

Memorandum



CITY OF DALLAS

DATE July 31, 2015

Members of the Economic Development Committee:

TO Rickey D. Callahan (Chair), Casey Thomas, II (Vice Chair), Adam Medrano, Lee Kleinman, Carolyn King Arnold, B. Adam McGough

SUBJECT **Proposed Regulations for Digital On-Premise Signs**

On Monday, August 3, 2015 you will be briefed on the City Plan Commission recommendation for regulating digital on-premise signs. A copy of the briefing is attached. Please contact David Cossum at 670-4127 should you have any questions or need additional information.

A handwritten signature in black ink, appearing to read 'Ry - S. E'.

Ryan S. Evans
First Assistant City Manager

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Jill A. Jordan, Assistant City Manager

Eric D. Campbell, Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council

Proposed Regulations for Digital On-Premise Signs

**City Council Economic
Development Committee**
August 3, 2015



Background

- Currently the city has no restrictions on the brightness of digital premise signs.
- Message change is restricted on premise signs and all messages are required to be static.
- Message changes are restricted to no more than every 3 seconds for time and temperature and 20 seconds for all other messages.
- When City Council considered non-premise digital billboard regulations in June of 2014, staff was instructed to develop a proposal for regulations on premise digital (LED) signs.
- On June 9, 2015 the Special Sign District Advisory Committee recommended approval of the proposed regulations for on premise digital (LED) signs.
- On July 9, 2015, the City Plan Commission recommended approval of the proposed regulations.

Issues

- Digital premise (LED) signs do not share the same restrictions as digital billboards, including measuring brightness by footcandles.
- In business zoning districts, the Code does not distinguish between the different types of illuminated premise signs (digital vs. internally or externally illuminated). Brightness for all is measured by footlamberts.
- Many of the complaints received by the City are related to premise sign brightness and animated messages.

Proposal

- Digital premise signs to follow the regulations for digital billboards regarding measuring brightness:
 - Measure brightness using footcandles and an industry standard formula based on size of the sign.
 - No increase in light level over ambient conditions to a lot in a residential district.
 - Factory-programmed equipment to comply with maximum brightness and dimming standards and end-user manipulation. (Videoboards have the same requirement.)

Proposal

- Digital premise signs to follow the regulations for digital billboards and videoboards regarding change of message except for the time a message must be displayed:
 - Each message must be displayed for a minimum of 20 seconds in business districts and 20 minutes in residential districts.
 - Digital billboard messages and videoboard messages can change every eight seconds.
 - Changes of message must happen within two seconds.
 - Changes must occur simultaneously on the entire sign face.

Proposal

- Limit the effective area for digital premise signs to 50 square feet or 50% of the allowable square footage of a sign, whichever is greater.
- Set a compliance date of one year for digital premise signs regarding brightness and change of message.

Next Steps

- Schedule the proposed standards for digital premise signs for full City Council consideration and adoption of an ordinance implementing the proposed standards.

Appendix

- Footcandle:
 - Measurement of light intensity – amount of light falling on an object
 - How bright the light is one foot away from the source
- Footlambert:
 - Average luminance of a surface – light reflected by an object
 - Amount of light emitted by or reflecting off a surface equivalent to 3.4262591 candelas (light traveling along a solid angle) per square meter