

## STAFF REPORT

### Amendment to Sign Code to allow and regulate Electronic Display Signs 2<sup>nd</sup> Public Meeting

The Planning and Zoning Commission and City Attorney comments from 3/15/2012 meeting have been addressed and incorporated into the rewrite of this proposal.

I spoke with our City Attorney concerning Commissions request to indentify specific parcels for public benefit electronic display signs. Attorney said by Identifying specific parcel this would be considered Spot Zoning. She also said our definition of “Public Benefit” with City Council approval is a defensible and legal way to allow these signs.

Below are the proposed changes and amendments to the sign code.

**THIS DRAFT INCLUDES ONLY CHAPTERS AND SECTIONS OF CODE WHICH PROPOSED AMENDMENTS WILL EFFECT**

#### **Amended Definitions added to code.**

##### **Article 12-3.02 - Definitions as used in this chapter:**

“Animated Sign” means a sign or portion of a sign on which the message or display changes through changes of parts or lights or degree of lighting, accomplished by natural, manual, mechanical, electrical or other means. An Electronic Display Sign that meets the requirements of Article 12-13.02(o)(2)-(4) shall not be considered an Animated Sign.

“Electronic Display Sign” means a sign or portion of a sign on which the message or display is created by bulbs, light emitting diodes, liquid crystal displays, plasma display panels, pixel or sub-pixel technology, or other similar technology.

“Illuminated Sign” means a sign or portion of a sign with an artificial light source for the purpose of lighting the sign

“Public Benefit” means an action, event, advertisement, etc. proposed by the City of Williams, City appointed committee or Chamber of Commerce that has a positive economic impact on the entire community as a whole. Allowed only with City Council approval, located on City owned or leased property.

**Amended Article 12-13.01- signs permitted chart**

**Article 12-13.01 – Signs Permitted In Each Zoning District**

	RR	AR	ER & R1-43	R1-12	R1-7	RMH-1	R-2	R-3	CBD & CR	HC	I-1	I-2	HP
Animated	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	C(i)	X(m)
Canopy													X(n)
Directional	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)	X(c)
Directory	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)	X(d)
Free Standing	X(f)	X(f)	X(f)	X(f)	X(f)	X(f)	X(f)	X(f)	X(g)	X(g)	X(g)	X(g)	X(k)
Ground	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)
Illuminated	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(j)	X(l)
Name Plate	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)	X(a)
Projecting													X(k)
Temporary	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)	X(e)
Window									X(k)	X(k)			X(k)
Wall	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(b)	X(h)	X(h)	X(h)	X(h)	X(k)
Electronic display sign									X(o)	C(o)	C(o)		X(o)

**Amended Article 12-13.02 - Additional Requirements and Clarifications**

(o) Electronic Display Signs are allowed as follows: on public owned or leased property for public benefit with city council approval, allowed for school marquee boards, (public or private) and are allowed in the Highway Commercial and Light Industrial Zoning District with a Conditional Use Permit. All Electronic Display Signs are subject to the following limitations:

(1) All electronic display signs shall come equipped with automatic dimming technology which automatically adjusts the sign’s brightness in direct correlation with natural ambient light conditions at all times.

No electronic display sign shall exceed a brightness level of 0.5 foot candles above ambient light as measured using a foot candle (lux) meter at a one hundred foot (100’) distance from sign.

Prior to the issuance of any permit, the owner shall provide the City with a certification from the sign manufacturer stating that the sign is capable of complying with the above brightness provisions.

(2) The images and messages displayed must be static, and the transition from one static display to another must be instantaneous with no special effects or the transition may provide a black screen for at least one second.

(3) Electronic display signs shall not include animation, full motion video, flashing, scrolling, strobing, racing, blinking, changes in color, fade in or fade out in any manor imitating movement, or any other means not providing constant illumination.

(4) Each message shall be illuminated for at least 10 seconds before transitioning to a new message.

- (5) Electronic display area shall occupy no more than 35 percent of the entire sign.
  - (6) The images and messages displayed must be complete in themselves, without continuation in content to the next image or message or to any other sign.
  - (7) Electronic display signs that are located adjacent to any residential parcel shall not be displayed between the hours of 10:00 p.m. and 6:00 a.m.
  - (8) Electronic Display Signs are subject to the same size restrictions as applicable to all other signs in the same Zoning District.
  - (9) “Council approved” Electronic Display Signs for public benefit may sell advertising space to privately owned businesses. The business must be located within the City of Williams. All advertisement on these signs will comply with policy and procedures of the sign owner.
- (Ord. ???, 2012 Ord. 892, 2008; Ord. 786 §1(part), 1998; Ord. 772 §4, 1997; Ord. 758 §2, 1996; Ord. 747 §1 (part), 1995)