



REQUEST FOR COUNCIL ACTION

To: Honorable Mayor and Members of the City Council
From: Councilman Tim Riggenschach

AGENDA DATE REQUESTED: January 14, 2014

ACTION REQUESTED: RECOMMENDATION FROM COUNCILMAN RIGGENBACH TO ENACT A MORATORIUM ON THE ENFORCEMENT OF ANIMATED AND MOVING SIGNS

BACKGROUND:

Councilman Riggenschach is requesting that a moratorium be enacted on the enforcement of the following sections of the Zoning Ordinance (Appendix B of the City Code).

17.10.a. Prohibited Signage. The following signs are prohibited in all districts:

(1) Signs which move, or give the appearance of moving with the exception of those temporary signs permitted in Section 17.10.c. or exempted in Section 17.10.b. This category includes pennants, streamers, string pennants, "garrison" size flags (other than the official national flag of the United States of America) and all other signs which flutter, undulate, swing, rotate, oscillate or otherwise move by natural or artificial means.

(2) Signs containing any flashing or running lights or lights creating an illusion of movement except for signs in the B1 district. Also exempt from this category are electronic multiple message signs subject to the requirements of Section 17.15

17.15. Special Regulations for Electronic Multiple Message Signs.

17.15.c. Regulations.

(a) Static Images Only. Sign content/messages shall not consist of video, and shall not move, blink, animate, flash, or behave in any other way which constitutes or implies motion. Images shall remain static except during transition. Signs in the B-1 district shall be exempt from this regulation.

(b) Length of Display (Dwell Time). Electronic multiple message signs are permitted to change their message no more than once per every ten seconds, except that time/temperature/stock market signs are allowed change their message no more than once per every three seconds. Signs in the B-1 district shall be exempt from this regulation.

(c) Transitions. There shall be no animation, traveling, scrolling, fades, or dissolves between displayed messages. Transitions between content/messages shall be instantaneous. Signs in the B-1 district shall be exempt from this regulation.

IMPACT IF APPROVED: Enforcement of the above sections of the Zoning Ordinance will not take place.

IMPACT IF DENIED: The current restrictions on animated or moving signs will continue to be enforced.