

On-premises Digital Sign Display Concepts
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Issue	Recommendation	Notes
Definition – need a digital display definition	<ul style="list-style-type: none"> • Digital display: an on-premise sign face that may display changing content through still images, scrolling images or moving images, including video or animation on a fixed display composed of electronically illuminated segments and/or a series of grid lights, including cathode ray, light emitting diode (LED) display, plasma screen, liquid crystal display (LCD), fiber optic, video boards or other electronic media or technology. 	
Brightness	<ul style="list-style-type: none"> • All digital displays shall be illuminated at a level no greater than 0.3 footcandles over ambient light levels for the location and time and shall employ light cutoff devices, such as but not limited to louvers, in order to minimize light escaping above the horizontal plane. Footcandle readings shall be measured at ground level at a distance of 100 feet from the digital display. 	<p><i>Based on MLOD ordinance</i> <i>Suggestion: Tyler ordinance – As measured at the property line, the maximum light emanation from a digital display signs shall be no greater than 0.2 footcandles</i></p>
	<ul style="list-style-type: none"> • A digital sign must be equipped with both a dimmer control and a photocell, which automatically adjusts the display's intensity according to natural ambient light conditions. • The digital display may not display light of such intensity or brilliance to cause glare or otherwise impair the vision of the driver. 	<p><i>Based on digital off-premises ordinance</i> <i>Suggestion: we need objective standards such as those above that constitute excessive intensity. Also, cause glare off of what?</i></p>
Displays	<ul style="list-style-type: none"> • The minimum dwell time for such displays shall be at least ten seconds on a freeway and eight seconds on an arterial or commercial collector and a change of message must be accomplished within one (1) second or less. • Use of animation, sound and full-motion video is prohibited 	<p><i>Modified from digital off-premises ordinance</i></p> <p><i>May want to consider allowing through special exception or specific use authorization</i></p>

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Location and placement – relative to residential	<ul style="list-style-type: none"> • Digital displays shall not be permitted within 200 feet of a residential use except on lots with expressway frontage • Digital display signs located within 200 feet of a residential use shall be positioned in such a manner and contain "dark sky" approved shielding devices as to significantly reduce spillover light affecting residential neighborhoods and quality of life. • In no instance shall a digital display be positioned less than ten degrees parallel to the boundaries of an abutting residential zoning district. 	<p><i>An appeal can be filed by anyone within 1,000 feet per §28-247</i></p>															
Location and placement within a lot	<ul style="list-style-type: none"> • No more than one two-sided digital display per each freestanding sign structure shall be permitted. • No more than one two-sided digital display shall be permitted for each street frontage for an individual tenant occupant. • Minimum spacing between digital display signs shall be 200 feet. 																
Sign Failure	<ul style="list-style-type: none"> • Provide a default mechanism to turn the sign off in case of malfunction. 																
Sign Dimensions	<ul style="list-style-type: none"> • Attached signs with digital displays shall be permitted at the areas authorized by §28-241 (i.e. up to 25% of a façade) • Freestanding signs with digital displays shall be permitted at heights and areas in accordance with Table 2. Attached signs with digital displays shall be permitted at the areas authorized by §28-241 (i.e. up to 25% of a façade) • In no case shall a digital display exceed 375 square feet nor exceed 60 feet in overall height. 	<table border="1"> <thead> <tr> <th data-bbox="1356 1062 1656 1149">Street Classification</th> <th data-bbox="1656 1062 1797 1149">Height (Ft.)</th> <th data-bbox="1797 1062 1923 1149">Size (SF)</th> </tr> </thead> <tbody> <tr> <td data-bbox="1356 1149 1656 1200">Local</td> <td data-bbox="1656 1149 1797 1200">16</td> <td data-bbox="1797 1149 1923 1200">75</td> </tr> <tr> <td data-bbox="1356 1200 1656 1318">Arterial B & Commercial Collector</td> <td data-bbox="1656 1200 1797 1318">24</td> <td data-bbox="1797 1200 1923 1318">150</td> </tr> <tr> <td data-bbox="1356 1318 1656 1369">Arterial A</td> <td data-bbox="1656 1318 1797 1369">40</td> <td data-bbox="1797 1318 1923 1369">240</td> </tr> <tr> <td data-bbox="1356 1369 1656 1417">Expressway</td> <td data-bbox="1656 1369 1797 1417">50*</td> <td data-bbox="1797 1369 1923 1417">375</td> </tr> </tbody> </table>	Street Classification	Height (Ft.)	Size (SF)	Local	16	75	Arterial B & Commercial Collector	24	150	Arterial A	40	240	Expressway	50*	375
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Digital Conversions	<ul style="list-style-type: none">• Digital conversions of existing signs are permitted pursuant to the provisions of this subsection. • Digital displays lawfully in existence prior to the effective date of this ordinance shall conform to the provisions of this subsection [within certain time of adoption] provided however monochrome LED signs using a single color color such as amber or red and which are used exclusively to display text, including time and temperature signs, shall not be included.	<i>Need to provide a mechanism for older EMC signs such as Central Park Mall</i>