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January 8, 2026

Lloyd Garden
10254 Jeffery Pine Road
Truckee, CA 96161

Via email: Lloyd.dudegarden@gmail.com

RE: Director's Determination, Unpermitted Sign; Martis Valley Massage; 10001 Soaring Way, Truckee, CA (APN 019-620-065-000)

Dear Mr. Garden,

This letter is in reference to a display of an animated screen that was recently installed within your business, Martis Valley Massage, located at 10001 Soaring Way, which uses a flat screen TV mounted adjacent to a window on the southern façade of the building, displaying images toward the Soaring Ranch shopping center parking lot. The location of the sign--less than three feet from the window and the use of moving/changeable content—does not comply with Development Code sign regulations.

Development Code Chapter 18.54 (Signs) regulates the size, height, design, quality of materials, construction, location, lighting and maintenance of signs and sign structures. This Chapter includes a list of non-permitted or prohibited signs. Information on prohibited signs and related staff notes are provided below.

Development Code Section 18.54.060 (Prohibited Signs)

- D. Animated, moving, flashing, blinking, reflecting, revolving or other similar signs, except barber poles.

Staff Note: *Animated or moving signs are defined as a sign which uses movement, lighting, or special materials to depict action or create a special effect to imitate movement. The installed display of animated screen meets this definition because it has revolving/moving content and an animated display.*

- I. Changeable copy signs, except as approved for service stations by the review authority, and except for black background chalkboard signs using erasable chalk.

Staff Note: *Changeable copy signs are defined as a sign designed to allow the changing of copy/content through manual, mechanical or electrical means. The installed display of an animated screen meets this definition because it allows for and can be changed for different content.*

J. Electronic reader board signs.

Staff Note: *Electronic reader board signs are defined as a sign with a fixed or changing display composed of a series of lights. The installed animated screen meets this definition because it contains a changing pixilated display.*

In addition to a list and definitions of prohibited signs, The Development Code defines a sign as the following:

Sign. A structure, device, figure, display, message placard, or other contrivance, or any part thereof, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to provide information in the nature of advertising, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images. Does not include murals, paintings and other works of art that are not intended to advertise or identify any business or product. Does not include product displays immediately behind windows that provide no other advertising of the product (i.e., with prices or other signs or information).

The Development Code further defines a window sign as the following:

Window Sign. A sign posted, painted, placed, or affixed in or on a window exposed to public view. An interior sign which faces a window exposed to public view and is located within three feet of the window.

Staff Notes: The installed animated screen is affixed in a window facing outward and is positioned less than three feet from the window. This does not meet the definition of a work of art. The display is directed into a public area, with public view, that serves Soaring Ranch shopping center customers, not exclusively Martis Valley Massage customers and is positioned within three feet of the window glass. Note that the Town is not able to regulate sign content—only the criteria listed above from the sign chapter (e.g-size, height, design, quality of materials, construction, location, lighting and maintenance of signs and sign structures.) These regulations negate Town discretion on what is displayed on a sign.

No comprehensive sign plan was approved for the Soaring Ranch development, thereby requiring all businesses to adhere to the Development Code Sign requirements located in Section 18.54 (Signs). This requirement was imposed by the Town Council through adoption of the Joerger Ranch Specific Plan in 2015. The lack of an approved comprehensive sign plan means that each individual business owner is required to comply with Development Code sign regulations.

Next Steps

In order to comply with Development Code Chapter 18.54 (Signs), you could relocate the currently installed animated screen, three feet or more away from the window. The Town would not consider this a sign at that point and there would be no further action. However, should you not want to pursue this option, my determination is appealable to the Planning Commission. The Planning Commission would review this determination letter along with a staff report and any information you provide with the appeal application.

If you wish to submit an appeal, it must be filed within 10 calendar days of the date of this letter,

