

MEMORANDUM

TO: Randy Recklaus, Village Manager
FROM: Charles Witherington-Perkins
Director of Planning and Community Development
DATE: May 15, 2017
SUBJECT: *Electronic Message Signs*

Over the past few months, additional research and review of draft ordinance language pertaining to electronic message signage has been undertaken. In addition, the areas where electronic message signage could be allowed, along major arterials has been refined and a map illustrating those areas within the community has been prepared.

In order to move this project forward, it is proposed that this matter be placed on a future Design Commission Agenda, for their review and recommendation to the Village Board. For background enclosed are the following items.

1. Proposed draft ordinance language for electronic message signs.
2. Map illustrating the commercial corridors where electronic message signs would be allowed.
3. February 2017 Report Electronic Signs Possible Condition Review. Process.

C: Robin Ward: In House Counsel
Steve Hautzinger: Design Planner

Attachment

CW-P:mp

Add the following to the end of Section 7-1111:

Conditional Review of Electronic Message Signs \$500

Add new Definition to 30-101 as 14.5:

Electronic Message Sign. A portion of a monument style ground sign on which the message, copy, graphics, or display can be changed by remote or automatic means, used to advertise a business, goods, and/or services that are available on the property on which the sign is placed.

Add new Article VII (renumber existing Articles VII, VIII, and IX to VIII, IX, and X)

Article VII Electronic Message Signs

Section 30-701 Electronic Message Signs may be permitted but only in designated major arterial commercial corridors as identified in the maps attached at the end of this Article and in accordance with the regulations set forth in this Article.

Section 30-702 Conditional Review Process and Criteria. All applications for an Electronic Message Sign shall be submitted to the Design Commission for review. The Design Commission shall hold public meetings to evaluate whether the proposed Electronic Message Sign meets the criteria set forth below. The Design Commission shall make a recommendation which will be forwarded to the Village Board of Trustees, where the request may be granted, denied or modified.

- a. The Electronic Message Sign will not create a traffic hazard or demonstrable negative impact on nearby properties or be detrimental to the safety of persons residing or working in the vicinity; and
- b. The Electronic Message Sign will serve the best interests of the Village, will be desirable for the public convenience, and will not merely serve to provide the applicant with a competitive advantage over similar businesses; and
- c. The design of the Electronic Message Sign is compatible with the essential character of the locality; and
- d. The business demonstrates a valid need for an Electronic Message Sign.

Section 30-703 Applications.

- a. All applications for Electronic Message Signs shall be submitted to and reviewed by the Design Commission.
- b. With the application, the petitioner must submit 1 copy of the following information to the Department of Planning and Community Development along with electronic pdf files:
 - 1. A letter requesting the Electronic Message Sign stating the criteria for which an Electronic Message Sign must comply and how the proposal meets those;

2. Plat of Survey;
3. A detailed site plan including building locations, driveways, yards, setbacks, the proposed sign location and any existing signage with dimensions;
4. Color photographs of subject property and surrounding properties including existing ground signs;
5. Detailed drawings of the proposed sign, fully dimensioned and drawn to scale, including fully dimensioned scaled drawings and photographs of all existing signage;
6. Manufacturer's product data and specifications for the Electronic Message Sign, including written certification verifying auto-dimming function set to .3 footcandles maximum above ambient lighting conditions;
7. Written list of all sign materials;
8. Samples of major sign materials including colors, textures and finishes being proposed;

A copy of the recommendation of the Design Commission will be forwarded to the Village Board.

Section 30-704 Notification Requirements.

- a. An applicant for an Electronic Message Sign shall serve written notice, either in person, by certified mail, or by similar delivery service which provides proof of service, on the last known taxpayers and/or property owners of record as reflected in the county records, of all property within 100 feet in each direction of the property lines of the subject property for which approval of an Electronic Message Sign is being requested; provided the number of feet occupied by all public roads, alleys and other public ways shall be excluded in computing the 100 feet. Such notice must be served not less than seven days and not more than 30 days prior to the date set for the meeting of the Design Commission to review the request for an Electronic Message Sign. If any part of a condominium property is located within this distance, written notification shall be made to the condominium association. If no such association exists, the applicant must notify each individual taxpayer of record in the condominium property. If, after a bona fide effort to determine such by the applicant, the owner of the property on which the notice is to be served cannot be found, the notice requirements of this Section shall be deemed satisfied.

The required notices shall contain the address of the location for which the Electronic Message Sign is requested, a brief statement of the nature of the request, the name and address of the legal and beneficial owner of the property, and time and date on which the meeting shall be held. Not less than one day prior to the meeting date, the applicant shall furnish a written statement certifying that he or she has complied with the requirements of this subsection. Attached to the written statement shall be a list of all property owners notified in accordance with the above, the receipts of the certified mail or the signatures of the property owners acknowledging the personal visit of the applicant, the returned notices which were undeliverable by the post office, along with a copy of the notice sent to each of the individuals therein specified.

- b. Not less than 15 days prior to the date of the Design Commission meeting at which the request for an Electronic Message Sign is to be discussed, the Applicant shall post a readable sign on the site where the Electronic Message Sign is intended to go. The Notice sign must be posted on private property adjacent to the roadway. This sign must be removed no later than ten days after completion of the final meeting. The required sign shall contain the current action requested, the date, time, and place where the meeting shall be held, a statement that further information can be obtained from the applicant and the Planning Department of the Village of Arlington Heights. The words "NOTICE OF PUBLIC MEETING" must appear at the top of the sign in letters no smaller than 1.5 inches. All costs associated with the sign are to be borne by the Petitioner. See the following exhibit for an example of a notice sign.

NOTICE OF PUBLIC MEETING

MEETING FOR: (Fill in sign variation)

**MEETING LOCATION: ARLINGTON HEIGHTS
MUNICIPAL BUILDING
33 South Arlington Heights Road**

DATE: (Fill in meeting date) **TIME:** (Fill in meeting time)

PUBLIC ATTENDANCE AND COMMENTS INVITED

FOR DETAILS CALL:

Fill in Petitioner's name and phone number or Village of Arlington Heights Department of Planning & Community Development 847-368-5200

Section 30-705 Standards for Electronic Message Signs. The following standards apply to all Electronic Message Signs:

- a. Ground Signs Only. Electronic Message Signs are only permitted on monument style, ground signs and the ground sign cannot be taller than ten feet. All other requirements for ground signs as set forth in this Chapter shall apply, unless a more specific requirement is listed in this Article, in which case the requirement in this Article applies.
- b. Display. Only high resolution, full color electronic displays are allowed.
- c. Size. Electronic Message Signs must be incorporated as part of a conventional monument style ground sign which displays the business name or use. The electronic portion of the sign must be the lower portion of the sign. The maximum size of an Electronic Message Sign shall be no more than 50% of the allowable ground sign size as set forth in the table below. The maximum allowable area of a ground sign is determined on the basis of the width and posted speed limit of the public right-of-way abutting the property on which the sign is located as set forth in the table below:

POSTED SPEED LIMIT

WIDTH OF PUBLIC RIGHT-OF-WAY	35 MILES PER HOUR OR LESS	OVER 35 MILES PER HOUR
UP TO 66 FEET	40 SQ. FT. TOTAL SIGN AREA PER FACE	60 SQ. FT. TOTAL SIGN AREA PER FACE
OVER 66 FEET	66 SQ. FT. TOTAL SIGN AREA PER FACE	80 SQ. FT. TOTAL SIGN AREA PER FACE

- d. Quantity. Only one electronic message sign per property is permitted.
- e. Spacing. There must be a minimum 300 feet spacing between Electronic Message Signs on the same side of any street.
- f. Separation from Residential. Electronic Message Signs are not permitted within 300 feet of any property being used for a residential use.
- g. Orientation. All Electronic Message Signs must be oriented perpendicular to the roadway to minimize the impact on properties directly across the street from the location of the sign.
- h. Operational Standards. The following operational standards apply to all Electronic Message Signs:
 - 1. The sign shall have static display only. No scrolling, fading, flashing, animation, or video is permitted, nor is any sound permitted.
 - 2. Messages must be displayed for a minimum of 10 seconds.
 - 3. The sign must use auto-dimming photocell technology so that the display brightness automatically adjusts based on ambient lighting conditions. Brightness shall be limited to .3 footcandles maximum above ambient lighting conditions at the established measurement distance based on the size of the sign, using the following formula:

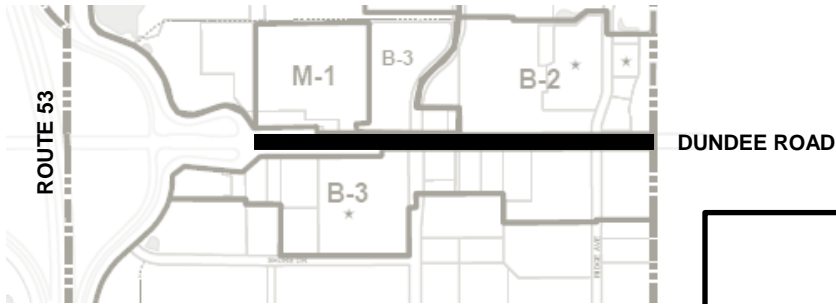
$$\text{Measurement Distance} = \sqrt{\text{Area of Sign Sq. Ft.} \times 100}$$

For example, for a ground sign that measures a total of 40 square feet, of which 20 square feet is an Electronic Message Sign, the lighting conditions will be measured at 45 feet from the sign.

Written certification from the manufacturer must be provided with the application which verifies the auto-dimming function in accordance with the requirements in this paragraph. Verification of compliance with the brightness standard will be accomplished using a footcandle illuminance meter based on procedures as established by the International Sign Association.

- 4. Off-premises advertising is not allowed.
- 5. All Electronic Message Signs are only permitted to be illuminated the same hours that the business the sign represents is open.

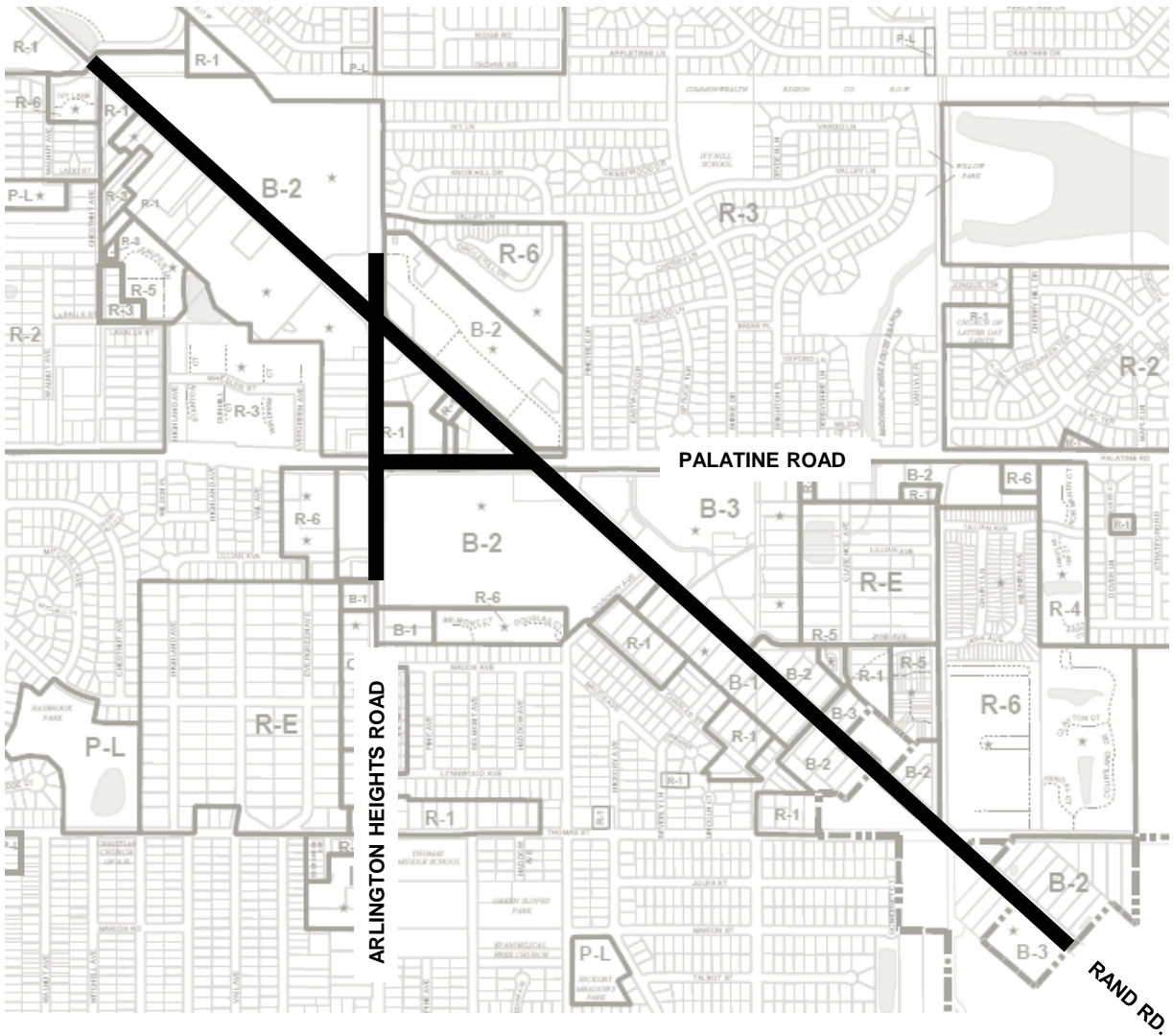
Designated Commercial Corridors for Electronic Message Signs



Map 1: Dundee Road Corridor

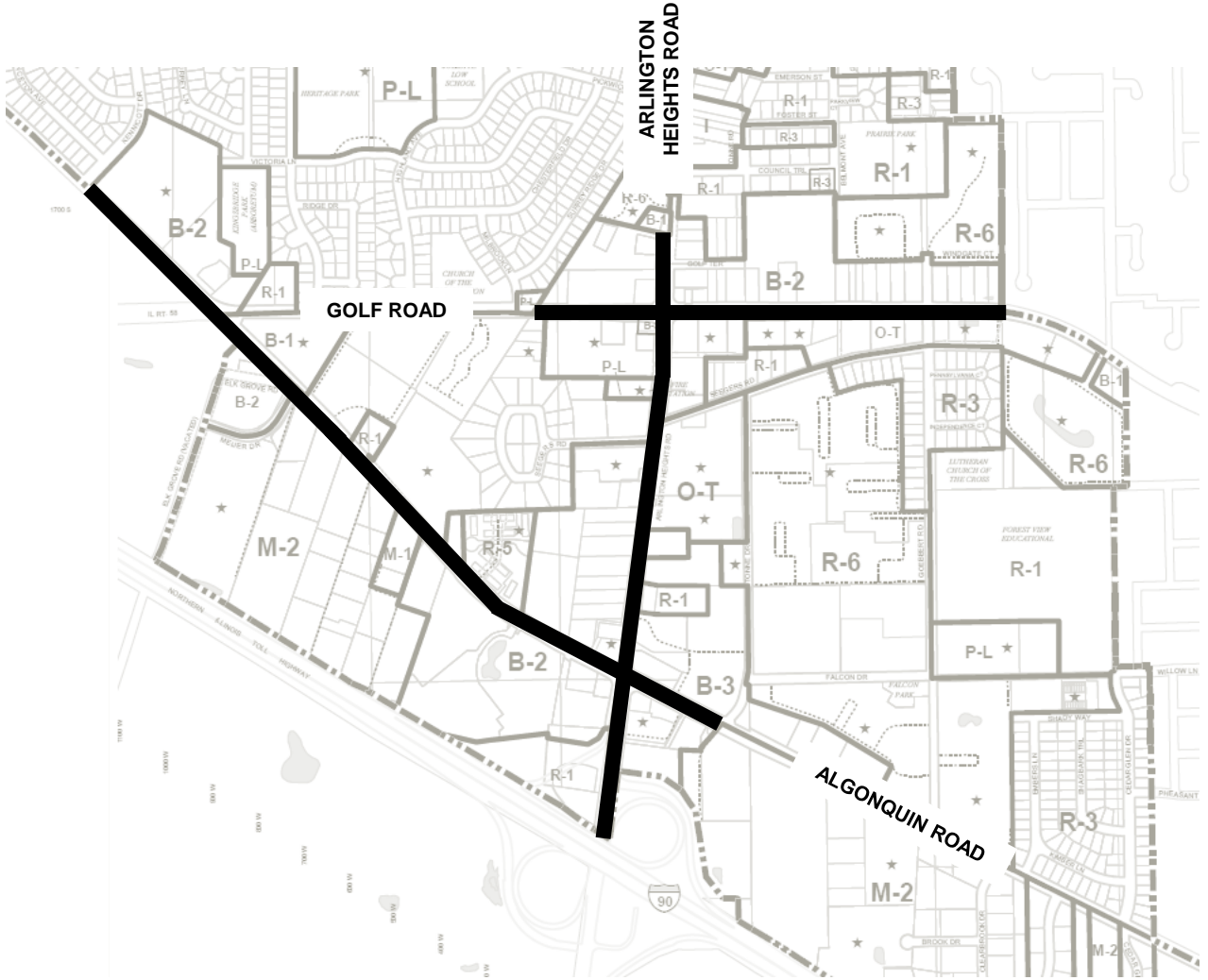
MAP LEGEND

 INDICATES PERMITTED LOCATIONS FOR ELECTRONIC MESSAGE SIGNS




Map 2: Rand Road, Palatine Road, and Arlington Heights Road Corridors

Designated Commercial Corridors for Electronic Message Signs



Map 3: Algonquin Road, Golf Road, and Arlington Heights Road Corridors

MAP LEGEND	
	INDICATES PERMITTED LOCATIONS FOR ELECTRONIC MESSAGE SIGNS