

ZONING

The City of East Tawas, County of Iosco, State of Michigan Ordains

Ordinance No. 347

Adopted: July 17, 2017

Effective: August 6, 2017

AN ORDINANCE TO amend Section 44-360 of Ordinance No. 321 adopted on August 17, 2009 and amended by recodification on June 10, 2013 by deleting, inserting, adding or replacing as indicated.

Section 44-360- Permitted signs in the WF, HSC, OSC, LI and I districts.

(5) Electronic message signs: (replace language)

Electronic message signs shall be permitted only within the HSC and WF zoning districts, as either a freestanding or wall-mounted sign or window sign on lots with a minimum frontage of 200 feet. Such signs shall be allowed subject to the sign regulations of each Zoning District and subject to the following additional regulations:

- a. The frequency of the message change shall be restricted to no more than once every 6 seconds.
- b. An electronic message sign shall be considered a part of a wall sign or freestanding sign and shall be located below the main sign. Such electronic message signs shall not exceed fifty percent (50%) of the total sign area as allowed per Zoning District and sign regulations of Article 10.
- c. The maximum height of an electronic message sign shall conform to the height regulations for signs allowed in each Zoning District as specified in Article 10.
- d. An electronic message sign shall have functioning ambient light monitors and automatic dimming equipment which shall at all times be set to automatically reduce the brightness level of the sign proportionally to any reduction in the ambient light. In order to verify compliance with City Code or other applicable law, the interface that programs an electronic sign shall be made available to City staff for inspection upon request. If the interface is not or cannot be made available upon the City's request, the sign shall cease operation until the City has been provided proof of compliance with City Code.

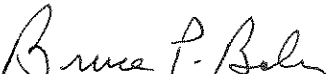
An electronic message sign may not display light of such intensity or brilliance to cause glare, impair the vision of an ordinary driver, or constitute a nuisance. Maximum sign luminance shall not exceed 0.3 footcandles above ambient light measurement based upon the size of the sign (in square feet) and distance measured perpendicular to the sign face in accordance with the following table:

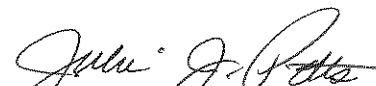
Table 1008-1. Maximum Light Levels of Electronic Signs above ambient light

Maximum Allowed Ambient Light Level	Area of Sign (sq. ft.)	Measurement of Distance (ft.)*
0.3 footcandles	10	32
0.3 footcandles	15	39
0.3 footcandles	20	45
0.3 footcandles	25	50
0.3 footcandles	30	55
0.3 footcandles	35	59
0.3 footcandles	40	63
0.3 footcandles	45	67
0.3 footcandles	50	71
0.3 footcandles	55	74
0.3 footcandles	60	77

Distance = Square Root of (Sign Area x 100)

*Measured in feet, perpendicular to the face of the sign. Source: Model Code, Illuminating Engineering Society of North America


 Bruce P. Bolen, Mayor


 Julie J. Potts, Clerk/Treasurer