

1ST READING 12-9-08
2ND READING 12-9-08
INDEX NO. _____

ORDINANCE NO. 12192

AN ORDINANCE AMENDING CHATTANOOGA CITY CODE SECTION 3-19, TO INCLUDE ADVERTISING SIGN REQUIREMENTS FOR SIGNS CONTAINING LIGHT EMITTING DIODE (LEDS) WITHIN SIGNAGE NEAR STREETS AND ROADWAYS WITHIN THE CITY OF CHATTANOOGA.

SECTION 1. BE IT ORDAINED by the Chattanooga City Council, That Section 3-19 of the Chattanooga City Code is amended by deleting said section in its entirety and substituting in lieu thereof the following:

Sec. 3-19. Signs distracting to motor vehicle operators prohibited.

- (a) Where there are entrance and exit ramps to any controlled access facility, or a confluence of traffic, or anywhere else where operators of vehicles might be required to make sudden decisions in order to safely operate their vehicles, then no signs shall be permitted or allowed that will be or is distracting to drivers and thereby hazardous and dangerous to the traveling public.
- (b) No off-premise or on-premise sign shall have moving parts, picture tubes, lights or illumination that vary in intensity, flash or change color, except as follows: (i) that tri-vision and electronic light emitting display off-premise signs with moving parts shall be permitted provided that the message on must change in no less than two (2) seconds and shall remain static for no less than nine (9) seconds, (ii) on-premise message centers shall be allowed provided a special permit has been obtained pursuant to the provisions of Article X of this Chapter, (iii) on-premise signs displaying current time and/or temperature only through the use of lights that vary in illumination or intensity shall be allowed, provided that each display shall remain constant for a minimum of four (4) seconds; and, (iv) off-premise scroll-light signs shall be permitted provided that the message must change in less than six (6) seconds and shall be static for no less than nine (9) seconds.
- (c) No signs that resemble any regulatory or warning traffic control device or sign as found in the latest edition of the Manual on Uniform Traffic Control Devices for Streets and Highways shall be permitted.

- (d) Any signs which contain light emitting diode (LED), liquid crystal display (LCD) illumination or any sign capable of its message/display being changed by electronic/remote means shall comply with the following requirements or equivalent:
- i. All LED signs and on-premise or off-premise message centers shall be mounted on permanent sign structures only. Vehicle-mounted LED displays of any type, including parked or moving vehicles, are prohibited.
 - ii. All LED signs and on-premise message centers shall have static images only. Flashing signs, scrolling message signs, or any form of animated images are prohibited. Audible signs are also prohibited.
 - iii. LED images shall be displayed a minimum of ten seconds.
 - iv. Transitions between images shall be a minimum of two seconds and shall be a fade out/fade in image change only. Scrolling transitions or abrupt image changes are prohibited.
 - v. Automated light intensity and dimming controls for LED signs shall be required.
 - vi. Using industry standards, daytime brightness levels should be no more than 90% of maximum intensity. Nighttime brightness shall be reduced to 30% of the maximum light intensity for the LED sign. The Traffic Engineer shall establish daytime and nighttime brightness levels based upon (mCd) levels which are approved by the City Council on all LED signs. [A millicandela (mCd) is the unit of measure commonly used to describe LED brightness.]
 - vii. All LED sign permit requests shall be reviewed and approved by the City Traffic Engineer.

SECTION 2. That this Ordinance shall become effective immediately after its passage.

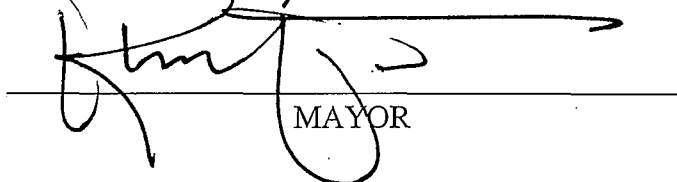
PASSED on Second and Final Reading

December 9, 2008.


CHAIRPERSON

APPROVED: DISAPPROVED:

DATE: 12/12, 2008.


MAYOR

PAN/kac