

7.3.6 Electronic Message Display (EMD)

A. Allowed Sign Type and Dimensional Standards

1. An electronic message display may be integrated into a marquee, monument, pole, or wall sign, and shall be subject to the dimensional standards in this article set forth for the respective sign type.
2. An EMD shall not be allowed as any other sign type, unless specifically approved as part of an alternative sign plan, as described in §7.2.2.

B. Exemption

Gas stations may incorporate electronic message pricing display into allowed pole or monument signs. The electronic message component shall not be calculated as part of the allowed sign area; however, the electronic message component may not be more than two times the allowed sign area square footage.

C. Design Standards

1. Number of EMD Signs

No property shall be allowed more than one EMD.

2. Location restrictions

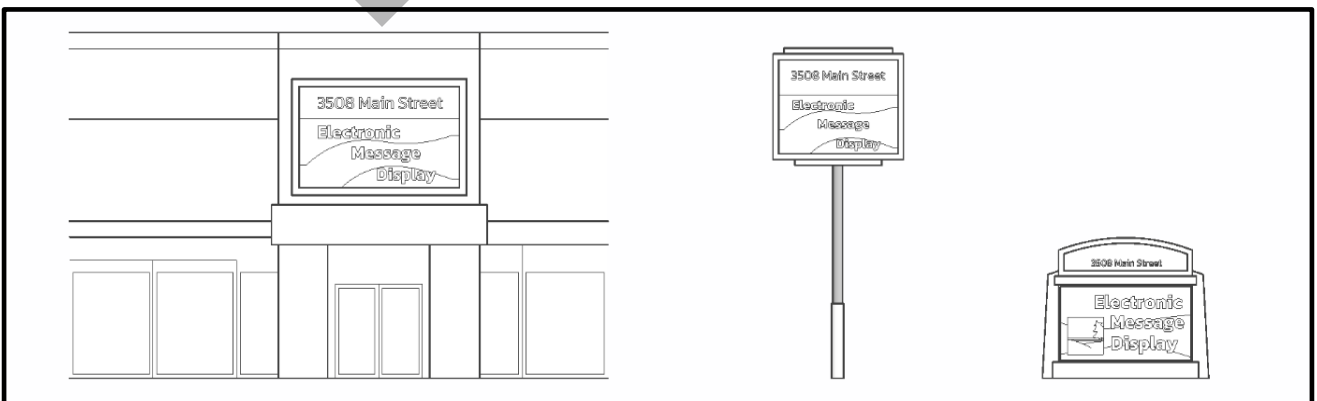
- a. No EMD sign shall be within 150 feet of a residentially zoned property.
- b. No EMD sign shall be located on a residential, local, or collector street.

3. Display Standards

- a. EMDs shall contain static messages only and shall not have movement or the appearance or optical illusion of movement during the static display of any part of the sign.
- b. Each static message shall not include flashing or the varying of light intensity and shall not scroll.
- c. The sign shall be programmed to display a blank and black or dark blue screen if a malfunction occurs.
- d. The sign shall not include audio, pyrotechnic, bluecasting (i.e., Bluetooth advertising), or other similar components.

4. Display Time and Transitions

- a. Display change shall be limited to once every six seconds.
- b. Display change shall be completed within one second.³²¹
- c. There shall be a direct change from one message to the next. An ambient light increase of 0.3 footcandles is allowed during display change.



Examples of EMD Sign Types (left to right: wall, pole, monument)

³²¹ This is a proposed change from the current standard of two seconds.

5. Display Brightness³²²

- a. Sign luminance shall not exceed a maximum daytime luminance of 5,000 nits or a maximum nighttime luminance of 2,500 nits. For the purposes of this section, nighttime shall mean between the periods of sunset to sunrise as calculated by the United States Naval Observatory.
- b. The intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard or is otherwise detrimental to the public health, safety, or welfare.
- c. Any sign picture or information shall not have a solid white background between the time period of 30 minutes after sunset and 30 minutes before sunrise.
- d. The EMD sign shall include a mechanism for auto dimming/brightening based on natural ambient light conditions.
- e. The EMD sign shall include a photo cell and dimmer control to assure the luminance standard is met and not exceeded.
- f. Each application for EMD approval shall include the manufacturer's specifications programmed to meet the dimming requirement, along with a description of the proposed dimming method.

6. Display Technology

The technology currently used for EMDs is LED (light-emitting diode), but there may be alternate, preferred, and superior technology available in the future. Any other technology that operates under the brightness limits above shall not require an ordinance change for approval.

³²² The current code uses footcandles for this. If the city does not have the equipment for measuring nits rather than fc, this can revert to fc.