

COUNTY ORDINANCE NO. 10-19

A BILL ENTITLED

AN ACT CONCERNING Electronic Message Board Signs in the Waterfront Village Center (WVC) Zoning District in Queen Anne’s County;

FOR THE PURPOSE of permitting electronic message board signs in the Waterfront Village Center (WVC) Zoning District in Queen Anne’s County; regulating the same and providing certain definitions in connection therewith.

BY ADDING Section 18:1-82.I. and certain definitions to the Code of Public Local Laws of Queen Anne’s County, Maryland.

SECTION I

BE IT ENACTED BY THE COUNTY COMMISSIONERS OF QUEEN ANNE’S COUNTY, MARYLAND that a new Section 18:1-82.I. be added to the Code of Public Local Laws to read as follows:

18:1-82. Detailed sign regulations by sign type.

A. Development identification signs.

...

I. Electronic board signs shall be permitted to be incorporated into the design of a monument sign in the Waterfront Village Center (WVC) Zoning District, and are subject to the following:

- (1) Surface area copy may not change more frequently than one (1) time per hour.**
- (2) The time to complete change from one message to the next is a maximum of one second.**
- (3) The change of copy shall occur simultaneously for the entire electronic sign face.**
- (4) Electronic message boards shall contain a default mechanism that will cause the sign to revert immediately to a black screen if a malfunction occurs.**
- (5) Electronic message boards shall have no revolving, flashing, moving, scrolling, rotating, or similar intermittent lights or features that simulate movement.**
- (6) An electronic message board display may not be animated, play video or audio messages or blink in any manner.**

- (7) An electronic message board display shall consist only of alphabetic or numeric characters on a plain background and may not include any graphic, pictorial, or photographic images.
- (8) A maximum of one primary color (blue, red and yellow) or white shall be used for the text of the message, which shall be on a black background.
- (9) Electronic message boards shall not exceed a maximum illumination of 5000 nits during daylight hours and maximum illumination of 500 nits for the time period between one half-hour before sunset and one half-hour after sunrise as measured from the sign's face at maximum brightness.
 - (a) The applicant shall provide written certification from the sign manufacturer that the light intensity has been factory preset not to exceed the levels specified above, and the intensity level is protected from end-user manipulation by password protected software or other appropriate methods.
 - (b) The change from 5000 nits to 500 nits shall be controlled by an automatic dimmer control system.
- (10) There shall be only one (1) electronic message board on each lot, parcel or development.
- (11) Each electronic message board shall be permanently installed or located.
- (12) Electronic message boards may only be used to advertise goods and services sold on the premises, time and temperature, and public service announcements.
- (13) Electronic message boards shall not be located within 300 feet of traffic light.
- (14) Electronic message boards shall not be permitted in a Federal, State or County designated historic district.
- (15) Electronic message boards shall not be permitted along a Federal, State or County designated scenic byway, except within the Waterfront Village Center Zoning District.
- (16) Electronic message boards shall not exceed thirty percent (30%) of the sign surface up to a maximum of thirty two (32) square feet.
- (17) The addition of an electronic message board to any nonconforming sign is prohibited.
- (18) All light emitted from an electronic message board shall meet the requirements of §18:1-85.
- (19) Location, design and construction specifications of any new electronic message board shall be approved by the Planning

Commission.

- (a) **The Zoning Administrator has the right to revoke a sign permit if there are two (2) or more violations in a twelve (12) month period.**
- (20) **Electronic message boards shall not have a pixel pitch larger than twenty (20) millimeters (mm).**
- (21) **Electronic message boards shall not be oriented toward a waterway.**

SECTION II

BE IT FURTHER ENACTED that the following definitions be added to §18 App-1. Definitions of the Code of Public Local Laws to be placed in the appropriate alphabetical order therein:

§18 App-1. Definitions

In Chapter 18, the following words have the meanings indicated:

Electronic Message Board: Any sign that used lights that change to form a sign message or messages wherein the sequence of messages and the rate of change is electronically programmed and can be modified electronically.

Monument Sign: A freestanding sign supported primarily by solid structural features with architectural treatments, other than support poles, where the entire bottom of the sign is on the ground or affixed to a base on the ground.

SECTION III

BE IT FURTHER ENACTED that this Act shall take effect on the forty-sixth (46th) day following its enactment.

INTRODUCED BY: Commissioner Arentz

DATE: December 28, 2010

PUBLIC HEARING HELD: January 25, 2011 @ 6:50 p.m.

VOTE: _____ Yea _____ Nay

DATE OF ADOPTION: Withdrawn by Applicant January 25, 2011