

Reference	Title	Ordinance Summary	Considerations
DIGITAL DISPLAY ON CERTAIN DETACHED NONPREMISE SIGNS.			
SEC. 51A-7.308.(d)(1)	<u>Sign face exchange ratio</u>	Allowed exchange of three square feet of static face area must be traded in for one square foot of digital.	<ul style="list-style-type: none"> -Initial fee is proposed rather than an overall number of sign reduction. - \$25,000 fee paid for each digital face. - Option to remove signs or a fee plus beautification. - Fee based proposal system, or both fee and/or reduction option. - Combining the \$25000.00 permit application fee and the "structural beautification" really puts added burden on small operators. - Small operators with existing sites be allowed TWO sign face conversions without complying with the 3:1 trade-in ratio or the suggested "structural beautification" requirement - Keeping in mind the original intent is to decrease the overall number of signs in the city
SEC. 51A-7.308.(d)(2)	<u>Sign face exchange ratio</u>	Allows for face exchange for companies having 61 or fewer registered signs without trade-in.	<ul style="list-style-type: none"> - For new program, all companies must be registered with the state and have existing registered signs. - All registrations must be up-to-date. - How to clean up and Eliminate all non-registered illegal signs. - Allow for new operators & determine if sign modifications must occur at the location of the existing sign or if a new location can be selected.

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SEC. 51A-7.308.(e)	<u>Location and Number</u>	<ol style="list-style-type: none"> 1. Limiting the number of digital display signs to 50, with a process for reviewing applications and potentially using a lottery 2. Digital display signs are restricted to expressways. 3. Requirements for spacing between digital display signs along expressways, depending on the number of signs on a support structure. 4. Prohibiting digital display signs within 300 feet of residential district lots. 5. Prohibiting digital display signs within 2,000 feet of the Trinity River 6. Prohibiting digital display signs within 500 feet of lots in historic districts. 7. Prohibiting digital display signs within 500 feet of escarpment zones. 	<ul style="list-style-type: none"> -Allow 25 additional digital sign locations -Allow 50 additional digital sign locations -No limitation should be designated -Inclusion of non-expressway sites such as Northwest Highway/ Loop 12 -Allow reduced spacing for signs on the same side of traffic and signs located within 2,000' of the Trinity River. -Eliminate 51A-7.308 (e)(2) to include Digital on non-expressways. -Reduce distance from residential down to 100' and require new "Light Directing or Light blocking technology" -clarify that spacing is measured linearly. This would coincide with current TXDOT code for Digital spacing. -Initial staff recommendation would be to allow closer spacing under an SUP on a case-by-case basis. -How would residential proximity be handled if areas such as NWHW/ Loop 12 were added?
SEC. 51A-7.308.(f)	<u>Digital display sign support structures.</u>	<ol style="list-style-type: none"> 1. Digital display sign cannot exceed 50 feet in overall height, or 42.5 feet above an expressway's nearest point. They must not be taller than the sign they replace. 2. Two-Sided Signs: <ul style="list-style-type: none"> - If the existing faces are angled at 10 degrees or more towards an expressway, one or both faces can be converted. - If the existing faces are angled at less than 10 degrees, only one face can be converted, and the other must be removed. 3. Angle Maintenance: Sign support structures cannot be altered to change the angle of a sign face during conversion. 4. Electrical Service: Electrical service to sign support structures with digital displays must be underground from the property line to the sign. 	<ul style="list-style-type: none"> -Structural Beautification/approved sign modification are to include certain architectural features. -Structural Beautification and sign modification need to fit into the aesthetics of the immediate surroundings. -Remove language regarding back-to-back restriction. -Allow smaller multiple sign faces oriented in the same direction. -Examine allowing signs at less than 10 degree angles

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SEC. 51A-7.308.(g)	<u>Display.</u>	<p>1. Brightness Regulation: Digital display signs must automatically adjust brightness. They must have dimmer controls and photocells for automatic adjustment.</p> <p>2. Residential Area Impact: Digital displays cannot increase light levels on residential lots beyond ambient conditions without the display. Measurements are taken at the closest point five feet inside the residential lot and five feet above the ground.</p> <p>3. Certification Requirement: Before a permit is issued for a digital display sign, the applicant must provide written certification from the sign manufacturer confirming compliance with brightness and dimming standards. The sign's light intensity must also be protected from user manipulation by password-protected software or other approved methods.</p>	<p>-Minimum 20mm pixel pitch</p> <p>-Current technology allows live messaging. Clarify that 16mm it is actually higher resolution than 20mm.</p> <p>-Examine design-oriented restrictions, such as prohibiting white backgrounds or setting a maximum font size to promote readability.</p>
SEC. 51A-7.308.(j)	<u>Display of emergency information</u>	Allows for emergency displays such as: Amber Alerts, Silver Alerts, information regarding terrorist attacks, natural disasters, and other emergency situations in appropriate sign rotations.	-Provide the City with 10% Public Programming or 100 hours per calendar year (whichever is more) for emergency information, arts, civic announcements, or any information provided the city provides necessary copy determined through separate agreement.
SEC. 51A-7.308.(k)	<u>Sunset</u>	The exchange program ended August 31, 2016	<p>- Five-year sunset</p> <p>- Eliminate Sunset</p>
MAINTENANCE			
SEC. 51A-7.702.	REMOVAL AND MAINTENANCE OF CERTAIN NON-CONFORMING SIGNS.	<p>- Repair is restricted if it exceeds 60% of the cost of erecting a new sign of the same type at the same location or if it enlarges or increases the structure.</p> <p>- The effective area of a detached non-premise sign excludes sign skirting if it only contains the name of the sign company.</p> <p>- Adding new electrical or mechanical components to non-conforming signs is prohibited.</p> <p>-Generally, extensions of the sign face on detached non-premise expressway signs are exempt from the effective area calculation</p>	<p>-Maintenance replacement of digital face of the same active sign face size</p> <p>-Combining faces facing the same direction on the same site as long as resulting overall size is not increased</p> <p>-Allow temporary design elements on illuminated signs such as LED/rope lighting that is incorporated into the message, not an alteration</p>
RELOCATION OF CERTAIN DETACHED NON-PREMISE SIGNS.			
SEC. 51A-7.307.(a)	<u>In general.</u>	Non-conforming detached non-premise signs located on or overhanging a parcel of land acquired by a governmental entity may be relocated subject to the restrictions in this section.	-Allow relocation due to development/redevelopment.
SEC. 51A-7.307.(b)	<u>Application.</u>	<p>1.The owner of the sign and the governmental entity must sign a relocation application.</p> <p>2.The owner of the sign must submit the relocation application within one year after the sign is actually removed from the parcel of land.</p> <p>3.The relocation must be completed within one year after approval of the relocation application.</p>	<p>-Increase deadline for relocation to 5 years. Deadline to complete would remain 1 year.</p> <p>-Increase deadline for relocation to 4 years to coincide with TXDOT Impacted Sign Credits. Deadline to complete would remain 1 year.</p>
SEC. 51A-7.307.(d)	<u>Relocation to remainder.</u>	3. Signs on railroad right-of-ways must be relocated within 500 feet, unless unsuitable. If relocation beyond 500 feet is necessary, it must comply with all restrictions outlined in the ordinance.	-Change to allow signs to be relocated out of railroad right-of-way or within any railroad right-of-way

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SEC. 51A-7.307.(c)	<u>Restrictions on relocations.</u>	<ol style="list-style-type: none"> 1. Signs cannot be relocated within 1,000 feet of a new expressway. 2. Signs cannot be relocated within 100 feet of an expressway unless they were originally within that range. 3. Signs cannot have messages oriented to be visible from a new expressway. 4. Messages on relocated signs cannot be oriented to be visible from an expressway unless they were originally. 5. Non-HBA signs must be relocated at least 500 feet from another non-premise sign. 6. HBA signs must be relocated at least 500 feet from another non-premise sign on the same expressway side. 7. Only one relocation permitted between sites of non-premise signs unless the distance exceeds a specified formula. 8. Relocated signs cannot have a greater effective area than original, except under specific conditions. 9. Two one-faced signs can be combined into one two-faced sign under certain size restrictions. 10. Relocated signs must comply with building code. 11. No relocation until necessary permits are approved. 12. Signs cannot be relocated within 2,000 feet of the Trinity River. 13. Signs cannot be relocated within 500 feet of specific areas like historic districts or parks. 14. Non-HBA signs cannot be relocated within 500 feet of non-business or residential zones. 15. HBA signs cannot be relocated within 300 feet of non-business or residential zones. 16. Signs cannot be relocated within 200 feet of certain intersections. 17. No addition of new properties (e.g., illumination) to relocated signs. 	<ul style="list-style-type: none"> -Allow relocation to overhang buildings. -Delete obsolete language 57A-7.307(e)(7) -Revise Combining language to allow a relocation to combine with any other sign as long as (8)(a), (b), & (c) are met. Delete (9) -Reduce spacing requirement from Trinity River from 2,000' to 1,500' -Revise spacing requirement from Trinity River to 500' in 51A-7.307(e)(12) -Delete required spacing from escarpment zone or geologically similar areas -Change default measurement to linear -Reduce spacing from intersections/ramps from 200 to 50 feet. -Remove 51A-7.307 (e) (17) so long as fee + reduction of signs are met
SEC. 51A-7.307.(g)	<u>Limitations on size.</u>	<ol style="list-style-type: none"> 1. Signs that are 72 square feet or less may not exceed 20 feet in height. 2. Signs that are greater than 72 square feet may not exceed 400 square feet or 30 feet in height. 3. In specific zoning districts or subdistricts, signs may not exceed 72 square feet or 20 feet in height, overriding the previous provisions. 	<ul style="list-style-type: none"> -Consider deleting (g) Limitations on size as it is redundant.
SEC. 51A-7.307.(i)	<u>Specific use permit.</u>	<ol style="list-style-type: none"> 1. To authorize a detached non-premise sign to have lesser spacing 2. To permit the relocation of an HBA sign or an expressway sign to certain designated districts (LO(A), MO(A), or GO(A)). 	<ul style="list-style-type: none"> -Expand allowed zoning districts by adding LO(A), MO(A), & GO(A) to main list (no longer requiring SUP) -Examine and clarify relocation/SPSD ordinance hierarchy