

**TC-7-21 DX Digital Signage
ORDINANCE NO. (XXX-2021)**

**AN ORDINANCE TO AMEND THE PART 10
RALEIGH UNIFIED DEVELOPMENT ORDINANCE TO CREATE
THE DX DIGITAL SIGN TYPE**

Whereas, before the Pandemic, the success of downtown Raleigh, including large event spaces such as the Raleigh Convention Center and Performing Arts Complex (“RCC & PAC”) was a major contributing factor to the economic development of the City; and

Whereas, during this success, RCC & PAC staff expressed the need for enhanced digital signage to allow the RCC & PAC to remain competitive with alternate markets; and

Whereas, because of the success with increased distribution of vaccines and other protective measures, many pandemic related restrictions are being lifted which will allow large event venues such as the RCC & PAC to resume regularly hosting public events and performances; and

Whereas, it is in the best interest of the City, its businesses and residents for the RCC & PAC to be as competitive as practical in attracting top rated events and performers; and

Whereas, certain revisions to the Unified Development Ordinance are necessary to allow enhanced digital signage to be installed and employed as described in this ordinance.

NOW THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF RALEIGH THAT:

Section 1. Section 7.3.13 of the Part 10 Raleigh Unified Development Ordinance, Special Sign Types, is hereby amended by inserting of the following new sub-section N. DX Digital Signs:

N. DX Digital Signs. Signs that use technologies such as LCD, LED and Projection to display content such as digital images, video, streaming media, and information. Digital signs are prohibited except for the following:

1. Attached, as a wall sign, not exceeding 750 square feet in area, per sign, to a civic building in the DX- zoning district where the civic building contains one or more places of public assembly having a single-room seating capacity of no less than 10,000. No more than one digital sign shall be permitted on a building façade facing the same public street.
2. As a ground sign, not exceeding 100 square feet in area erected on a supporting structure, mast, post or pole no more than 20 feet in height, on a lot containing (i) a civic building in the DX- zoning district where the civic building contains one or more places of public assembly in the DX- zoning district having a single-room seating capacity of no less than 2,100; or (ii) an outdoor sports or entertainment facility in the DX- zoning district, having a seating capacity of no less than 5,000. No more than one digital ground sign shall be permitted on a

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lot for each public street abutting the lot. Subject to the prior limitation, multiple signs may face the same public street. A ground sign is not attached, supported or suspended to or from any building or structure.

3. The digital signage permitted herein is in addition to and shall not be credited against all other signage permitted in Art. 7.3.
4. DX digital signs are not changeable copy signs and are not subject to Sec. 7.3.13.C. or any minimum copy size described in Art. 7.3.
5. DX digital signs shall not display any strobe lighting effects. For the purposes of this section, strobe lighting effects are bright flashes of light at a frequency of greater than 1Hz (or 1 flash of bright light per second) where the brightness of the flashing light is 2 times brighter than the signs illumination immediately prior to and subsequent to the strobe flash of light.
6. DX digital signs are not subject to the illumination restrictions set forth in Sec. 7.3.16.G.1, 2 or 3.

Section 2. Section 7.3.15.G of the Part 10 Raleigh Unified Development Ordinance, Prohibited Signs, is hereby amended by inserting of the following underlined provisions:

- G. Flashing signs, travelling lights or signs animated by lights or changing degrees of intensity, except signs in public rights-of-way, and DX digital signs as specifically provided in Sec. 7.3.13.N.

Section 3. This text change has been reviewed by the Raleigh Planning Commission.

Section 4. This ordinance has been adopted following a duly advertised legislative hearing of the Raleigh City Council.

Section 5. This ordinance has been provided to the North Carolina Capital Planning Commission as required by law.

Section 6. This ordinance shall be enforced as provided in N.C.G.S. 160A-175 or a provided in the Raleigh City Code. All criminal sanctions shall be the maximum allowed by law notwithstanding the fifty-dollar limit in N.C.G.S. 14-4(a) or similar limitations.

Section 7. This ordinance is effective 30 days after adoption.

ADOPTED:

EFFECTIVE:

DISTRIBUTION: