

MEETING DATE: July 27th, 2021

STAFF: Rick Arroyo, Asst. Community
Development Director

PROJECT NAME: UDO Amendment #49

CASE NUMBER / REQUEST: 21-175-05 – UDO Amend #49– Electronic Message Board Signs

APPLICANT: City of Independence

PUBLIC NOTICE:

- Public notice published in Independence Examiner – July 10th, 2021

FURTHER ACTION:

Following action by the Planning Commission, this UDO Amendment is scheduled for first reading by City Council on August 16th and the public hearing/second reading on September 7th.

RECOMMENDATION

Staff recommends **APPROVAL** of the proposed amendment to the Unified Development Ordinance.

PROJECT DESCRIPTION & BACKGROUND INFORMATION

PROJECT DESCRIPTION:

The City proposes Amendment #49 to the Unified Development Ordinance (UDO) related to Electronic Message Center Signs.

BACKGROUND & HISTORY: This amendment modifies language to the UDO in regards to Electronic Message Center Signs.

The current UDO under Article 5 Section 14-504-10 does not allow the placement of an electronic message sign in public right-of-way except for the purpose of federal law. With ongoing efforts by the City's Parks Department to promote community centers such as the Farmers Market, the Downtown Square, and engage citizens on community events happening at City Hall, a review of this section has been revised to allow use of signs in the right-of-way for other government purposes.

To provide a more usable changeable copy sign, under Article 5 Section 14-505-14-G and H the face of any changeable copy sign has been increased from 25 percent to 65 percent. It has been observed by staff that many changeable copy signs within our region have this percentage of the sign face used for the purpose of changeable copy messages.

To provide guidance on the construction of any freestanding Electronic Message Center Sign, specifications on required base materials for monument signs with embedded electronics have been added to include durable masonry, concrete, brick or stone like materials.

For the purpose of safety in the use of Electronic Message Center Signs, a more clear and precise measure of sign brightness has been amended. These measurement standards are in line with neighboring communities on how brightness is set on electronic message signs and are a reflection of industry standards for safe and usable brightness for the public and motorist. Specifications have been added to clarify that only static displays are allowed for Electronic Message Center Signs. Scrolling, flashing, or any appearance of movement from the sign are not allowed.

EXHIBITS

Article 5, Section 14-504 Sign Regulations