

CITY COUNCIL COMMUNICATION



MEETING DATE: January 14, 2025

ITEM NUMBER: 9.D

SECOND READING: January 28, 2025

{{customfields.ResoOrdNumber}}

TYPE OF ITEM: Consent

PRESENTED BY:

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SUBJECT/AGENDA TITLE:

A Bill For An Ordinance Amending Chapter 15.05, Section 15.05.140.D, And Amending Chapter 15.06, Sections 15.06.010.B And 15.06.020 Of The Longmont Municipal Code Concerning Exempting Certain Lights And Signs From Outdoor Lighting And Sign Requirements

EXECUTIVE SUMMARY:

Amendments to the City of Longmont's Land Development Code chapters 15.05.140, Outdoor lighting and 15.06, signs are proposed to facilitate the installation of public information displays (PIDs) at future bus rapid transit (BRT) stations. Real-time information provided by PIDs will be an important part of the CO 119 BRT system. These displays utilize flat-screen TV technology that will include real-time transit information on behalf of riders, showing arrival and departure times of the next bus, among other information, as well as advertising to help defray the costs. Allowing these signs would require substantial amendments to the lighting and sign codes unless exempted from the City's sign and lighting regulations. The proposed ordinance gives the Director of Planning and Development Services the ability to administratively approve their installation.

COUNCIL OPTIONS:

1. Approve the proposed amendments to Chapter 15.05.140, Outdoor Lighting, and 15.06, Signs as presented.
2. Do not approve the proposed amendments to Chapter 15.05.140, Outdoor Lighting and 15.06, Signs as presented.
3. Approve proposed amendments to Chapter 15.05.140, Outdoor Lighting and 15.06, Signs with changes.

RECOMMENDED OPTIONS:

Option 1: Approve the proposed amendments to Chapter 15.05.140, Outdoor Lighting, and 15.06, Signs as presented.

FISCAL IMPACT & FUND SOURCE FOR RECOMMENDED ACTION:

There will be no negative fiscal impact. LAMAR Advertising will incur the cost of public information display purchases, installations, maintenance, repairs, and electricity to power the signs.

BACKGROUND AND ISSUE ANALYSIS:

The proposed bus rapid transit (BRT) system is expected to be operational in the summer of 2027. The BRT system will include enhanced stations to accommodate more frequent bus service and greater ridership typically associated with a standard local bus system. One important feature to be included at future BRT stations is the provision of real-time transit information for waiting passengers using public information displays (PIDs). PIDs utilize flat screen LED technology resulting in high-resolution displays and will show a variety of transit-related information as well as still and moving advertising. The proposed PIDs for Longmont will be available in two sizes: 55" and 75" displays. For examples of PIDs currently in use in the RTD service area, please see Attachment #2. PIDs may be two-sided, but the initial PIDs deployment will include predominantly single-sided displays. Based on the experiences in other front-range communities that utilize PIDs at transit stops, the amount of time in which public information will be displayed such as bus arrival/departure times, weather, time, etc. should be approximately 50 percent. The remaining time will be devoted to community messaging and advertising. The proposed PIDs do not correlate well with existing sign code regulations and would require City codes to undergo significant amendments to permit them. For example, animated or moving signs are presently not permitted in the City's sign code. For illuminated signs in the present city code, PIDs would not be visible if restricted to present lighting requirements. In Longmont's present sign code illuminated signs shall not be permitted to exceed 100 nits (candela/square meter) one half hour before sunrise and one-half hour after sunset and 1,000 nits at all other times during the daylight hours (see LDC 15.06.040.I). The maximum luminance levels for the 75" and 55" displays is 2500 and 3000 nits respectively. When the sun is at its brightest, the lighting levels of the PIDs will increase to counter sun glare. In the evening hours brightness levels should be around 25 percent of the maximum output of what can be expected during the daylight hours. The above luminance levels are required in order for the signs to be visible. In addition to the ability of PIDs to automatically adjust brightness levels, displays will be placed at 90-degree angles to the roadway which will further mitigate light trespass for uses directly across the street. As a general rule there will not be more than a single PID installed at any given BRT stop in Longmont. The location of Longmont BRT stops are shown in Attachment #3. The proposed amendments to the lighting and sign codes exempt BRT PIDs from existing regulations and allow the Director of Planning and Development Services to approve them administratively. This approach is taken for two reasons: 1) The number of PIDs to be deployed will be limited to future BRT stations only, and 2) Their accommodation in the sign and lighting codes would otherwise require significant amendments to both sections of City code. LAMAR advertising will purchase, install, maintain, and repair the PIDs at their expense, in accordance with the City's current contract with LAMAR. In addition, they will pay for the cost of electricity to



power the PIDs. The advertising revenue will pay for the PIDs and their associated costs along with the BRT furniture including the shelters, benches, trash receptacles and bicycle racks. Staff recommends that the City Council approve the proposed amendments to Chapter 15.05.140, Outdoor Lighting, and 15.06 Signs as presented, allowing the Director of Planning & Development Services the ability to administratively approve Public Information Displays at the limited BRT stations planned in Longmont.

ATTACHMENTS:

Att 1 - Ordinance

Att 2 - Photos of Public Information Displays

Att 3 - BRT Stops with proposed Public Information Displays