



DEC 09 2020

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## Electronic Readerboard Proposal

It is the goal of the City Council Planning Committee to allow businesses outside of the "Historic Downtown" area to update their readerboards giving them the convenience of modern technology while maintaining an esthetically appropriate look.

This proposal would require a designated "Historic Downtown" that would prohibit any use of Electronic Readerboard within that area.

The Historic Downtown area consists of any building that has a side on Metcalf street. For example: if you are on the corner of Metcalf and Ferry because your building has a side on Metcalf you are considered "Historic Downtown" and would not be eligible for an Electronic Readerboard.

If your building is out of this designated area these would be the requirements for approval-

1. The electronic signs must be two color - a background color and a text color-must be part of a permanent "monument" sign and can only make up 50 percent of the area of the sign. The signs can have no animation, moving graphics, flashing and cannot scroll. They may only change once every six seconds. Neon colors are prohibited.
2. Digital signs shall include ambient light monitors that automatically adjust the brightness level of the sign based on ambient light conditions subject to the limits of subsections (3) and (4) of this section
3. The maximum brightness levels for digital signs shall not exceed 5,000 nits when measured from the sign face at its maximum brightness, during daylight hours.
4. The maximum brightness levels for digital signs shall not exceed 5000 nits when measured from the sign face at its maximum brightness, between sunset and sunrise, as those times are determined by the National weather Service.
5. The transition time between messages shall be completed in no more than six second.
6. A digital sign may comprise a portion of the total allowable sign face area allowed for advertising or business identification under this chapter.
7. Freestanding only and no mounting on building of any kind.
8. Maximum height of 20ft and the electronic readerboard is no more than 50 percent of the sign area.
9. Maintenance. Each sign shall be maintained in good visual and structural condition at all times including color integrity, and all parts and supports associated with the sign in accordance with its original approval by the City. Any repair to a sign shall be done using materials and design that are of equal or greater quality than the original sign.

ENFORCMENT would be covered under code enforcement ordinance number 1670-10

Rules would be strictly monitored and subjects not complying with the rules and regulations are subject to civil penalties and can be asked to remove sign by the Code Enforcement Officer.

A design review committee of either the planning department staff/commission or city council. Will need to review any sign application for approval. To make sure it meets the criteria listed above.