

Ordinance No. 17-08

An ordinance amending the zoning ordinance of the City of Brookings pertaining to electronic message display signs for the purposes of administration of the zoning ordinance

Be it ordained and enacted by the governing body of the City of Brookings, South Dakota: that Chapter 94, Division 5, Signs, shall be amended as follows:

Section 94-461

Electronic Message Display – A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means. Characteristics are defined as follows:

- a. Dissolve – a mode of message transition on an electronic message display accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.
- b. Fade - a mode of message transition on an electronic message display accomplished by varying the light intensity or pattern, where the first message gradually reduces in intensity to the point of not being legible and the subsequent message gradually increases in intensity to the point of legibility.
- c. Frame – a complete, static display screen on an electronic message display.
- d. Frame effect – a visual effect on an electronic message display applied to a single frame to attract the attention of viewers.
- e. Scroll – a mode of message transition on an electronic message display where the message appears to move vertically across the display surface.
- f. Transition – a visual effect used on an electronic message display to change from one message to another.
- g. Travel – a mode of message transition on an electronic message display where the message appears to move horizontally across the display surface

Section 94-469

- 1) All signs with electronic message display capabilities shall have internal ambient light monitors installed that automatically adjust the brightness level.

TABLE 5

PERMITTED SIGN CHARACTERISTICS BY ZONING DISTRICT

CHARACTERISTIC	FW	A	ALL R'S	RB-4	B-1	B-2	B-2A	B-3	B-4	ALL IS	INS (a)
Electronic Message display-EMD (b)	N	N	N	P	P(c)	P	P	P	P	P	P (d)
Changeable Copy	N	N	N	P	P	P	N	P	P	P	P
Illumination, Internal	N	N	N	P(e)	P (f)	P	P(e)	P	P	P	P (e)
Illumination, External	P	P	N	P(e)	P (f)	P	P	P(e)	P	P	P (e)
Illumination, Surface lighted (e)	N	N	N	N	P (f)	P	N	P	P	N	N
Neon	N	N	N	N	P (f)	P	N	P	P	N	N
Non-Illuminated	P	P	P	P	P	P	P	P	P	P	P
Reflective	P	P	N	N	P	P	N	P	P	N	N

P=Permitted N=Not allowed

- a) This column does not represent a zoning district. It applies to institutional uses permitted in residential districts. Such uses may include, but are not necessarily limited to churches, schools, apartment complexes, retirement homes, funeral homes, libraries, fraternities and sororities.
- b) This characteristic shall not include stationary LED illumination. LED illumination shall be considered as internal illumination.
Portable signs with EMD capabilities shall be permitted in the A, RB-4, B-1, B-2, B-2A, B-3, B-4, B-5, I-1, I-1R and I-2 District subject to the regulations in Section 94-470(e) and shall be permitted for any institutional use in conjunction with special events and public services for a period not to exceed 7 consecutive days nor more than 30 cumulative days within a calendar year.
- c) Signs with EMD capabilities shall be regulated as follows:

No sign with EMD capabilities, other than a portable sign, shall be permitted in the Brookings Historic Commercial District within the Business B-1 District as depicted in the 1999 Historic Preservation Plan or any amendments thereto on the following parcels:

- East 1/2, Fourth Railroad Addition
- W100' of lots 1 and 2; W80' of lot 3, Block 1, Original Plat Addition
- Lots 1-14, Block 2, Original Plat Addition
- Lots 1-17 and lot A and the N15' of the E93' of lot 18, Block 3, Original Plat Addition
- E119' of lot 1, all of lots 2-14, Block 6, Original Plat Addition
- Lots 1-13 and the W81.5' of lot 14, Block 7, Original Plat Addition
- Lot D, Railroad Addition
- Lots 8, 9, and 10, Block 13, Second Addition

- S5' of lot 7, all of lots 8-14, Block 14, Second Addition
- E 1/2, Temple Block Addition

- d) Signs with EMD capabilities shall be regulated as follows:
1. Only institutional uses such as churches, libraries and schools shall be allowed signs with EMD capabilities subject to other restrictions as stated in this section.
 2. No sign with EMD capabilities, other than a portable sign, shall be permitted for any institutional use in the Central Residential Historic District and University Residential Historic District nor for any institutional use within 150 feet of either districts boundary as depicted in the 1999 Historic Preservation Plan or any amendments thereto.
 3. No sign with EMD capabilities, other than a portable sign, shall be permitted for any institutional use within 150 feet of an individually listed property on the National Register of Historic Places as depicted in the 1999 Historic Preservation Plan or any amendments thereto.
 4. Institutional uses not regulated by subsections 2 and 3 above shall be limited to one sign with a maximum size of 24 square feet.
- e) No direct light or significant glare from the sign shall be cast onto any adjacent lot that is zoned and used for residential purposes.
- f) Any lighting involving motion or the appearance of motion shall be prohibited.

Any or all ordinances in conflict herewith are hereby repealed.

FIRST READING: April 15, 2008
SECOND READING: April 29, 2008
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CITY OF BROOKINGS, SD

Scott D. Munsterman, Mayor

ATTEST:

Shari Thornes, City Clerk