

AN ORDINANCE TO AMEND THE MUNICIPAL CODE RELATING TO SIGNAGE REGULATIONS

WHEREAS, the City received an application to amend the Municipal Code pertaining to certain signage regulations.

NOW THEREFORE, BE IT ORDAINED BY THE BOARD OF ALDERMEN OF THE CITY OF EUREKA, ST. LOUIS COUNTY, MISSOURI, AS FOLLOWS:

SECTION 1:

Sections 19A-16 (g) and 19A-16 (g) (1)(c) of the Municipal Code of the City of Eureka are hereby amended which shall read as follows:

- (g) Electronic Message Centers. Electronic message centers are only permitted as part of an allowable freestanding sign and shall not be permitted to be installed on any portion of the building. Only one (1) electronic message center is permitted per lot. No electronic message center shall exceed twenty-five percent (25%) of allowable sign area, up to a maximum of forty (40) square feet. For lots that are located adjacent to Interstate 44 with a minimum lot frontage of one thousand (1,000) lineal feet, an electronic message center shall be permitted to be one hundred percent (100%) of the allowable sign area.
- (1) Electronic message centers shall also be subject to the following requirements:
- a. The electronic message center must be installed in the bottom one-half ($\frac{1}{2}$) of the overall sign.
 - b. The sign containing the electronic message center must be set back a minimum distance of two hundred (200) feet from any residentially utilized property.
 - c. Messages shall be limited to single color alphanumeric display and shall have a minimum duration of fifteen (15) seconds. Transitions between messages shall be instantaneous. Scrolling messages or otherwise animated effects are not permitted. For lots that are located adjacent to Interstate 44 with a minimum lot frontage of one thousand (1,000) lineal feet, an electronic message center may be full color, with alphanumeric or digital imagery, but must still conform with duration, transition, scrolling and animation criteria prescribed in this section.
 - d. The maximum brightness of electronic signs shall not exceed five thousand (5,000) nits (candelas per square meter) during daylight hours or five hundred (500) nits (candelas per square meter) between dusk to dawn.
 - e. The sign must have an automatic dimmer control which produces a distinct illumination change from a higher allowed illumination level to a lower allowed illumination level for the time period between one-half ($\frac{1}{2}$) hour before sunset to one-half ($\frac{1}{2}$) hour after sunrise.
 - f. All approved electronic message centers shall be made available for usage for Amber Alerts and other community emergency notifications as deemed necessary by the City Emergency Management Director.
 - g. Electronic signs shall contain a default design that will freeze the design in one (1) position if a malfunction occurs.
 - h. Audio speakers are prohibited.

SECTION 2:

The provisions contained herein shall remain in full force and effect in the event the City or the third party Municipal Code codification company the City engages makes non-substantive changes to the language herein contained or section numbers herein referenced.

SECTION 3:

All ordinances, parts of ordinances or provisions of the Municipal Code of the City of Eureka in

conflict with any provisions of this ordinance are hereby repealed.

SECTION 4:

This ordinance shall be in full force and effect from and after its date of passage and approval.

PASSED AND APPROVED THIS 6TH DAY OF OCTOBER, 2015.

(Original with signature on file)

Kevin M. Coffey, Mayor

ATTEST:

(Original with signature on file)

Ralph M. Lindsey, Jr., City Clerk