

SIGN CODE UPDATE

PHASE 1

PHASE 2

**INTERIM SIGN
CODE CHANGES**

**COMPREHENSIVE
SIGN CODE UPDATE**

2017 WINTER SPRING SUMMER FALL WINTER **2018**

1. What potential natural resource impacts do the draft Digital Billboard regulations have?

Discussion topics that came from the Night Sky team included:

1. Brightness levels between sunset and sunrise
2. Color temperature at night (blue +white spectrum light)
3. Dwell times for changing messages
4. Exchange of static billboards for Digital Billboards
5. Safety (distraction + glare)

	What does the Code Update include?
Max Size	Not to exceed 90 sf. in area, unless it is directed at an interstate highway, in which case it shall not exceed 250 sf. in area
Max Height	Not to exceed 18 ft. in height, unless it is directed at an interstate highway, in which case it shall not exceed 26 ft. in height
Resolution	EMC's shall not have pixel pitch that is greater than 16 mm.
Dwell Time	Messages can change based on the speed limit of the street the EMC faces: <ul style="list-style-type: none"> • 50 mph or less: 60 seconds • More than 50 mph: 24 seconds
Other Standards	The message displayed on an EMC shall be a single static message (not a split screen with more than one message)



Maximum of 5 new locations

	What does the Code Update include?
Replacement Ratio	The greater of 8 static sign faces or 2,200 sf. of static sign face from existing billboards within the City limits or Growth Management Area Will be permanently removed for each sign face that is the subject of a digital board replacement
Spacing	Separated from each other by not less than two miles, measured in a straight line between the Billboards
Setbacks	<ul style="list-style-type: none"> • From public rights-of-way: 25ft • From traffic control devices and driver decision points: 100ft • Downtown Zone district, designated historic districts or landmarks, natural areas or parks, or property that is used or zoned for single-family, duplex, or sing-family attached residential uses: 500ft. • From interchanges with limited access highways: 1,000ft
Locations	The maximum of 5 new Digital Billboard Locations



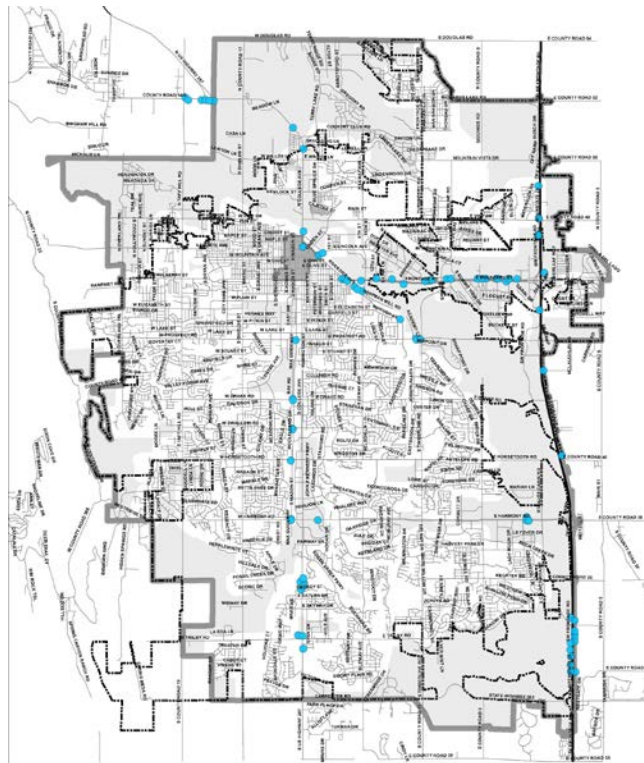
From Lamar.com

- There are 70-80 static billboard faces within the City and Growth Management Area (this about 36 different locations).

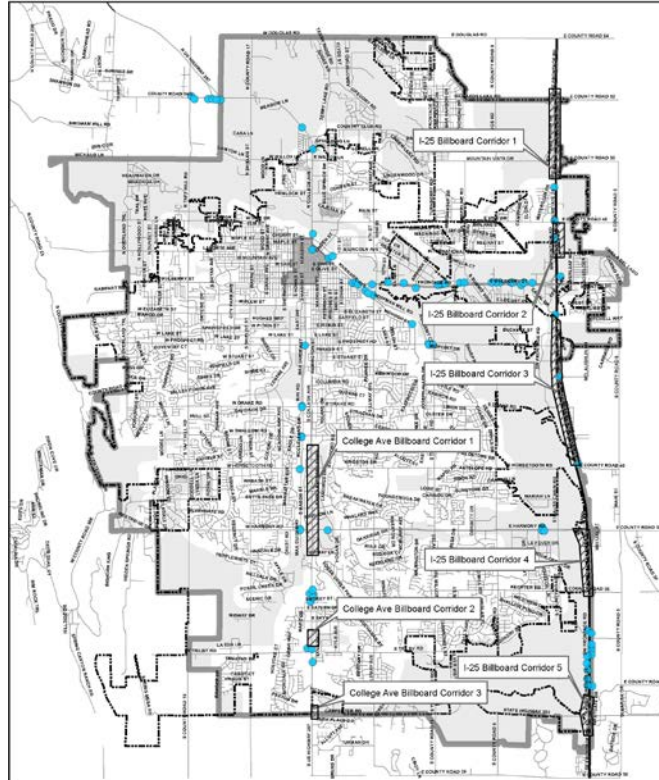


- There is 1 digital Billboard in the Growth Management Area.

Location of existing Billboards



Possible locations of Digital Billboards



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