

UDO-CC14

Request

This text amendment is proposed by Planning staff to address Council concerns related to:

- The change rate for Electronic Message Board Signs,
- The Brightness of Electronic Message Board Signs, and
- The amortization period of signs which do not meet the standards of the 2007 sign ordinance

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Background

- Council has heard from business owners that:
 - The current rate of change provisions for electronic message board signs are too restrictive, and
 - Financial challenges related to replacing nonconforming freestanding signs by June 2022 have arisen as a result of the COVID pandemic
- Council has also heard citizen complaints related to the brightness of some electronic message board signs at night

UDO-CC14

Electronic Message Board Change Rate

- This amendment proposes reducing the maximum change rate for Electronic Message Boards from once every 2 hours to once every 2 minutes
- This change will allow greater flexibility for sign owners, but should still promote an attractive streetscape
- This change rate will also be easier for staff to verify and enforce

UDO-CC14

Electronic Message Board Brightness

Proposed Electronic Message Board Brightness Standards:

- Maximum brightness levels shall not exceed 5,000 nits during daylight hours and 500 nits at night (Nit=1 candela/sq. meter)
- These brightness requirements are similar to those of Charlotte, Asheville and High Point
- All signs shall have a light sensing device that will adjust the sign brightness in real-time as ambient light conditions change
- Sign contractor shall certify in writing that the installed sign meets all brightness regulations prior to final inspection

UDO-CC14

Amortization of Nonconforming On-Premises Freestanding Signs

- This amendment proposes on-premises freestanding signs made nonconforming by the provisions of the 2007 sign ordinance shall have 2 additional years to come into compliance (June 30, 2024 rather than June 30, 2022)
- 2-year extension recommended by Council Committee to accommodate financial hardships encountered by business owners during the pandemic

UDO-CC14

Recommendation

- UDO-CC14 was recommended for approval by the Planning Board at its August 12, 2021 meeting by an 8-1 vote.