with it. Why footcandles though? How will enforcement occur? They want a level playing field for enforcement.

(MANSA) The Current Bylaw/Policy will not allow the conversion of existing lighting to LED digital in an existing non-conforming sign. In light of the proposed method of brightness control we would ask that the bylaw policy be amended to allow for the conversion of non conforming signs to new digital technology

(OUTDOOR) This is the **ONLY** possible factor when considering the remote possibility of driver distraction. Advertising industry stakeholders are not interested in displaying their clients in an offensive manner, including being too bright. Accessory sign users need severe consequences in order to be effective.

(OUTDOOR) The proposed regulations surrounding the Brightness of Digital Displays are acceptable in principle and are in line with current sign by-laws throughout Canada.
The regulations should concisely indicate the maximum and minimum Brightness of the Digital Displays. (up to 8000 NITS - during daylight hours of operation and 500 NITS - at night - not to exceed 5.0 LUX above ambient light levels, therefore reducing the visual impact of brightness to the

public during the night time hours of operation).
Various Digital Sign manufacturers across the globe measure light brightness using "NITS" and / or Foot-candles as the common factor when determining brightness (Light Intensity) that a typical digital display should be operating at any given time.
Typically, all manufactured Digital Displays are equipped with 'light sensors' to determine and regulate what illumination levels in relation to the ambient light level at he digital display should be operating at all times during a 24hr period and this should be mandated and incorporated in the new City regulations.

Height

(MANSA and Outdoor) In support of proposed regulations

(MANSA) Signage attached to buildings should be allowed a minimum of 4' projecting (to allow low roof line buildings adequate signage height)
Buildings no higher than 4 storey's should be permitted roof top signage

(OUTDOOR) Not sure why there's a reduction of 5 feet. Either way it doesn't really affect me. Downtown signs appear to be exempt.

(OUTDOOR) The proposed height regulation (to a maximum of 30') in particular for "Third Party" Billboard signage is consistent and in accordance with other City and Municipal Sign By-Law regulations throughout Canada.
Example: If we were to apply for permit on a typical "200 sq. foot Third Party Billboard Display at 30' overall height" on the lands directly adjacent and below to an "Overpass and/or Bridge" to capture the overpass traffic flow - the maximum 30' height regulations would be measured from the grade of the over pass (bridge) and NOT the ground which the foundation resides located below the overpass (bridge). In similar by-laws across Canada - HEIGHT in the case of ground signs means the distance from the level of the sidewalk abutting the property, or from the level of the ground immediately below the sign to the highest point thereof, whichever is least restrictive.

Size and % of digital as part of sign

(MANSA-) - What about a v-shaped sign that has to be angled toward the viewer? Kicking it out makes it not worth doing the sign that way if limited to 50% of allowable sign surface area. Lot size restricts area of free standing sign.

(Outdoor) Size – will 200sq ft allow for two sides? – Martin, total sign surface area allows 200 per side.

(Outdoor) What about Grandfathering – after 5 year expiry date need to reapply and comply with new by-law.

(MANSA) Digital signage is simply another method for business owners to advertise their products and services. We do not agree with limiting the size of digital signage beyond traditional signage. Digital signage with brightness control may eventually replace traditional signage. This size limitation will lead to undersized signage with poor readability and confusion. It is also unfair to allow a large digital billboard for off premise advertising yet limit the business with on premise signage to potentially 12.5 % of wall square footage.
Does not allow for replacement of one technology to another
Could lead to poor readability?
Discriminates against local business vs. 3rd party operations

(OUTDOOR) Balanced regulation as proposed

(OUTDOOR) Industry standard 'Third Party Billboard Displays' range in sizes from our traditional 200 sq. foot (10 feet x 20 feet) display area up to a maximum of 672 sq foot (14 feet by 48 feet). Our recommendation are to increase the maximum square foot display area from the suggested 200 sp. feet to 672 sq. feet, which would incorporate all sizes up to 672 sq. feet but not exceeding.

Effective Operation

Identified comments on the way that it works. We will hear back from industry, re: their comments.

Operational Standards – will it be defined through zoning standards?

Additional Standards

Most effective way to use these signs, i.e. in pedestrian environments you can utilize motion that is able to be read and focused on for longer. Driving by your message is more effective if it's a quick message

*Monochrome will not be manufactured in the near future.

(MANSA) Digital reader boards minimum 6 sec. interval for all message centres for all districts
Allow colored and varied fonts
For all districts other than PR, R, RMF, EI + A allow digital moving copy.
View of a traffic control device too subjective and is covered under effective operation illustration.
See Chart – Comments and chart recommend changing 50 km/h zone to 0-60 km/h and changing 60 km/h zone to 61 + km/h, while eliminating the 70 km/h zone

(OUTDOOR) Not exactly sure what this refers to.

(OUTDOOR) The definition of "Residential Area" should be changed to "Residential Use and/or Dwelling".
The proposed 100 foot separation from a Digital and/or Static Poster display to a residential use (Dwelling), as well as the proposed "Off Hour" time of 10P.M. to 7A.M." should only apply when the Digital and/or Static Poster Display is directly visible from the residential (Dwelling) use. Based on similar by-law regulations across Canada, the only time a Digital and/or Static Display would be "Off Hour" is when directly impacting the residential use and 'or dwelling.

Transition Times

(MANSA) Change as noted for digital reader boards only (6 second intervals) 6 second message 1 second intervals

(OUTDOOR) Typically the Out of Home Advertising Industry is promoting and selling digital static advertising throughout Canada on a 6 second per advertising spot, on a continual loop containing anywhere from 6 to 12 ad spots for each digital display. Each individual advertisement will have a dwell time of 6 seconds before uploading to the next advertisement image in the loop and so on, until the loop cycle is completed.
The estimated dwell time (transition time) allotted between each static digital advertising spot (Image) is no greater than 1 second in duration.
In addition to the transition time, the method of transition should also be regulated and images should bleed in bleed out - similar to viewing a Slide Show and/ or a digital camera. Other methods of transition including scrolling up and down, or page flipping from left to right and slow dissolve

effect should be discouraged. The method of transition should be the least distraction on the viewer. Full motion Digital Displays consisting of video, animation, movement and flashing should not be permissible under the proposed regulations. It is our opinion, that full motion Digital Displays may be a far greater distraction to public.

Separation Distances (from other land uses)

Define institutional uses: schools, hospitals and places of worship. Perpendicular is okay.

MANSA – Could we use a hood system to block lighting from billboard if located near residential? Michael - this could be a consideration as part of a variance and conditional use application

MANSA - How do we define "facing" a residence? Do we need a separation distance?

MANSA – what is the rationale for not allowing motion videos?

Connection between traffic accidents and signage???

We need a rationale.

(MANSA) For Digital accessory signs we suggest no restrictions other than signs facing residential, parks, river banks, natural areas, historic sites. Would be controlled operational times within 50 feet. Should be no restrictions between 3rd party and on premise signs because it unfairly hampers businesses in the area of billboards that were not consulted.

(BIZ) Residential should be protected especially at night. I agree with conditional use of static boards in CMU and no movement digital boards in CMU areas.

(BIZ) Concerned about major streets with a mix of residential and commercial buildings in regard to signing facing residential. It should not face residential. Restrictions need to be lessened on commercially zoned streets
(OUTDOOR) This topic is at the crux of this whole debate. Some signs are 6 seconds or 8 seconds with a 2 second time and temperature. Shouldn't the time and temp be 6 or 8 seconds as well? Isn't a 2 second "bumper" just like a shorter frame rate? It is already established that motion copy is ok on some signs as evidenced by the lack of data (vehicular accidents) in 5 years. Transition times can never be accurately enforced.

(OUTDOOR) A balanced regulation as proposed, though radius measurement shouldn't be used

(OUTDOOR) Generally speaking separation-distances from billboards to other land uses such as residential, open space, heritage properties is in the order of 30 meters from the zone, or from the closest residential use (i.e. house) in the zone to the actual billboard.
At the same time regulations should address situations whereby the proposed location of the billboard to the residential use may not meet the prescribed separation distances, however the billboard may have its view blocked from the residential by a building in front of it. Thereby, the sign cannot be seen from the residential use and vice versa.
It is our opinion that the proposed separation distances from billboard to parks of 250 and 150 feet from historical buildings, hospitals, churches and school is excessive.
The sum total of the billboard regulations, such as where billboards are permitted, the distance between billboards, the separation from other land uses will control billboard development. In urban areas applying a 30 meter separation from residential and open space zones, will accommodate the City's intentions.

Furthermore, there needs to be language pertaining to the visibility of a proposed sign, in light of required separation distances not being met. This would occur whereby a structure or building reduces the visibility, in light of the required separation distance.
For example the language should contain the words "and visible from" or "and facing", which would read as follows:
Billboards should maintain a separation distance of 30 meters from a residential use, or less, in the case the billboard is not visible from the residential use, or not facing the residential use, and as a result its visibility is impeded by a building, structure or dense forestry, the issuance of a sign permit shall not unreasonably be withheld.

Separation Distances (between signs)

(Outdoor)Separation Distances (from signs)

Does it include radius? Need to specify.
3rd party to 3rd party

Calgary – no more than two within 225 metres. First sign 75 m second sign 75 m. third sign 225 (in order to address proliferation) For signs facing same direction. Double faced signs don't count, one sign on one side of the street and one sign on the other. This should be allowed. Radius would not allow this.

Separation Distances (from other land uses)

Need to attach a distance to the residential use (specifically the structure).

(BIZ) Accessory Signs may be too restrictive, especially for small businesses close together – Static copy should be less restrictive

(BIZ) =Separation distances are far too restrictive for small strip malls and closely knit commercial centres. Osborne Village etc.
We have many areas with 10-20 small shops immediately adjacent above and below.

(OUTDOOR) Balanced regulation as proposed

(OUTDOOR) We are in agreement that a "Separation Distance" between signs should be incorporated under the new proposed regulations regarding all types of signage. Separation Distances should be factored and utilized when dealing with "similar or like signage" (i.e. Third party to Third Party - On Premise to On Premise) NOT from one sign time to another sign type.
When determining the separation distance from one sign to another sign - the measurement should be determined by the actually distance from sign to sign and NOT from one property line to sign or property line to property line.
We propose the 500 foot radius separation from sign to sign should be altered and changed to 75 meter radial separation from sign to sign - when the advertising face (display area) is facing in the same direction and traffic flow. The 75 meter radius separation from sign to sign should NOT be a requirement when sign structures are within the 75 meter separation when the advertising face (display area) is facing in the opposite direction. Similar standard rules and regulation for separation distances as noted above are instilled across Canada - most notably in Calgary and Edmonton.
In the instance of two intersection streets, the separation distance shall not apply, where by one sign is oriented or perpendicular to the north-south traffic flow and the other sign is oriented or perpendicular towards east-west traffic flow. You have two signs on two different streets geared towards traffic in two separate directions.

Zoning Districts

(MANSA) Digital reader boards zoning acceptable. It is not reasonable to allow a digital billboard and disallow a much smaller sign. We propose that the zoning regulations proposed for digital static copy be also used for digital moving copy. The other point is that C2 zoning should be allowed and not conditional.

*MANSA will not accept any regulation for accessory signs more restrictive than non-accessory

(BIZ) Not happy about C2 changing to conditional use and no billboards

Downtown – Sign Form

No restrictions (additional) required on pylon signs. Site characteristics limit their use already.

(OUTDOOR) Our companies strongly disagree with the proposed continued ban on third party signage in the Downtown core.

This blanket moratorium precludes the opportunity for the third party outdoor advertising industry to participate in the growing vibrancy of the Downtown.

Moreover we find it unreasonable that the currents plans only involve "Event" signage that as proposed, will provide only for "sponsorships". As we have seen to date in Downtown and elsewhere in Winnipeg these first party on premise signs are simply third party signs in disguise.

They also feature animated video, a completely different medium, than our static format.

While we recognize that there are a number of locations that may not be appropriate, it is our contention that the industry be given an opportunity.

Downtown - Location

(MANSA)Digital signage could play a part in the revitalization of downtown and should not be prohibited in all areas.

Downtown - Size

(MANSA) Current regulations as well as downtown review board control the process sufficiently

(BIZ) I think this formula should be used in key commercial districts outside the downtown – primarily: Corydon, Osborne, Academy, Sherbrook, South Osborne, Etc.

Downtown - Heights

(MANSA) Do not prohibit pylon signs as current site characteristics limit them already and they could be a value to downtown development. Downtown design board is a sufficient control. MANSA is aware of and has no association with the Boyd Building incident.

Downtown - Orientation

(MANSA)The existing regulations and downtown design board control the orientation within their

scope. Sight lines are too subjective because of dense population
Downtown – Poster Billboards, Digital Billboards and Event Signs
(BIZ) 3rd party advertising should be less restrictive (MANSA)Agree with proposed recommendation

3 Consultation - Round 3

This round of consultation involved a series of emails and follow phone calls updating stakeholders on the process and welcoming further feedback from them. Part of the dialogue was to inform stakeholders about what changes were made to the original administrative recommendations that were presented in earlier rounds of consultation. Correspondence to stakeholders highlighted specific changes and invited further comments and conversations with any groups that requested so, such as members of the outdoor sign industry, and the Manitoba Sign Association (MANSA) who met with City staff on August 13, 2012.

The following is a summary of the comments we received through this process:

- Would like to get regulations passed ASAP so they can get to work again
- Future signage proposals may include mobile signs on trailers
- Can there be a compromise on moving copy – to allow PowerPoint-like effects rather than full motion video
- Discussion regarding the difficulty in regulating degrees of movement
- Want to combine feedback from MANSA and BIZs into one format for our consideration of changes
- .25 second transition time is not enforceable
- Digital moving copy should not be abolished from every district
- Traffic safety – with respect to a specific locations where digital moving copy sign has been up for >5 years one stakeholder believes there have been no accidents near them, and so asks what's the issue?
- Research in report uses assumptions.
- Brightness, not moving copy, is a hazard for drivers on the road
- If there's no data, there must not be a problem
- If it's OK for the Winnipeg Police Service to put video advertising roadside, how can it be unsafe?

During the meeting with MANSA two key changes to our recommendations were suggested:

1. They would like to be able to have digital static copy signs within 100 feet of an intersection (within the restricted areas provided by Public Works) and are open to discussion about what the appropriate hold time should be.

2. They would like to be able to have digital static copy signs in the "R" and "PR" Districts, instead of text only.