

**To: HONORABLE MAYOR AND CITY COUNCIL.**

**FROM: Dave Maroney, Director of Economic Development and Planning.**

**SUBJECT: Ordinance No. 331 – Dynamic Display Signage.**

**DATE: July 12, 2013.**

**BACKGROUND.**

For several months the Planning Commission has been considering amendments to the Zoning Code and sign regulations to allow dynamic display signage in limited circumstances in Cannon Falls. Ordinance No.331 describes exactly what constitutes a dynamic display sign and provides certain standards that must be met for a sign of this type. Provided that this type of signage to be permitted, Brewster’s will apply for a dynamic display sign that they propose to install in conjunction with their planned facade renovation project – see “Sign Variance for Brewster’s Memorandum”.

The Planning Commission held a public hearing on July 8<sup>th</sup> and recommends approval.

**REQUESTED COUNCIL ACTION.**

The City Council is asked to approve Ordinance No. 331 as recommended by the Planning Commission.

**CITY OF CANNON FALLS  
GOODHUE COUNTY, MINNESOTA**

**ORDINANCE NUMBER 331  
SECOND SERIES**

**AN ORDINANCE AMENDING CHAPTER 152  
OF THE CANNON FALLS CITY CODE, THE ZONING  
ORDINANCE, CONCERNING DYNAMIC DISPLAY SIGNS**

THE CITY COUNCIL OF CANNON FALLS ORDAINS:

**Section 1.** Section 152.021 of the Cannon Falls City Code is hereby amended to add the following definition:

**SIGN; DYNAMIC DISPLAY.** Any characteristics of a sign that appear to have movement or that appear to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking, or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, digital ink or any other method or technology that allows the sign face to present a series of images or displays. The display of current fuel prices for permitted Motor Fuel Stations is not considered to be a Dynamic Display Sign.

**Section 2.** Section 152.355 of the Cannon Falls City Code is hereby amended to add the following provision:

- (J) Dynamic displays on signs are allowed only on monument and pylon signs for schools, athletic complexes or other public or semi-public institutions pursuant to Section 152.355 (F) and for permitted (Section 152.646) and conditional (Section 152.648) uses within the B-2, Highway Business District. Within the B-1, Central Business District, a dynamic display sign is allowed as a wall sign only on structures that are not designated as a contributing property by the National Register of Historic Places (January 7, 2000).

Signage for the display of current fuel prices for permitted Motor Fuel Stations is regulated by Section 152.355 (A) and is not considered to be a Dynamic Display Sign.

Except within the B-1, Central Business District, dynamic displays may occupy no more than thirty-five percent (35%) of the total allowable sign area that is permitted by the Sign Code. Only one contiguous dynamic display area is allowed on a sign face.

A dynamic display may not change or move more often than once every five (5) minutes, except one for which changes are necessary to correct hour-and-minute, date or temperature information. Time, date or temperature information is considered one dynamic display and may not be included as a component of any other dynamic display.

The images and messages displayed must be static and the transition from one static display to another must be instantaneous without any special effects.

Dynamic displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions and the sign owner must immediately stop the dynamic display when notified by the City that it is not complying with the standards of the Sign Code.

Dynamic displays must comply with the brightness standards contained in Section 152.352 (I).

**Section 3. Effective Date.** This ordinance shall be effective immediately upon its passage and publication according to law.

**PASSED AND DULY ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2013 by the City Council of the City of Cannon Falls, Minnesota.

CITY OF CANNON FALLS

BY: \_\_\_\_\_  
Lyman M. Robinson, Mayor

ATTEST:

\_\_\_\_\_  
Aaron S. Reeves, City Administrator