

Chapter 60 | Signs

Section 60.040 Sign Regulations of General Applicability

60.040-G Electronic Message Center Signs

Electronic message center signs shall be permitted in SR, MX, O, C, and I districts, and shall be subject to the regulations that apply to on-premise wall, projecting, and freestanding signs within the applicable zoning district, and the following supplemental regulations.

1. Electronic message center signs may not exceed the maximum sign area allowed for the respective sign type or the following maximum areas, whichever is less:

a. 32 square feet in SR and O districts; and

b. 48 square feet in MX, C, and I districts.

The sign area allowed for electronic message center signs is not in addition to the maximum sign area allowed for a wall, projecting or freestanding sign, but rather is counted as part of the maximum area of the wall, projecting or freestanding sign. The board of adjustment may approve a greater sign area for electronic message center signs in accordance with the special exception procedures of Section 70.120.

2. Display of messages shall remain static, without any animation or special effects, for a period of not less than 5 minutes. The transition from one message to the next shall be direct and immediate, without any animation or special effects.

3. Electronic message center signs with an area exceeding the maximum allowable sign area in §60.040-G.1 may not be located within 50 feet of the driving surface of a signalized intersection, unless expressly approved by the board of adjustment as part of the special exception approval. This separation distance must be measured horizontally in a straight line from the nearest point of the sign structure to the nearest point of the street curb or edge of the traveled roadway marked or understood as such.

4. Electronic message center signs with a sign area exceeding the maximum allowable sign area in §60.040-G.1 may not be located within 200 feet of an R or AG-R district (other than street, highway, or freeway right-of-way) or a residential development area, unless expressly approved by the board of adjustment as part of the special exception approval. This separation distance does not apply if the electronic message center sign is not visible from the referenced district, area or lot. Required separation distances must

be measured horizontally in a straight line from the nearest point on a sign structure to the nearest point of an R or AG-R district or residential development area boundary.

5. Electronic message center signs are subject to the illumination standards established in Section 60.040-F.

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Section 95.220 Terms Beginning with "S"

Sign, Dynamic Display

Any element of a sign or sign structure capable of displaying words, symbols, figures, images or messages that can be electronically or mechanically changed by remote or automatic means. This also includes any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows a sign to present a series of images, messages or displays. This does not include electronic message center signs.

Sign, Electronic Message Center

An electronic sign or portion thereof which displays alphanumeric characters only, which can be electronically changed or rearranged without altering the face or the surface of the sign.