From:	Angie Curtis
To:	Public Testimony
Subject:	Re: Opposition to Proposed Ordinance Allowing Expanded Digital Signage
Date:	Tuesday, July 22, 2025 12:46:47 PM

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Angie Curtis

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816-508-0380

July 22nd 2025

Re: Opposition to Proposed Ordinance Allowing Expanded Digital Signage

Dear Members of the City Council,

I am writing to express my strong concern regarding the proposed ordinance that would alter citywide standards for digital signage.

As a resident of a dense urban neighborhood, I am particularly troubled by the potential impact this ordinance would have on areas like mine, which are already saturated with gas stations, title loan companies, and convenience stores. The introduction of more digital signage in such environments would not only diminish the visual character of the neighborhood but also present serious public safety risks.

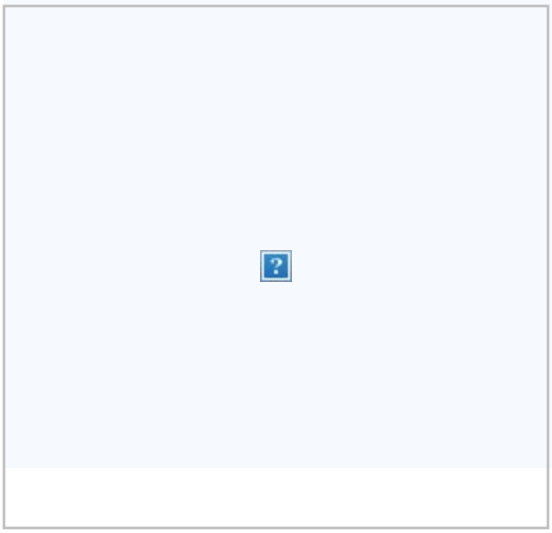
Digital signage is inherently distracting. Flashing images and animations can divert the attention of drivers, increasing the risk of accidents—particularly in neighborhoods with high pedestrian and bicycle traffic. Additionally, such signage can trigger seizures in individuals with certain neurological conditions. If this ordinance leads to harm or fatalities, the city could face legal and ethical liability for enabling these foreseeable dangers.

Our communities are working diligently to enhance livability and aesthetic standards. I urge the Council to consider the long-term consequences of this ordinance and prioritize the wellbeing of residents over commercial advertising interests. Maintaining and enforcing strong signage standards is a vital responsibility of this body.

Thank you for your attention to this matter. I respectfully request that the Council oppose or substantially revise the proposed ordinance.

Sincerely,

ED, BSW Angie Hicks - Curtis
Bi - Lingual Service Coordinator
816-508-0380



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