

**CITY OF JEFFERSONTOWN
JEFFERSON COUNTY, KENTUCKY**

ORDINANCE NO. 1320, SERIES 2014

**AN ORDINANCE AMENDING CHAPTER 94 OF THE
JEFFERSONTOWN, KENTUCKY, CODE OF ORDINANCES
WITH RESPECT TO DEFINITIONS OF CHANGING IMAGE
SIGNS AND READER BOARD SIGNS AND ADOPTING
NEW REGULATIONS THEREOF**

WHEREAS, Chapter 94 of the Jeffersontown Code of Ordinances regulates signage within the City; and

WHEREAS, the City Council finds that changes in technologies relative to video signs and other electronic signs has significantly advanced; and

WHEREAS, the City Council finds that changes to certain definitions and the adoption of additional regulations is necessary and proper to appropriately regulate signage within Jeffersontown, Kentucky.

**NOW THEREFORE, IT IS ORDAINED BY THE CITY OF
JEFFERSONTOWN, KENTUCKY, AS FOLLOWS:**

Section 1. Section 94.03 of the aforesaid Code of Ordinances is amended with respect to the definition of Changing Image Sign as follows:

CHANGING IMAGE SIGN. ~~A sign, including a sign using a visual display method, that changes its message or background by mean of electrical, kinetic, solar, or mechanical energy. A VIDEO DISPLAY METHOD is a method of display characterized by real-time, full-motion imagery. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a CHANGING IMAGE SIGN for purposes of this. A video display of at least television quality used to display a fixed image for a set time period at the end of which an instantaneous change to a new image is allowed. The change in image shall be instantaneous and not utilize scrolling or motion.~~

Section 2. The following definitions are added to Section 94.03 of the aforesaid

Code of Ordinances:

ELECTRONIC READER BOARD. A sign, including a sign using a video display method, which changes its message or background by means of electrical, kinetic, solar or mechanical energy. A video display method is a method of display characterized by real-time, full motion imagery. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not an Electronic Reader Board for purposes of this Ordinance.

FULL MOTION VIDEO SIGN. A video display characterized by real-time, full-motion imagery of at least television quality.

CHANGEABLE COPY/MANUALLY OPERATED READER BOARD. A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

Section 3. Section 94.08 (S) is amended as follows:

~~Electronic changeable reader boards. Changeable copy (reader board) signs are permitted as long as the interval of change of text and display for electronic/mechanical changeable copy signs is at least 1 minute in length.~~

S. Electronic Reader Board: Electronic changeable copy signs shall conform to the following standards:

1. All electronic reader board signs under five (5) square feet in area with no more than one (1) line of text, which may or may not include an image or images, shall not exceed a rate of change of once per four (4) seconds.
2. All electronic reader board signs over five (5) square feet or more in area and/or with more than one (1) line of text, which may or may not include an image or images, shall not exceed a rate of change of once per six (6) seconds.
3. Only one electronic reader board sign is permitted on a property.
4. The area of the electronic reader board is included in the total allowable area of the freestanding or attached signs.

5. The maximum area of an electronic reader board sign shall be 32 square feet.

Section 4. The following sections are added to Section 94.08 of the aforesaid Code:

(Section 8.W)

Changing Image Signs: shall conform to the following standards:

1. Changing Image signs are permitted only in the Suburban Workplace and Suburban Marketplace Corridor Form Districts.
2. Only one Changing Image sign is allowed per property, in-lieu of a freestanding sign allowed under Section 9 or towards the maximum attached sign area allowed in Section 8.
3. The maximum size of a free standing or attached Changing Image sign shall be governed by the freestanding sign chart in Section 8.F.ii.
4. A Changing Image sign shall not exceed a rate of change of once per two (2) hours.
5. All Changing Image signs shall utilize automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions so as to decrease the light level output from a day time level to a night time level, which is typically 0.3 foot candles above ambient light levels.
6. A Changing Image sign shall not be closer than 150 feet to a residentially zoned property unless that property is used for a non-residential use such as a church, a school or site with a Conditional Use Permit. No Changing Image sign shall face an adjoining residentially zoned property within 300 feet unless that property is used for a non-residential use such as a church, a school or site with a Conditional Use Permit.
7. A site that has a Changing Image sign shall not be allowed to have an Electronic Reader Board sign.

(Section 8.X)

Full Motion Video signs are not allowed within the City of Jeffersontown.

INTRODUCED AND READ AT A CITY COUNCIL MEETING OF THE CITY COUNCIL OF JEFFERSONTOWN, KENTUCKY, AT A MEETING HELD ON THE 7th DAY OF October, 2014.

READ, PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF JEFFERSONTOWN, KENTUCKY, AT A MEETING HELD ON THE 21st DAY OF October, 2014.

VETOED:

APPROVED:

BILL DIERUF, MAYOR

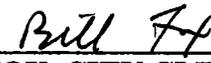


BILL DIERUF, MAYOR

DATE: _____

DATE: 10/24/14

ATTEST:



BILL FOX, CITY CLERK