

City of Roseville

ORDINANCE NO. 1689

AN ORDINANCE AMENDING §1010.10 DYNAMIC DISPLAYS OF THE ROSEVILLE CITY CODE

The City Council of the City of Roseville does ordain:

SECTION 1. Section 1010.10 (DYNAMIC DISPLAYS) subsection 8 (Conversion of Billboards) is hereby amended to read as follows:

A. Dynamic Display: Any sign using a dynamic display, in whole or in part, must meet the following operational standards:

1. Duration: In all districts, the full sign image or any portion thereof must have a minimum duration of 12 seconds and must be a static display. No portion of the image may flash, scroll, swirl, change color, or in any manner imitate movement.
2. Transition: In all districts where the full sign image or any portion thereof changes, the change sequence must be accomplished by means of instantaneous repixelization. Fading, dissolving, scrolling, traveling, or any transition that creates the illusion of movement is prohibited.
3. Brightness: The dynamic display sign must not exceed a maximum illumination of 6,500 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.
4. Dimmer Control: Electronic graphic display signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between one half-hour before sunset and one half-hour after sunrise.
5. Freeze and Shutdown: Dynamic display signs must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must stop the dynamic display within one hour of being notified by the city that it is not meeting the standards of this section.
6. Fluctuating or Flashing Illumination: No portion of any dynamic display sign may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes in intensity in sudden transitory bursts, streams zooms, twinkles, sparkles, or in any manner that creates the illusion of movement.
7. Video Display: No portion of any dynamic display sign may change its message or background in a manner or by a method of display characterized by motion or pictorial imager, or depict action or a special effect to imitate movement, or the presentation of pictorials or graphics displayed in a progression of frames that give the illusion of motion or the illusion of moving objects, moving patterns, or bands of light or expanding or contracting shapes.

8. Conversion of Billboards: A permit must be obtained for a dynamic display for an existing lawful pre-existing non-conforming billboard provided the following requirements are met:
- a. The sign owner enters into an agreement with the City regarding the design and operation of the new dynamic display which shall include the requirement for use of the billboard for public service announcements as provided below:
 - i. The city is provided no less than twenty hours (9,000 eight-second spots) per month per dynamic display in the city for community and public service messages at times approved by the city.
 - b. Provided the sign owner complies with the permit requirements of this chapter, a digital/dynamic display sign permit for the designated off-site billboard sign will be issued. Said permit will allow a digital/dynamic display billboard to occupy one hundred percent (100%) of the existing copy and graphic area. The dynamic display billboard sign shall meet all other requirements of this chapter.
 - c. The billboard proposed for conversion to dynamic display shall not be located within 500 feet from any residential use.
 - d. The dynamic display must be oriented towards, and located within 150 feet of the right-of-way, of Interstate 35W, Highway 280 or Highway 36.
 - e. The billboard proposed for conversion to dynamic display cannot exceed 35 feet in height above the grade of the existing billboard sign base.
 - f. Prior to issuance of a sign permit for the conversion to dynamic display, based on the characteristics of the billboard subject to the permit request and its ability to comply with the intent of the conditions of this section, a visual impact analysis may be required if the City Manager determines the proposed dynamic display billboard could have a detrimental visual impact on a residence, residential neighborhood, city park or other open space.

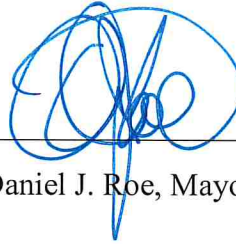
SECTION 2. Effective Date. This ordinance amendment to the Roseville City Code shall take effect upon passage and publication.

Passed this 2nd day of June 2025.

(SEAL)

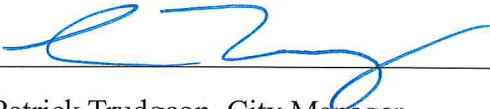
CITY OF ROSEVILLE

BY: _____



Daniel J. Roe, Mayor

ATTEST:



Patrick Trudgeon, City Manager