



# **Commercial Mascot and Rotating Sign Options**

City Council

Study Session May 8, 2018

# Background

- Council on Second Reading approved amendments to sign code, requested Staff to bring back options for Commercial Mascot and Rotating Signs.

# Approaches

- Centennial prohibits commercial mascots, human and robotic rotating signs
- Frederick prohibits rotating signs
- Aurora allows people as commercial mascots and sign twirlers on private property and on sidewalks as long as access is maintained

# Options

- 1. Prohibit Rotating Electronic signs only.
- 2. Prohibit Rotating Electronic signs, prohibit commercial mascots and sign twirlers on the public right of way, but permit on private property without a permit.
- 3. Prohibit Rotating Electronic signs, prohibit robotic signs that simulate a live person or animal, prohibit commercial mascots and sign twirlers on the public right of way.
- 4. Prohibit all commercial mascots, sign twirlers and Rotating Electronic signs.
- 5. No Code option, leave the code as approved.
- Obviously, there could be any combination of 1, 2 and 3 as well

# Requested Action

- Council provide direction on the desired approach which staff will draft into an ordinance to be introduced at a first reading.