

Electronic Message Signage

- Sec. 134-7. - Business and agricultural zoning districts.

- - (j) *Changeable electronic variable message signs.* A changeable copy/electronically activated sign shall be permitted subject to the applicable provisions within the zoning district in which the sign is located as well as the following:
 - (1) The size of a sign shall not exceed 20 square feet.
 - (2) A sign shall display static images for a period of at least eight seconds.
 - (3) Variable message signs shall not be animated, flash, travel, blink, fade, or scroll. Variable message signs shall transition instantaneously to another static image.
 - (4) In all zoning districts, signs shall come equipped with automatic dimming technology, which automatically adjusts the sign's brightness based on ambient light. A sign existing prior to the adoption of this ordinance shall only be required to include automatic dimming technology upon any upgrade or retrofit of the existing sign.
 - (5) A sign shall not exceed a brightness level of 0.3 footcandles above ambient light as measured by the guidelines below:
 - a. At least 30 minutes past sunset, use a footcandle meter to record the ambient light reading for the area. This reading is performed while the digital sign is off or displaying all black copy.
 - b. Take a reading using footcandle meter at five feet above grade and 45 feet from the sign.
 - c. The meter shall be aimed directly at the digital sign.
 - d. Turn the sign on and illuminate entirely in white or red.
 - e. Take a reading using a meter at five feet above grade and 45 feet from the sign.
 - f. The meter shall be aimed directly at the digital sign.
 - g. If the difference between the two readings taken above is 0.3 footcandles or lower, then the sign is in compliance. If the result is greater than 0.3 footcandles, the sign is out of compliance and must be adjusted to meet standards or turned off until compliance can be met.
 - h. All measurements shall be taken in foot candles.
 - (6) *Exception.* Temporary signs required by government agencies for road and street repairs, public notifications, traffic control, and similar activities.