

Reader Boards

What is a reader board?

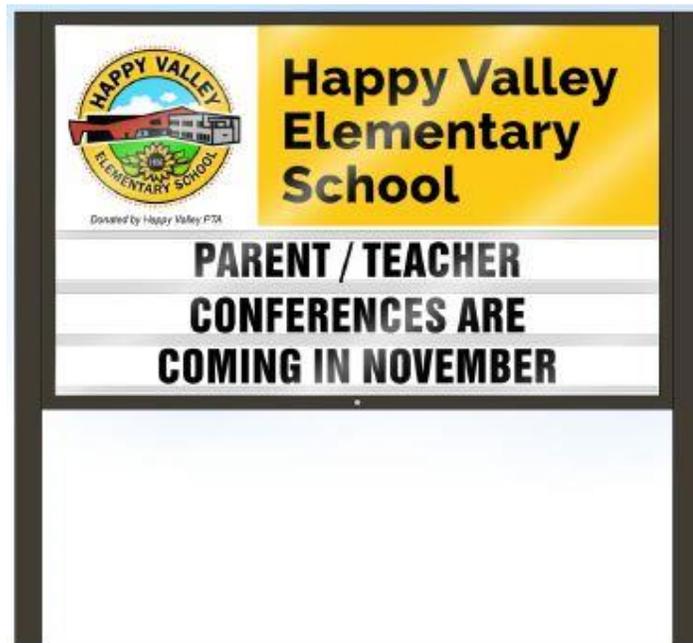
A reader board is a visual display board that conveys information about a wide variety of subjects, including news or school event information.

What types of reader boards are available?

There are several types of reader boards including electronic signs and regular un-lit or lit reader boards. We are proposing a district standard of reader boards with indirect lighting so they are visible at night but do not impact neighbors.

Example of reader board signage with indirect lighting: A single-sided sign is estimated to cost \$5,100 plus permits and electrical. A double-sided sign is estimated to cost \$6,500. To add indirect light to the sign, it would be an additional \$800 plus permits and taxes.

This design below has three rows of reader board tracks, includes 300 characters and a clear, lockable polycarbonate cover.



City and County Reader Board Restrictions

Both the city and county restrict electronic reader boards. Electronic reader boards have LED displays and can be animated. Only Geneva and Wade King elementary schools would be allowed under current county codes to have electronic reader boards.

The City of Bellingham

Sign regulations are based upon the underlying zoning of the specific location. Schools are typically located within public zones and therefore subject to the regulations under BMC 20.12.040.A.3, which do not allow electronic reader board signs. *Public General Use Type*. Signage shall be unlighted or indirectly lighted and limited to a size and message to adequately identify the use.

Whatcom County

Electronic signage is allowed depending on what specific zone district the school (or school property) is located in. For example, Alderwood Elementary (3400 Hollywood Ave) is located in the Urban Residential Mixed (URMX) zone district and signage in this zone district may only be “illuminated by an indirect external source,” pursuant to WCC 20.80.465(3). Wade King Elementary (2155 Yew Street Road) is located in the Rural (R10A) zone district. As such, the County may be able to permit an electronic reader board sign at Wade King Elementary, but not at Alderwood Elementary.

Estimated Costs:

Estimated for all schools new sign replacement (not Happy Valley). This estimates the installation of double-sided signs at all interested schools:

$$\$8,000 \times 12 = \$96,000$$

Currently, school parent organizations fundraise for these types of expenses which perpetuates inequities.

For the schools we are considering rebuilding as part of the next two bonds, we are including \$8,000 per school for reader boards within the overall school construction estimate (Alderwood, Carl Cozier, Columbia, Parkview, Roosevelt and Sunnyland).

Additional schools requesting/needing new or replacement signage:

- Birchwood
- Happy Valley (PTA raised funds during 2016-17)
- Lowell
- Silver Beach
- Wade King
- Fairhaven
- Kulshan
- Shuksan
- Whatcom

- Bellingham
- Options
- Sehome
- Squalicum

Schools with current signage and no requests:

- Cordata
- Northern Heights
- Bellingham Family Partnership Program