

LEGISLATIVE DRAFT

HBZC Section 233 SIGNS

233.14 Readerboard Signs—Multiple Users

Off-site electronic readerboard signs may be permitted subject to review by the Design Review Board and approval of a conditional use permit by the Zoning Administrator. Off-site electronic readerboards as part of an electric vehicle charging station may be permitted subject to building permit and compliance with criteria in 233.14 F. Approval of all other electronic readerboard signs shall be subject to the following criteria A. through E.

- A. Required Findings. Prior to approving a conditional use permit to allow a multiple user electronic readerboard sign, the Zoning Administrator shall make the following findings:
 - 1. The proposed electronic readerboard sign conforms with the standards and criteria as set forth in the Huntington Beach Zoning and Subdivision Ordinance.
 - 2. The proposed electronic readerboard sign will not adversely impact traffic circulation in adjacent right-of-way or create a hazard to vehicle or pedestrian traffic.
- B. Multiple User Readerboard Sign Criteria.
 - 1. Multiple user electronic readerboard signs may be located at a site which is not the location of any of the parties using the sign for advertising.
 - 2. Multiple user electronic readerboard shall be freestanding.
 - 3. The maximum sign area shall be 1,200 square feet.
 - 4. The maximum height of a multiple user readerboard sign shall be 85 feet.
 - 5. The multiple user readerboard shall have cylinders or directional incandescent lamps and have a shade screen or louver system, a shade screen and a photocell for reducing the intensity of lighting at night.
- C. Lighting Standards.
 - 1. The maximum nighttime light intensity and illuminance shall conform to the following:

Maximum Night Time Intensity

Height from Ground (in feet)	5	10	20	30	50	70	85
Max. Intensity (x 1,000 lumens)	125	130	145	170	250	370	490

Maximum Night Time Illuminance

Land Use at Receptor Site	Residential	Commercial	Other
Max. Illuminance (foot-candles)	0.3	2.0	1.0

The maximum night time illuminance shall be measured at the receptor site, at ground level, by a direct reading, portable light meter. Measurements shall not be made within one hour after sunset or before sunrise.

2. Illuminance shall be determined by the difference between a reading taken with the sign on and another reading taken within three minutes with the sign off.

3. An illuminance chart shall be prepared by a licensed engineer and submitted to the Director for approval prior to installation. Conformance with this section shall be verified by actual measurements made, as specified herein, after installation. The method of measurement and results shall be subject to approval of the Director.

D. Location Requirements.

1. A multiple user readerboard shall be located no farther than 200 feet from a freeway.

2. The minimum distance between multiple user readerboards shall be 1,000 feet.

3. The sign shall be a minimum distance of 600 feet from residential properties.

E. Other Standards.

1. No off-site electronic readerboard will be permitted except for multiple users.

2. At least 20% of the message time, or any percentage deemed necessary by the City for emergency conditions, shall be used for public service announcements.

3. Messages in a multiple user sign shall be no faster than one message every four seconds and the minimum interval between messages shall be at least one second.

4. Light intensity changes (other than between day and night uses) are not permitted.

F. Electronic Vehicle Charging Station Sign (EVCSS) Standards.

1. The EVCSS shall have a maximum of two (2) sides and a maximum of nine (9) square feet of signage on each side. The maximum height of an EVCSS is five (5) feet and shall be designed with a solid monument type base and integrated into the EV charging station.

2. All EVCSS shall be located at the head of each parking stall and oriented toward the single vehicle user and/or adjacent sidewalk. The EVCSS shall maintain a minimum 10 feet by 10 feet visibility triangle at the foot of each parking stall. The EVCSS shall not encroach into the required parking stall dimensions. If located within a landscaped area, any required landscaping shall be replaced.

3. Only static or still pictures and images are permitted on the EVCSS; moving video type images are not permitted.

4. No audio or sound components are permitted on the EVCSS.

5. The EVCSS shall be located a minimum of 150 feet from any residential property line or residential use.

6. The EVCSS shall dim by at least 50% between 8:00 pm and 8:00 am.

7. There shall be a maximum of two (2) EVCSS for every 100 parking stalls on the property.

8. An EVCSS with Level 1 (approximately 120 volt outlet) and Level 2 Chargers (approximately 240 volt outlet) shall be provided free of charge to the public consumer; Level 3 Direct Current Fast Chargers (approximate range in output from 50 kW to 350 kW) may include a fee to the consumer.

9. Each EVCSS shall comply with 233.14 C. Lighting Standards.

10. Each EVCSS shall comply with 233.14 E. Other Standards.

11. Electric vehicle charging stations, which include readerboard signage granted under this section, shall be in operational working condition at all times and, at a minimum, available for use during regular business hours. When an electric vehicle charging station is not operational for 14 consecutive days, it shall be considered to have been removed from service. If removed from service, the EVCSS shall be removed from the site and the parking spaces shall be returned to their original condition within 30 days.