

Regulation of Electronic Message Boards - UPDATE FOR NOVEMBER 14 UDC

31.03(2) DEFINITIONS:

Electronic Message Board. See Changeable Copy Sign (Electronic Message Board).

Changeable Copy Sign (Electronic). A sign, any portion of which displays or has the ability to display electronically illuminated, scrolling or moving text, symbols or other images; commonly known as electronic message or reader boards, electronic marquees, message centers or moving message displays, utilizing LED, LCD or other digital or electronic technology.

Changeable Copy Sign (Manual). Any sign characterized that includes copy, letters, numbers, or symbols that are designed to be changed, through manual, mechanical or other non-digital means, regardless of method of attachment.

31.046 MISCELLANEOUS SIGNS

(1) Electronic Changeable Copy Signs. Changeable Copy Signs (Electronic), as defined in 31.03(2), may be integrated into a wall, roof, above-roof, ground, projecting, or canopy signs in compliance with the provisions for those types of signs found elsewhere in this Chapter; and may be displayed in the commercial, office, manufacturing districts, and non-residential uses in special districts, according to the following criteria:

(a) the changeable copy shall not alternate, change, scroll or appear to move more frequently than once every hour. *(ques - must the change be all at once or can it scroll for the change?)*

(b) All copy, characters or other changeable images shall be of one (1) color only, with light copy on a dark background.

(c) Exceptions:

1. scoreboards approved under sec. 31.044(1)(a).
2. a sign that only displays gasoline prices as allowed under Wis. Stat. sec. XXXXX shall be exempt under sec. 31.044(XXX). The copy displaying the price may change as needed to reflect change in price, however, in no case shall the electronic display of gasoline prices scroll, move, or appear to move.
3. Official traffic control devices as defined XXXXX
4. A Changeable Copy Sign (Electronic) displaying only the time and/or temperature is exempt from 31.046(1)(a) but must otherwise comply with the rest of the provisions of this section. *notes from May UDC mtg: said UDC wants to retain the current criteria - but this is a Conditional Use approval...*
5. *Any others that should be exempt or will be in violation of this section?*

(d) Signs displayed in compliance with this section (31.046(1)) shall not be considered in violation of the prohibition against Flashing Signs in sec. 31.045(3)(i).

(e) Prohibition. Any sign that displays moving, racing, scrolling, or other digital, electronic or internally illuminated text or images that appear to scroll, race or move, in violation of the above criteria, is prohibited.

PROHIBITING FLASHING SIGNS, MOTION SIGNS, LCD VIDEO (for 11-14-07 UDC)

31.03(2) DEFINITIONS:

Flashing Sign. A sign that includes a message or any other component that flashes on and off, blinks or varies in intensity, with intermittent bursts of light, color, brightness, or other feature of any kind that produces a visual flashing effect.

Digital Image Sign (Static). A sign, any portion of which displays static or stationary (?) illuminated digital images, produced by technology such as LED (light emitting diode) or LCD (liquid crystal display) display screens, plasma, high-definition, interactive touch-screen, or other such technology.

Digital Image Sign (Animated). A Digital Image Sign as defined above, any portion of which is capable of producing an animated or moving digital or video display.

Attention-getting Device. *(possibly replace with another name - emphasizing "fabric" etc.)* An object made of flexible material whether or not it contains text, logos or any other images and whether it is free-standing or attached to a sign, such as a streamer, pinwheel, pennant or other such device; suspended, hung, pinned or otherwise fastened to a sign or other structure in such a manner that the object is permitted to spin, fly, flap or otherwise move in the wind. Flags and decorative and promotional banners allowed under sec. 31.075 are not considered "attention getting devices."

31.045 UNSAFE AND UNLAWFUL SIGNS AND STRUCTURES.

(3) Hazardous or Prohibited Signs, Structures and Conditions.

(f) Use of Motion Picture Machines, Projected Images, or Stereopticons in Conjunction With Signs. No person shall use, operate or employ any motion picture machine, projected images or stereopticons in conjunction with any signs or structure, building, wall, sidewalk, street or any other structure. Any projected images, video, or other electronic light or laser displays projected onto a sign, building or structure are prohibited unless expressly allowed elsewhere in these Ordinances. NOTE - these should be called "Attention Getting Devices"

(g) Motion signs. All Motion signs, as defined in sec. 31.03(2), are prohibited, except for "tri-vision" motion signs displayed in compliance with sec. 31.046(1) *(confirm - these also can't change more than 1 hr?)* Flags and decorative and promotional banners displayed in compliance with sec. 31.075 are not considered "motion signs."

PICK NEW TITLE FOR THIS: "OLD STYLE FABRIC OR FLAG DEVICES"

(h) Attention-getting devices. All Attention-Getting Devices, as defined in sec. 31.03(2), ~~whether or not attached to or displayed in connection with a sign,~~ are prohibited. Flags and decorative and promotional banners displayed in compliance with sec. 31.075 are not considered "attention getting devices."

(i) Flashing Signs. All Flashing signs, as defined in sec. 31.03(2), are prohibited regardless of the frequency of the flashing. Signs displayed in compliance with sec. 31.046(1) and motion signs displayed in compliance with sub. (g) above, shall not be considered in violation of this prohibition. Official traffic control devices are exempt from this prohibition.

(j) Digital Image Signs. Digital Image Signs, as defined in sec. 31.03(2), whether static or animated, are prohibited. *my notes from 5-30-07 mtg. indicate UDC wanted a complete ban on static or moving / video LCD display.*