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Meeting Date: June 12, 2019

From: Andrew Stanislav, Planner *AS*

Project: Sign Package Discussion

The Planning and Public Works Committee has directed Staff to pursue updates to Article 04-05 Sign Requirements of the Unified Development Code (UDC). While all proposed amendments will be formally presented to the Planning Commission for review and discussion through the Public Hearing process, Staff is seeking input and direction from the Planning Commission on the Sign Package process that is currently established in Article 04-05.

On April 22, 2019, a discussion was initiated at the Ordinance Review Committee regarding current standards in the UDC for Sign Packages, including but not limited to submittal requirements and review criteria. Specifically, the Committee provided Staff with input and direction on proceeding with standards and review criteria for Sign Package requests including Electronic Message Centers (EMCs).

Below is a brief list of topics discussed by the Ordinance Review Committee at the April 22nd meeting:

1. Recent legislation regarding regulation of sign content
2. Potential to limit EMCs to specific geographic areas of the City
3. Potential regulations pertaining to EMC hours of operation, intensity, and frequency of message change
4. Consideration of time, place, and manner of signage
5. Distance between EMCs
6. Desire to avoid rotation or daily commercial messaging
7. Ability to have a helpful public service component (i.e. civic events)
8. Use/type of EMCs (i.e. theater, gas station, freestanding, wall mounted)

The purpose of this discussion is for Staff to receive additional direction and input from the Planning Commission to be utilized in drafting a future ordinance amendment for consideration of Sign Packages that include EMCs. Please see the attached draft language for discussion.

No vote is requested at this time. Input received will be incorporated into the draft regulations which will then be presented at a future Public Hearing before the Planning Commission.

Links:

1. [UDC Article 04-05 Sign Requirements](#)
2. [UDC Article 10-04 Signage Terms](#)

cc: Justin Wyse, Director of Planning and Development Services

Sec. 31-04-05.

D. Sign Package Submittals.

1. The purpose of a sign package is to provide comprehensive, complementary and unified signage throughout a single development or contiguous lots under common ownership. If a sign package exists for a multi-lot development or subdivision, then individual lots within that subdivision or development may not submit their own, separate sign package. In addition, developments of a certain size, quality, or mix of uses may require special signage consideration. Therefore, in order to encourage superior design, quality and character, comprehensive sign packages allow for specialized review of signs and flexibility from standard signage requirements.
2. When a sign package is requested for a proposed or existing development, the criteria for signs, as provided for in this Article, may no longer be applicable in its entirety or portions thereof. The reason for the requested modification is to provide for flexible sign criteria that promotes superior design and is tailored to a specific development which may vary from general ordinance provisions.
3. Consideration of flexibility in sign criteria is based on a number of review factors, including, but not limited to, the physical impact of the proposed comprehensive sign package, the quality of the proposed comprehensive sign package, and mitigation of unfavorable conditions such as excessive signs, light spillover from signs, height, and other related conditions and potentially negative impacts.
4. When a sign package is requested for a development, the following shall be submitted to the Department:
 - a. A narrative detailing the reasoning for the sign package request and why it will enhance the proposed development above what would be permitted through the City of Chesterfield UDC.
 - b. The maximum number of proposed signs.
 - c. Location, size, height, construction material, and placement of all proposed signs.
 - d. General elevations of all proposed freestanding, monument, wall, and any other sign that requires City of Chesterfield approval.
 - e. Illumination level, color and type. Illumination shall conform to the Section 31-04-03, Lighting standards, of this Article.
 - f. Dimensions, height, square footage of all existing signs or note that none exist for both freestanding and attached signs (submit picture of all existing signage).
 - g. Material specifications for proposed signs including sign materials and colors.
 - h. Landscaping of any freestanding or monument signs.
5. **Electronic Message Centers.**
 - a. In addition to submittal requirements noted in sub-section 4., any request for an electronic message center shall comply with the following:
 - (1) Duration of image display. Each image displayed shall have a minimum duration of ten (10) seconds.
 - (2) Presentation. The image shall be a static display. No portion of the image shall flash, scintillate, fade in or fade out, scroll, twirl, change color, or in any manner imitate

movement. No motion imagery, special effect to imitate movement, or presentation of graphics displayed in a progression of frames that give the illusion of motion shall be permitted.

- (3) Transition. When the image or any portion thereof changes, the change sequence shall only be accomplished by means of instantaneous re-pixelization.
 - (4) Dimmer control. The electronic message center shall be equipped with an automatic dimmer control to automatically produce a distinct illumination change from a higher illumination level to a lower level according to ambient light conditions and for the time period between sundown and sunrise.
 - (5) Brightness. The electronic message center shall not exceed a maximum of seven thousand (7,000) nits (candelas per square meter) during daylight hours and a maximum illumination of six hundred (600) nits (candelas per square meter) between sundown and sunrise measured from the sign's face at maximum brightness.
 - (6) Fluctuating or flashing illumination. No portion of the electronic message center may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or that in any manner creates the illusion of movement.
 - (7) Malfunction and noncompliance. The electronic message center shall be designed and equipped to freeze the device in one (1) position if a malfunction occurs. The electronic message center shall be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner shall immediately stop the dynamic display when notified by the City that it is not complying with standards of this code.
- b. In considering a Sign Package that includes an Electronic Message Center, the Planning Commission shall consider the following additional items in their review:
- (1) Proximity of the proposed Electronic Message Center to other similar signs;
 - (2) Proximity and impact on adjacent land uses with particularly consideration given to residential properties and uses;
 - (3) Impact of the total amount of signage on the site in conjunction with the use of the Electronic Message Center;
 - (4) Nature and character of the roadway on which the project is located;
 - (5) Nature and character of the proposed use and area within which the project is located; and
 - (6) Size of the project and roadway frontage.
- c. Any of the standards in sub-section 5.a. of this Section may be modified by a separate 2/3 vote of the Planning Commission.
6. Planning Commission Action. The Planning Commission may approve, approve with modifications, or deny the proposed sign package based on its conformance with this subsection, findings of the submittals furtherance of the purpose in Section 31-04-05.A., and consistency with the Comprehensive Plan.

7. Appeals. Appeals from any portion of this subsection, including the Planning Commission's decision on the electronic message center, shall be made to the City Council in accordance with the process and requirements in Section 31-02-19.