



Reasons why City Staff recommends that the Mayor & Council revise the Sign Ordinance as proposed.

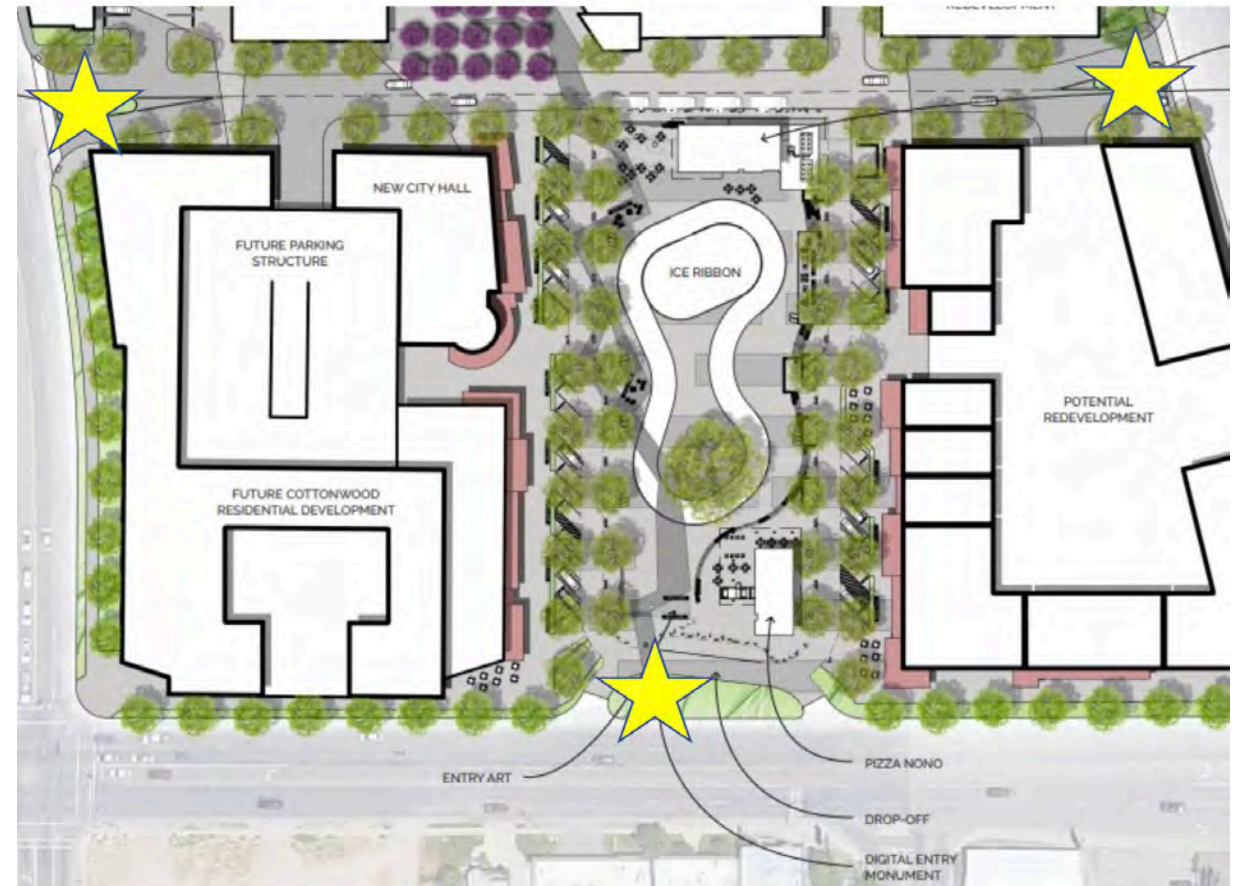


1- Revising the sign ordinance gives the Council flexibility.



The Council wisely allowed just one sign to start with, to wait and see how it worked out.

It worked out very well, and they should revise the sign ordinance to give themselves the opportunity to allow two more signs in the future IF they are ever presented with a new sign agreement that they support.





Public Organizations are increasingly using digital signage for their effectiveness & clean look

**2- The City Center
needs advertising.**





Experts on event districts, retail centers, and more agree that we need significant district signs for success.

Communities around the country are incorporating digital billboards to facilitate their district signs.



“With over 200 community events per year, we need digital signs to let people know where Millcreek Common is and what is happening here.

“From the Arts Festival and Senior Center Spring Boutique to Cinco de Mayo and Juneteenth celebrations, these signs work!

“Additional signs at our entrance from Richmond Avenue and Highland Drive will help greatly in people knowing where to go for our events.”

**Aimee McConkie, City Events Director &
Millcreek Common Executive Director**





CINCO DE MAYO FIESTA

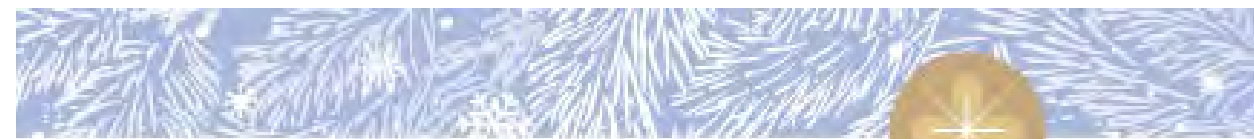
MAY 5TH & 6TH MILLCREEK COMMON



AT HOME ADVENTURES ICE SKATING NIGHT

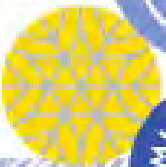


THURSDAY, FEBRUARY 23, 2023 FROM 7-9 PM
CELEBRATING THE IMMIGRANT &
REFUGEE COMMUNITY



HANUKKAH

THURSDAY, DEC. 14 | 6PM



LUNAR NEW YEAR

FEBRUARY 10TH
6:30 - 8:00 PM
MILLCREEK COMMON

DRAGON DANCE
7:00 PM



SAT. MARCH 23
10 AM - 9 PM

Details & Registration:
MillcreekCommon.org



Climbing Wall Grand Opening

MARCH 25-APRIL 6 | DAILY 11AM-9PM | FREE



VINYL REVIVAL

SAT. SPIN-OFFS SPECIAL RELEASES & DJs



OPEN DAILY
JAN 15 - MARCH 16
11:00 AM - 9:00 PM



3- Effective way to share important city information.





Rita Lund,
City Communications Director

“One of our most frequent complaints we hear is that people didn’t know what was going on. Digital signs are already proving to be an effective way to let the public know important information.

“We have open houses that need public input, snow removal notices, special meeting announcements and more where the digital sign has helped us get the word out.

“Most residents don’t subscribe to our email newsletter or social media channels and don’t know what the city is doing. With these signs we can reach so many residents we wouldn’t otherwise reach.”





BLOOD DRIVE

OCTOBER 25
9 AM - 2:30 PM

MILLCREEK CITY HALL



UNPLOWED ROAD?
385-468-6101

PLEASE REMEMBER TO SHOVEL YOUR SIDEWALK!



Mayor Jeff Silvestrini's
State of the City
Address

Monday, February 26th
7:00 PM

Millcreek City Hall



MILLCREEK YOUTH COUNCIL
COSTUME DRIVE

Drop Off Children's Costumes to City Hall

OCT. 2-13





File for City Office
August 8-15
at City Hall



VOTE
November 21st



**LAST DAY TO
CAST YOUR
VOTE**

Find a **polling place** or **drop box** | vote.utah.gov



MILLCREEK
**HOLIDAY
LIGHTS
CONTEST**

Enter At
Millcreek.us

The Bishop's Wife

The Stage Play

BELIEVE IN MIRACLES



DECEMBER 8, 9, 10

millcreektheater.org



Millcreek
Community
Theater

UTAH FOR MAUI

SCAN TO DONATE



SCAN TO DONATE

SATURDAY AUGUST 26
TROLLEY SQUARE 10AM-10PM
FUND - RAISE - TOGETHER



WARM WINTER CLOTHING DRIVE

OCTOBER 31
5 - 7 PM
MILLCREEK COMMON



MILLCREEK ARTS FEST

MILLCREEK ARTS COUNCIL

@ THE BALDWIN RADIO FACTORY



LOCAL MUSIC



FOOD, GAMES & FUN!



LOCAL ARTISTS & WORKSHOPS



ZAP IS YOU

SALT LAKE COUNTY SD

AUG 19th

4- Local businesses need affordable ways to advertise.





“Millcreek businesses need affordable ways to advertise, and we support digital signs in the city center as an effective way to do so.

“Antica Sicilia, Millcreek Gardens, Granite Credit Union, Aviva Woman, Kathmandu, and more have already used the city’s digital sign to promote their businesses.

“Business is tough enough and we applaud the city for supporting ways for businesses to advertise affordably.”

Michael Gura, Millcreek resident, Mansell Realty & Millcreek Business Council Chair





\$750 BONUS CASH BACK

Accessorize your business.

ZIONS BANK.COM/CASHBACK | ZIONS BANK



**FESTIVAL
TRANSYLVANIA**

OCTOBER 12 - 30TH

**Millcreek
Gardens**

Your Favorite Garden Center Since 1955!

5.50%  **GRANITE**
CREDIT UNION
-APY* **6-MONTH**
SAVINGS CERTIFICATE

Federally insured by NCUA. Terms and conditions apply, please ask for details.

Millcreek Pizza House

NOW OPEN

1357 East 3300 South

mph

MILLCREEK PIZZA HOUSE

SPRING **Boutique Sale**

Over 35 vendors

Millcreek Senior Center
2266 E Evergreen Ave, Millcreek
Sat, April 15th 9 to 3

APRIL BUSINESS OF THE MONTH

B A B B
H A I R
W O R X

**BABB HAIR
WORX**

Thank you for serving our community!

APPLY AT MILLCREEK.US



DECEMBER BUSINESS OF THE MONTH



Makam's Indian Restaurant

Thank you for serving our community!

APPLY AT MILLCREEK.US



MILLCREEK BUSINESS MARKET



THURSDAY, SEPT. 14
4 - 8 PM
MILLCREEK COMMON

40+ LOCAL BUSINESSES - FREE TWISTED SUGAR



“As a leasing professional that focuses on local businesses and is the listing agent of Highland Square I wanted to provide you with some feedback on that digital marketing sign. “I think it is such an attractive and affordable marketing tool for Millcreek businesses! I hope to see more of these signs replace the old outdated (and frankly unattractive billboards) that litter the area with these sleek digital signs.”

Stephanie Buranek, Retail Specialist,
Mountain West Commercial Real Estate



5- Only realistic way to remove old billboards.

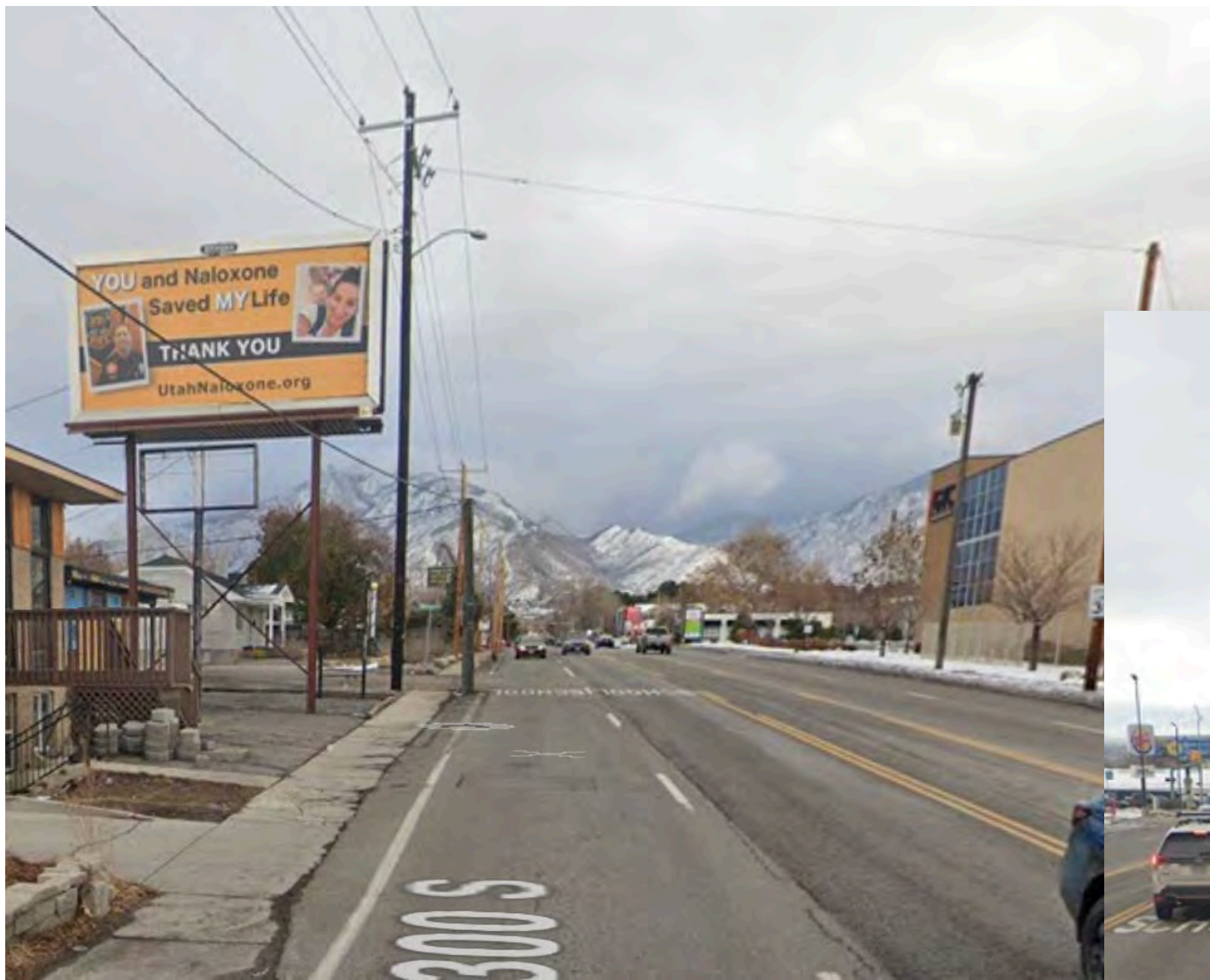


Some of the billboards staff is identifying for possible retirement:

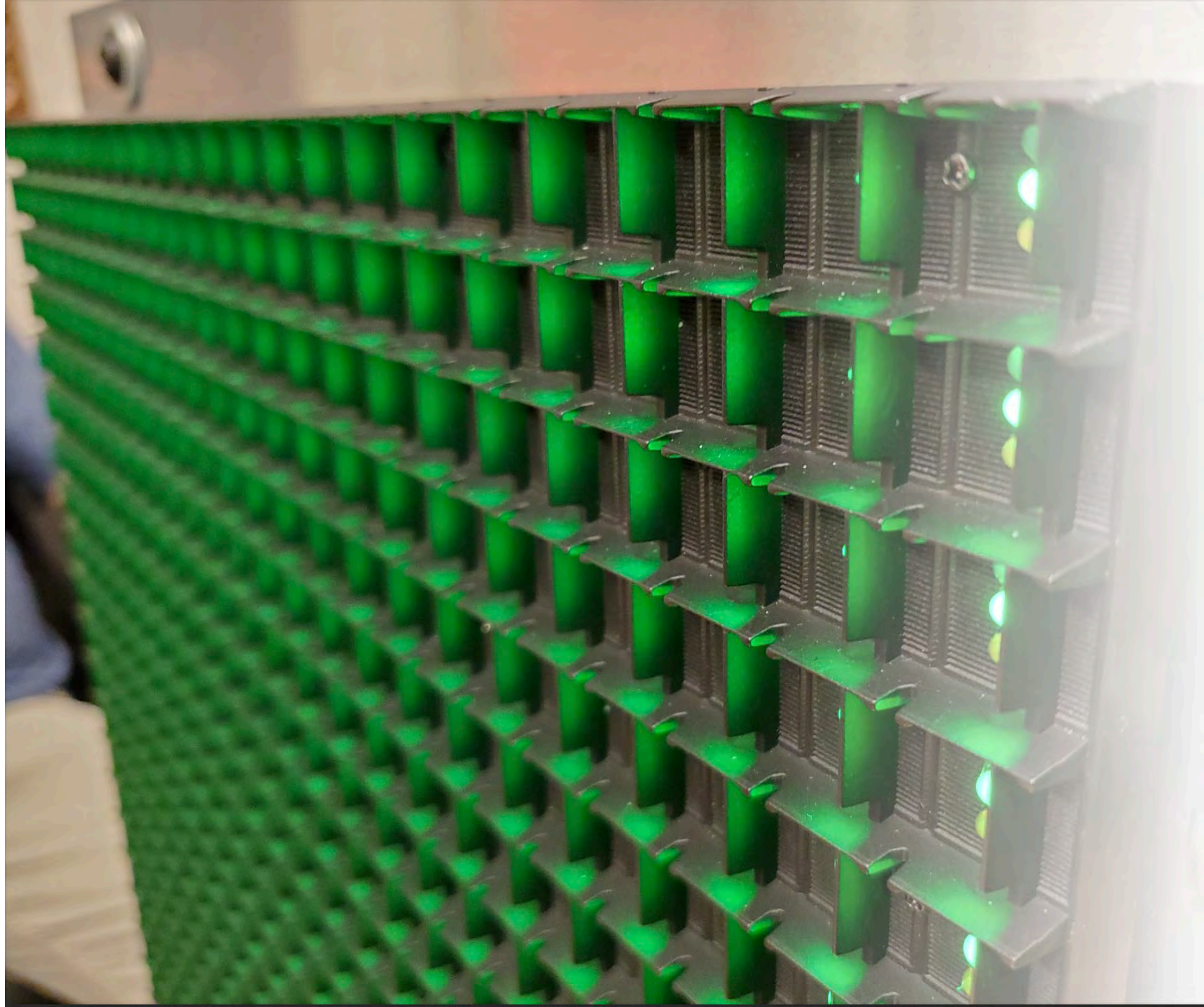








**6- Reduces
light pollution
compared to
static
billboards.**



This screen is on, but you can't tell!





INTERNATIONAL
DARK-SKY
ASSOCIATION

“When installed and operated in accordance with IDA’s Guidance for Electronic Messaging Centers, EMCs replacing traditional bulb-lit billboards may actually create a net reduction in sky brightness.”

--International Dark-Sky Association

Millcreek Common
district signs would
produce LESS light
pollution than status
quo signs





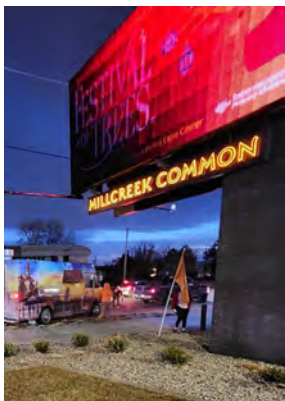
Facing east 203.6 cd/m²

Facing west 195.4 cd/m²



Facing south 193.8 cd/m²

Facing north 175.2 cd/m²



Both directions 142.2 cd/m²



March 22, 2024 Study

Which sign is brighter at night?

In candelas per meter squared (cd/m²)



- 1- Revising the sign ordinance gives the Council flexibility.**
- 2- City Center needs advertising.**
- 3- Effective way to share important city information.**
- 4- Local businesses need affordable ways to advertise.**
- 5- Only realistic way to remove old billboards.**
- 6- Reduces light pollution compared to static billboards.**