

Public Meeting On Digital On-Premises Signs

The public attending the public meeting on March 22, 2010, offered inputs regarding digital on-premise signs to the Planning Dept. staff and the committee formed to deal with this issue.

The staff and committee will meet to consider the inputs and make a recommendation regarding an ordinance.

The responses of the 28 respondents to the questionnaire distributed at the public meeting were:

Controls	Very important	Important	Neutral - Undecided	Not Important
Prohibit sound	89.3%	10.7%		
Prohibit full motion video over 32 SF	60.7%	21.4%	17.8%	
Prohibit use of sound	60.7%	21.4%	14.3%	
Prohibit flashing, strobing, scrolling text	64.3%	14.3%	14.3%	0.4%
Limit brightness measured from residential property (trespass lighting)	82.1%	17.9%		
Increase minimum space from 150 feet to 200 for digital sign displays	50.0%	17.9%	14.3%	10.7%
Require existing digital displays to conform with these proposed standards	67.9%	14.3%	7.1%	7.1%
Consider:				
• Minimum message dwell time between transmission to new messages	32.1%			
• Use of animation	39.3%			
• Reduce maximum sign area	42.9%			
• Reduce maximum height	39.3%			
• Hours of operation	39.3%			
• Urban design districts	7.1%			
• Major thoroughfare Plan	7.1%			
• Non-conforming rights for existing signs	14.3%			
○ City should continue to allow on-premise	20.0%			
○ Digital signs and with conditions				

From June Katchik