

Electronic Signage

April 18, 2017

Council Environmental Quality/Public
Works Committee

Other Kentucky Cities

- Both Louisville and Owensboro permit and regulate Electronic Signage as part of their respective Zoning/Development processes

Related Federal/State Action

- 2007 Federal Highway Administration
 - Relaxed rule against Digital Signage
 - Does Not Violate 1965 Highway Beautification Act
- 2014 USDOT “Driver Visual Behavior in the Presence of Commercial Electronic Variable Message Signs”
 - Insignificant distraction levels between digital and static billboards
- 2015 Kentucky Administrative Regulations
 - Allows electronic billboards on Inter State, and Federal-Primary Highways
 - For every Electronic Billboard applicant must remove 5-6 billboards

Regulatory Issues

- Location
- Size
- Brightness/ Disabling Glare
- Dwell Time
- Automatic Dimming
- Hours
- Historic Districts, Scenic Corridors
- Exchange/Remove Static Signage

Regulatory Issues

- Approved via Special Exception, Conditional Use or Other Means
- Enforcement/Compliance

Regulatory Issues

- American Association of State Highway and Transportation Officials (AASHTO)
 - Control variable day time & night luminaire
 - Frequency of Message Change
- American Planning Association
 - Brightness
 - Length of Static Message
 - Keep message simple

Recent LFUCG Actions Re Signage

- In light of the recent Planning/Public Safety Committee discussions
 - SCOTUS decision Reed v. Gilbert
 - Content Based Ruling
- Commissioner Paulsen organized an internal group to examine signage issue
 - Comprehensive Review of the Signage Ordinance
 - 1st Meeting March 28