

## Electronic Signs

### Plan Board Recommendation

On March 15, 2007, the City Plan Board unanimously recommended prohibition of electronic signs, including time/temperature electronic signs. They also recommended amending the following definitions.

#### Sec. 30-23. Definitions.

Animated sign means any sign that uses movement or change of lighting or change of color to depict action or create a special effect or scene. Also includes a sign or device visible from the public right-of-way with letters or characters that move or change more frequently than every 3 minutes. The move or change can occur mechanically or electronically without altering the face or the surface of the sign. Time and temperature devices are not exempt from this definition.

~~Animated sign~~ means any sign which involves motion or rotation of any part by any means, or is illuminated by flashing, intermittent or color-changing light or lighting.

~~Changing message device~~ means any device visible from a public right-of-way across the face of which a written message appears to move or containing a written message which changes mechanically more than once in any three minutes.

Electronic sign means any sign, or portions of a sign, where any light source, including but not limited to incandescent bulbs or light-emitting diodes (LED), constitute the sign text or image. This type of sign includes, but is not limited to electronic message boards; television screens; plasma screens; digital screens; flat screens; LED screens; video boards; other types of electric and electronic display boards and screens; and holographic displays. Electronic signs include projected images or messages onto buildings or other objects. Signs that are illuminated by light sources only for the purpose of internal or external illumination are not considered electronic signs, nor are non-animated neon signs.

#### Sec. 30-316 Sign Regulations. General Restrictions

##### (b) Prohibited Signs.

- (8) Animated sign(s), including time and temperature devices. (See section 30-23. Definitions)
- ~~(9) Changing message devices, except for time and temperature devices.~~ (See section 30-23. Definitions)
- (9) Electronic sign(s)

## Alternative Recommendation

### Sec. 30-23. Definitions.

*Animated sign* means any sign that uses movement or change of lighting or change of color to depict action or create a special effect or scene. Also includes a sign or device visible from the public right-of-way with letters or characters that move or change more frequently than every 3 minutes. The move or change can occur mechanically or electronically without altering the face or the surface of the sign.

~~*Animated sign* means any sign which involves motion or rotation of any part by any means, or is illuminated by flashing, intermittent or color-changing light or lighting.~~

~~*Changing message device* means any device visible from a public right of way across the face of which a written message appears to move or containing a written message which changes mechanically more than once in any three minutes.~~

*Electronic sign* means any sign, or portions of a sign, where any light source, including but not limited to incandescent bulbs or light-emitting diodes (LED), constitute the sign text or image. The sign text or image shall not change more frequently than every 3 minutes. This type of sign includes, but is not limited to electronic message boards; television screens; plasma screens; digital screens; flat screens; LED screens; video boards; other types of electric and electronic display boards and screens; and holographic displays. Electronic signs include projected images or messages onto buildings or other objects. Signs that are illuminated by light sources only for the purpose of internal or external illumination are not considered electronic signs, nor are non-animated neon signs.

### Sec. 30-316 (f) . Electronic Signs.

*Electronic signs.* It shall be unlawful to erect, cause to be erected, maintain or cause to be maintained any electronic sign unless the electronic sign conforms to the following criteria:

- a) Special Area Plans (SAPs). Where such signs are not prohibited by sign materials or other requirements in the Traditional City, College Park, University Heights, Southwest 13<sup>th</sup> Street, or the Five Points Special Area Plans, the sign area of an electronic sign shall be no larger than 6 square feet.
- b) Areas in which permitted. Electronic signs shall be allowed in accordance with (Sec. 30-318 (a)(1))
- c) Type and Size. Only electronic monument signs that are partly electronic may be allowed in accordance with the table below at a maximum height of ten feet primary frontage and eight feet for the secondary frontage:

### Electronic Signs

Street frontage (ft)*	Number of signs	Size of Monument Sign if Part of Sign is Electronic (sq ft)( staff)	Size of Electronic Sign (sq ft)***	Distance from the Side Property Line (feet)	Distance from other signs
Less than 50	1	22	11	10	-
50 to less than 100	1	29	15	10	-
100 to less than 200	1	58	29	20	-
200 to less than 300	1	65	33	50	50
Greater than 300	1	86	43	50	100
Greater than 600	1	86	48	50	250

- c) Development standards: Only one street frontage may be used to determine the maximum size of ground-mounted or monument sign. Electronic signs must be ground-mounted monument signs only, as defined by Sec. 30-23. In accordance with Sec. 30-345 (b)(8)(a), electronic signs shall be so installed and aimed that they illuminate only the task intended and that the light they produce does not shine directly into neighboring properties or roadways. In contrast to conventional lights, which direct photos in a 360-degree direction, LED lights are efficiently directing photons in a 10-degree direction. In order to control the relatively intense glare from LED lights, electronic signs may be tilted downward, a diffusing filter may be used, or integrated electronic controls may be used to dim the light.
1. Non-Conformities. New electronic signs shall be allowed only if all existing, non-conforming signage on the property is made to conform.
  2. Brightness. The maximum brightness of an electronic sign shall not exceed illumination of 3,500 nits (candelas per square meter) during daylight hours, nor of 500 nits (candelas per square meter) between dusk to dawn, as measured from the signs face at maximum brightness. The signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one-half hour before sunset and one-half hour after sunrise