

21A.46.020: DEFINITIONS:

DWELL TIME: The length of time that text, images, or graphics are visible on an electronic message center.

ELECTRONIC CHANGEABLE COPY: The copy of a sign containing an electronically generated message such as a public service, time, temperature and date, or a message center or reader board, where different copy changes of a public service or commercial nature are shown on the same lamp bank or message facility. The term "electronic changeable copy" shall not be defined as a type of "animated sign" if the message displayed is fully readable within three (3) seconds. Electronic changeable copy shall be considered, for the intents of this chapter, a sign face type rather than a sign type.

ELECTRONIC MESSAGE CENTER (EMC): A portion of an on-premise sign face that is capable of displaying words, symbols, figures, graphics, or images that can be electronically changed by remote or automatic means.

TWIRL TIME: The time it takes for text, images, or graphics on an electronic message center to change to different text, images, or graphics.

21A.46.070.W

W. Unless otherwise exempt, all electronic message centers shall be operated pursuant to the following standards:

1. Motion: Text, images, or graphics displayed on an electronic message center must be static. Transition effects such as wipes, fades, or other special effects are permitted provided they comply with twirl time regulations.
2. Dwell and Twirl time: Text, images, or graphics on an electronic message center shall not change more than once every eight (8) seconds. Twirl time between subsequent static text, images, or graphics shall not exceed one-fourth (0.25) second.
3. Brightness: No electronic message center shall exceed a brightness level of three-tenths (0.3) foot-candle as measured at a pre-set distance. The measurement distance shall be determined based on the area of the electronic message center using the following formula: the square root of (the electronic message center area times 100). Fractions shall be rounded to the nearest foot.

Example: If a monument sign features a 50 square foot electronic message center, the measurement distance shall be calculated as follows:

$$\underline{50 \times 100 = 5,000}$$

$$\underline{\sqrt{5,000} = 71 \text{ feet.}}$$

The brightness level will be measured at 71 feet away from the electronic message center.

4. Display: An electronic message center shall be used for the identification of the on-premise use. Text, images, or graphics advertising off-premise uses are not permitted.
5. Display hours: An electronic message center shall not be illuminated between the hours of twelve o'clock (12:00) midnight and six o'clock (6:00) A.M. A business that is open

between these hours may illuminate the associated electronic message center only during business hours.

6. Location: An electronic message center is not permitted in single- or two-family zoning districts. Additionally, an electronic message center is not permitted in the Eco-Industrial Buffer Area or the Natural Area of the Northwest Quadrant Overlay District (see 21A.34.140.C and D).
7. Controls:
 - a. Each electronic message center shall be equipped with an automatic dimmer control or light sensing device that automatically adjusts the brightness of the sign as ambient light conditions change.
 - b. Each electronic message center shall contain a default mechanism that will cause the sign face to revert immediately to a black screen if the sign face malfunctions.
8. Prior to approval of any permit to operate an electronic message center, the applicant shall certify that the sign face has been tested and complies with the motion, dwell time, brightness, and other requirements herein.

21A.37.050

H. Exterior Lighting: All exterior lighting shall be shielded and directed down to prevent light trespass onto adjacent properties. Exterior lighting shall not strobe, flash or flicker. Electronically displayed art shall comply with the motion and brightness standards for electronic message centers in 21A.46.070.W.