

CITY COUNCIL

Bruce T. Roundy, Mayor
Salina Edwards, Vice Mayor
Dennis Hoffman, Council Member
William "Billy" Irvin, Council Member
James Paschall Sr., Council Member

CITY OF ORLAND

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***** FOR IMMEDIATE RELEASE *****

January 9, 2018

Orland Expands Opportunities for Business Signage

The Orland City Council Monday night took final action to provide more opportunities for businesses in the City to promote themselves through outdoor advertising.

The 5-0 decision allows large pylon and pole signage at specific "business centers" along the I-5 corridor, on which multiple businesses near that location can gain new freeway visibility.

This action regulates spacing of the signs, in addition to height and related guidelines recently set in place.

Other recent Orland actions enable regulated use of digital billboard advertising in the City along certain commercial corridors. Digital signage will be limited to a series of color images which each stay on the screen 8 seconds at a time, rather than full-motion video.

"We want to make sure local businesses have ample opportunity to be seen using current technology and prominent visibility, while respecting driver safety; we want our businesses to prosper and flourish," said Mayor Bruce Roundy.

City staff noted interest by businesses and developers in increasing access to outdoor advertising, as Orland has available land on both SR32 and Interstate 5. The Council actions were recommended by the Orland Economic Development Commission.

Signage applications, especially those along the freeway, are also subject to Caltrans regulation. For more specific information, interested parties should contact City Planner Scott Friend at (530) 865-1608.

***** END OF RELEASE *****

For more information media may contact:

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