

106-14.3. Electronic Message Sign.

- a. *General.* Electronic signage shall be permitted in lieu of any permitted freestanding or monument signs on a property. In the event that an electronic sign is permitted for a property, no other additional freestanding or monument sign shall be permitted.
- b. *Maximum Height.* The maximum height of an electronic sign shall not exceed 40 feet as determined in Section 106-14.1.
- c. *Maximum Area.* The maximum area of an electronic sign shall not exceed 200 square feet with a maximum area per sign face of 100 square feet as determined in Section 106-14.1.
- d. *Number of Signs.* The maximum number of electronic signs shall be limited to one (1) per platted lot. No other on-premise freestanding signs shall be permitted.
- e. *Minimum Setback.* The minimum setback of all electronic signs from any property line shall be determined in Section 106-14.1.
- f. *Material Requirements.* All monument sign bases shall be constructed of masonry material consisting of brick, stone or split face concrete block. The monument sign structure must be constructed or covered with the same masonry material as the principal building or shall be constructed of brick, stone or split face concrete block. All sign text and graphic elements shall be limited to a minimum of six inches (6") from the outer limits of the sign structure.
- g. *Illumination.* Electronic signage shall not exceed a maximum of one (1) foot-candle illumination at the property line.
- h. *Location Restrictions.* No electronic signs shall be permitted within 150 feet of a residentially zoned property or property used for residential purposes. No electronic sign shall be constructed such that they face, shine, or reflect light into a residentially classified neighborhood whether single-family, multi-family, townhouse, or mixed use where residential housing is permitted. No electronic signs shall be allowed on Collectors or Sub-Collector streets or Local or Residential Streets.
- i. *Downtown Business Corridor.* Electronic message signs will be allowed but must be incorporated into a monument sign and must meet all applicable requirements set forth in Section 106-14.1. All other requirements in this section apply.
- j. *Additional Restrictions.*
 - a) Any change of pictures or information on the electronic sign shall not produce the illusion of scrolling, moving objects, expanding or contracting shapes, rotation or any similar effect of animation. There must be a static display with no special effect changes between messages.
 - b) Images must remain static for at least 3 seconds. The transition from each static image may not last more than two seconds.
 - 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) Provide for auto dimming/brightening based on natural ambient light conditions.
 - e) Provide and maintain a photo cell and dimmer control to assure the luminance standard is met and not exceeded.