

PRE-HEARING STAFF ANALYSIS

Rezoning Petition No. 2007-065

Petitioner: Charley Schalliol

Request: Text amendment to add a new definition for “electronic changeable face signs” and to allow electronic changeable face signs for hotels and theaters, with limitations.

Background

Currently, the Zoning Ordinance allows Identification or Business Signs located in business districts to have changeable copy. The changeable copy portion of the sign can not exceed 25% of the total sign face area, except theaters signs may have changeable copy on 100% of the total sign face area. Changeable copy is defined as “Copy that is or can be changed manually in the field, or through mechanical means [e.g. readerboards with changeable letters]”.

This text amendment proposes to also allow both hotels and theaters to have the ability to use changeable copy signs as well as electronic changeable face signs, with several limitations.

Consistency and Conclusion

This text amendment is not considered appropriate for approval, and is not reasonable and in the public interest, and is not considered consistent with local plans and policies.

Summary

This text amendment proposes to add a new definition for “electronic changeable face signs”:

A sign, display, or device, or portion thereof, which 1) changes the advertising message or information on the sign face electronically by the rotation of panels or slats or 2) electronically changes the fixed display screen composed of a series of lights, including light emitting diodes (LED’s), fiber optics, or other similar new technology where the message change sequence is accomplished immediately. Electronic changeable face outdoor advertising signs include computer programmable, microprocessor controlled electronic or digital displays that display electronic, static images, static graphics, or static pictures, with or without textual information, and tri-vision outdoor advertising signs. Electronic changeable face outdoor advertising signs do not include animated or scrolling images, graphics, video active images (similar to television images), projected images or messages onto buildings or other objects, or static outdoor advertising signs. An electronic changeable face sign is not an electronic changeable face outdoor advertising sign.

Section 13.109(4) of the Zoning Ordinance is proposed to be modified in two ways:

- It would now allow hotels to have changeable copy signs, as theaters do now.
- It would allow both theaters and hotels to have electronic changeable face signs, with conditions:
 - Electronic changeable face signs would be permitted only along Class I streets (freeways) when the sign is intended to be viewed from the Class I street.

- There would be a minimum 2000' spacing separation from other electronic changeable face signs.
- Each message displayed on the electronic changeable face sign shall remain static for a minimum of 8 seconds, and the change sequence shall be instantaneous.
- No animated images or graphics are permitted; no audio components, scrolling messages, nor video moving images similar to television images.

Outstanding Issues:

CDOT has several comments that are critical to their support of the text amendment. Please see the attached memo regarding their specific comments.