

CITY OF DELANO



REQUEST FOR ACTION

<u>Department Head</u>	<u>Planning Commission Date</u>	<u>Agenda Item</u>
Marlene E. Kittock, City Clerk	September 14, 2009	

Discussion regarding establishing standards and regulations regarding computerized message boards.

ACTION REQUESTED

Discussion regarding establishing standards and regulations regarding computerized message boards.

BACKGROUND

The City has experience several applications for computerized message boards in conjunction with new or replacement signage along the Highway 12 corridor. With the reconstruction of highway 12 through Delano several business were required to locate their identification signage. With the newer technology seven of the local businesses have included computerized message boards within their overall allowance pylon signs. These businesses that have received sign permits are Flippin' Bills, Lloyd Griep State Farm, True Value Hardware, Star West Chev Olds, Crow River Harley, Crow River Bank, and the Delano Public School. The issue that the city has become aware of is the speed of between each of the individual message, the flashing and unique designs or figures that can be displayed, as well as the brightness and variation in colored lighting that has become available, specifically the alternating of reds and blues. Some of the colorizations have been mistaken for law enforcement or emergency vehicles, not to mention that the speed between each flash or alternate message is distracting for vehicular traffic. MnDOT has standards signage regulations that indicate that the changes between message shall not be less than 8 seconds.

Currently the City's Zoning Code, Subdivision N. 3. B., 3), Prohibited signs states:

The following signs are prohibited:

Motion signs and flashing sign, except time and temperature signs, computerized message boards and barber poles. All displays shall be shielded to prevent any light from being directed at oncoming traffic in such brilliance as to impair the vision of any vehicle drive. No device shall be illuminated in such a brilliance as to impair the vision of any vehicle drive. NO device shall be illuminated in such a manner as to interfere with or obscure an official traffic sign or signal.

Since the city's ordinance predates the utilization of these technologically advanced computerized message boards, staff is suggesting that the city sign ordinance be amended to incorporate additional regulations and performance standards. Staff is looking for some informal comments and direction for Planning Commission and City Council before expending time and money on a text amendment.

Staff would suggest should they be directed to proceed, that a draft ordinance be prepared that include MnDOT standards, and then forward this draft ordinance to the Delano Area Chamber of Commerce for comments. A meeting could also be held with the seven users of these types of signs to get direct comments for include in any draft ordinance.

Staff is looking for your input before proceeding forward.

FUNDING

ATTACHMENTS