

Memorandum
Robert S. Frankland, AICP
Planning Director

Date: March 1, 2010

To: Planning Commission

RE: Changeable Copy Sign Ordinance – Proposed Revisions

Please find attached proposed revisions to the Changeable Copy sign ordinance (Amendment #1, Section 1288.04, Item 2-G) as originally proposed in the Planning Department's 2/3/10 memorandum to the Commission.

These amendments are based upon the input that was provided by the Commission at your 2/9/10 and 2/23/10 meetings. A summary of the proposed revisions are as follows:

1. The maximum sign area permitted for Changeable Copy Area has been increased from 25% to 33%;
2. Changeable Copy is restricted exclusively to free standing signs;
3. The minimum time required between the changing of a changeable copy message has been increased from 30 seconds to 5 minutes;
4. The maximum number of lines of text permitted in a changeable copy sign have been limited to two.

All other Amendments (#2 through #5) remain as proposed in the 2/3/10 memorandum from the Planning Department.

Please do not hesitate to contact me at 349-6327 if I can answer any questions that you may have regarding these proposed amendments

PROPOSED AMENDMENT #1 (REVISED)

SECTION 1288.04, ITEM 2-G - CHANGEABLE COPY

(Current Wording is designate in “black”; added wording as originally proposed by the Planning Department is designated in “red”; added wording based upon input from the Planning Commission is designated in “blue”; and deleted wording is “lined through”)

CHANGEABLE COPY ~~RESTRICTED~~ - Signs shall be composed of permanent unchangeable copy, except that up to ~~eighty percent (80%)~~ **thirty three percent (33%)** of the area of a **permitted free standing sign** may be devoted to changeable copy **subject to the following requirements:** ~~where such changeable copy serves a general public function (time, temperature, etc.) or where the sign area is devoted to advertising gasoline prices or the prices of other commodities that customarily fluctuate on a daily basis. Such changeable copy areas shall be subject to the review and approval of the Director of Planning and Community Development.~~

1. ~~Each message or display shall remain fixed and unchanging for at least five (5) minutes, and no scrolling, moving, strobing, or flashing lights shall be permitted, nor shall any animation, movies, or similar effects be permitted. In addition, such sign areas shall otherwise be in compliance with all General Sign Requirements as specified within this Code.~~
2. ~~The minimum lettering height utilized in any changeable copy message shall not be less than 4 inches.~~
3. ~~The total changeable copy area of any sign shall not be comprised of more than two (2) lines of text.~~
4. ~~Changeable copy areas shall be comprised of one (1) solid background color with one (1) color permitted for any text, illustration(s), symbols or combination thereof comprising the message or display area of the sign.~~
5. ~~Lighting intensity for any changeable copy area shall not exceed 8 foot candles of light when measured at night at a distance of three (3) feet perpendicular from the center of any sign face.~~

PROPOSED AMENDMENT #2

SECTION 1288.04, ITEM 3-E – DIRECTIONAL SIGNS

(Current Wording is designate in “black”, added wording is designated in “red”; and deleted wording is “lined through”)

DIRECTIONAL SIGNS – No permit shall be required for signs directing traffic and/or parking on multi-family or non-residential properties. However, such signs shall comply with the requirements of this Section, and shall be subject to review and approval by the Director of Planning and Community Development as further specified within this code. Directional sign(s) shall not exceed six (6) square feet in area nor shall such sign(s) exceed four (4) feet in height above the surrounding grade. ~~Directional sign(s) shall bear no advertising matter of any kind, and~~ , nor shall such signs be located closer than five (5) feet to any street right of way line.

PROPOSED AMENDMENT #3

SECTION 1261.02 – DIRECTIONAL SIGN DEFINITION

(Current Wording is designate in “black”, added wording is designated in “red”; and deleted wording is “lined through”)

SIGN, DIRECTIONAL – A sign ~~containing no advertising material~~, that is solely intended to guide the circulation movements of motorists or pedestrians on the site.

PROPOSED AMENDMENT #4

SECTION 1261.02 – CHANGEABLE COPY DEFINITION

(Current Wording is designate in “black”, added wording is designated in “red”; and deleted wording is “lined through”)

SIGN, CHANGEABLE COPY – A sign or any portion thereof that is designed to accommodate letters, characters, logos, symbols, illustrations, animation, lighting patterns, etc., and which is designed to be changed manually or electronically to provide different information and/or appearances.

PROPOSED AMENDMENT #5

SECTION 1288.04, ITEM 2-A – SIGN ILLUMINATION

(Current Wording is designate in “black”, added wording is designated in “red”; and deleted wording is “lined through”)

- a. ILLUMINATION - Any illuminated sign or device lighting a sign shall only emit light of a constant intensity, and no sign shall be illuminated by flashing, intermittent, rotating, or moving lights. Under no circumstance shall an illuminated sign or lighting device be placed or directed in such a manner so as to permit lighting to be beamed upon a street right of way, or adjacent premises, so as to cause glare or reflection constituting a traffic hazard or nuisance.

This section shall not apply to any sign performing a ~~public service such as indicating time, temperature, traffic conditions, or similar services.~~ **government service or function such as directing or regulating vehicular or pedestrian traffic patterns, providing warnings or directions relating to physical conditions or emergency situations, or performing any other legitimate government purpose.**