

**THE FOLLOWING ORDINANCE WAS MOVED FOR INTRODUCTION BY  
COUNCIL MEMBER \_\_\_\_\_; SECONDED FOR INTRODUCTION BY COUNCIL  
MEMBER \_\_\_\_\_**

**ORDINANCE NO. 21-02**

**AN ORDINANCE FOR THE CITY OF MANDEVILLE TO ENACT A TWELVE-  
MONTH AMORTIZATION ON SECTION 10.5.3.11 ELECTRONIC MESSAGE  
CENTERS OR DIGITAL SIGNS OF THE LAND USE REGULATIONS OF APPENDIX  
A- COMPREHENSIVE LAND USE REGULATIONS OF THE CITY OF MANDEVILLE  
AND PROVIDING FOR OTHER MATTERS IN CONNECTION THEREWITH**

**WHEREAS**, City Council of the City of Mandeville approved and adopted Ordinance 14-03 which was codified as Section 10.5.3.11 of the Land Use Regulations of Appendix A of the Comprehensive Land Use Regulations (CLURO) of the City of Mandeville to address the use of electronic message centers or digital signs (collectively “EMCs”); and

**WHEREAS**, Sections 10.5.3.11 (2) and 10.5.3.11 (3)(d) allowed owners of legally nonconforming EMCs to maintain in place until January 1, 2021; and

**WHEREAS**, at the time of the adoption of Ordinance 14-03, the City Council articulated certain findings, that are codified in Section 10.5.3.11. 3, which remain relevant today;

**WHEREAS**, the City Council opines that the findings of Section 10.5.3.11.3 support the continued prohibition of EMCs whose digital components account for more than 50% of the sign face, and as a result, any EMC in use during the amortization period set forth in Section 10.5.3.11 remains subject to the regulations of the CLURO; and

**WHEREAS**, the City Council also recognizes that there may be compelling reasons for businesses within the City limits to incorporate the use of digital components, that are of a limited size, that may be consistent with the findings of the City Council in Section 10.5.3.11.3; and

**WHEREAS**, the City Council also recognizes that there have been technological advancements since the adoption of Ordinance 14-03 that could allow for the use of digital components, of a limited size, that may allow for the use of EMCs while staying consistent with the findings of the City Council in Section 10.5.3.11.3; and

**WHEREAS**, the City Council desires to have a full review of Article 10, including Section 10.5.3.11, to include electronic message centers and digital signs, conducted this calendar year, that would thoroughly consider any compelling reason for business use of EMCs, any technological advancements since the adoption of Ordinance 14-03, and the previous findings of the Council; and

**WHEREAS**, the City Council supports the engagement of a consultant, who has extensive experience in addressing a municipality's power to regulate sign usage, to assist the Planning and Zoning Commission as it reviews the current regulations set forth in, and develops new regulations for the subject matter governed by Article 10, which includes Section 10.5.3.11, in such a manner that considers the impact of new uses and technology on the Council's previous findings.

**THEREFORE, BE IT ORDAINED**, the City Council hereby finds it is a matter of compelling public interest and necessity to amend Section 10.5.3.11 to enact an additional twelve (12) month amortization schedule on the prohibition of electronic message centers or digital signs, wherein the digital component of said EMCs is of a limited size, that are located within the Mandeville City Limits; and

**BE IT FURTHER ORDAINED** that Section 10.5.3.11.3.d be amended to read:

Legally nonconforming EMCs or signs erected prior to the effective date of this ordinance, wherein the digital component is greater than 50% of the sign face, may continue to be maintained until May 1, 2021 subject to the provisions of section 10.5.3.11.2 of this Sign Code. Thereafter, unless such signs conform to the provisions of this Sign Code, they shall be removed. Legally nonconforming EMCs or signs erected prior to the effective date of this ordinance, wherein the digital component is of limited size and less than 50% of the sign face, may continue to be maintained until January 1, 2022 subject to the provisions of section 10.5.3.11.2 of this Sign Code. Thereafter, unless such signs conform to the provisions of this Sign Code or subsequent changes are made to the Sign Code that impact the usage of signs with digital components, they shall be removed.

**BE IT FURTHER ORDAINED** that this Ordinance shall take effect immediately upon the signature of the Mayor;

**BE IT FURTHER ORDAINED** that the Clerk of this Council be, and she is hereby authorized and empowered to take any and all actions which she, in the exercise of her discretion, deems necessary to promulgate the provisions of this Ordinance.

The Ordinance being submitted to a vote, the vote thereon was as follows:

AYES:

NAYS:

ABSTENTIONS:

ABSENT:

and the Ordinance was declared adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

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Kristine Scherer  
Clerk of Council

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Rick Danielson  
Council Chairman