

2/27/2012

## STAFF REPORT

### Amendment to Sign Code to allow and regulate Electronic Display Signs

This proposal was initiated by the City of Williams in light of new technologies incorporated into today's sign designs. Businesses are expressing both positive and negative concerns with regards to electronic signage.

Many communities within the state have recently adopted ordinances or are in the process, (as we are) to compile information that best fits their community.

#### Summary

- What zoning districts will EDS be allowed in? As we looked through other City proposals and ordinances, EDS was not allowed in their Historic, Mainstreet, or Downtown districts. Reason being: These communities wanted to keep their heritage and originality in place and felt by allowing EDS signage in these districts would drastically change it. City Staff also feels by allowing EDS signage in our Central Business District it would change the appearance of our downtown.

Staff recommends allowing EDS signs in the Highway Commercial District. We recommend this with a Conditional Use Permit. We recommend Conditional use Permit because of the close proximity of Residential and Highway Commercial District in some areas.

EDS signs are an excellent and clean way to promote City events and functions, instead of banners as they do now. Staff recommend to allow EDS signs when proposed by City of Williams, City appointed committees, or Chamber of Commerce. These EDS can only be located on city owned or leased property with City Council Approval. This shall be defined as **"Public Benefit"**

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:

"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.

"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. (*special interest or religious groups are not considered a public benefit*)

**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)			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 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.

(Ord. 892, 2008; Ord. 786 §1(part), 1998; Ord. 772 §4, 1997; Ord. 758 §2, 1996; Ord. 747 §1 (part), 1995)