

**On-premises Digital Sign Display Concepts**  
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Issue	Staff Recommendation	Staff Notes										
<p>Definition – need a digital display definition</p>	<ul style="list-style-type: none"> <li>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. Digital displays shall include electronic message centers.</li> </ul>	<p><i>Committee agreed to definition</i></p>										
<p>Brightness</p>	<ul style="list-style-type: none"> <li>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.</li> <li>Footcandle readings shall be measured at ground level at the distances below.</li> </ul> <table border="1" data-bbox="394 906 1205 1068"> <thead> <tr> <th>Sign size</th> <th>Distance from source</th> </tr> </thead> <tbody> <tr> <td>0 to 100 SF</td> <td>100 feet</td> </tr> <tr> <td>101 to 350 SF</td> <td>150 feet</td> </tr> <tr> <td>351 to 650 SF</td> <td>200 feet</td> </tr> <tr> <td>Over 651 SF</td> <td>250 feet</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>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.</li> <li>The digital display may not display light of such intensity or brilliance to cause glare or otherwise impair the vision of the driver.</li> </ul>	Sign size	Distance from source	0 to 100 SF	100 feet	101 to 350 SF	150 feet	351 to 650 SF	200 feet	Over 651 SF	250 feet	<p><i>Committee agreed to this standard which is based on MLOD ordinance</i></p> <p><i>Based on Daktronics handout.</i></p> <p><i>Committee agreed to this standard which is based on the digital off-premises ordinance</i></p>
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Display settings	<ul style="list-style-type: none"> <li>• Use of full-motion video is prohibited on displays greater than 32 SF. Video shall be defined as the use of live action footage shot with a video camera or similar device that is sized to fit and be displayed by an electronic message sign or similar device.</li> <li>• Use of sound is prohibited</li> <li>• Prohibit use of flashing, strobing or scrolling line-travel text (i.e. ticker tape). Flashing shall mean a pattern of changing light illumination where the sign illumination alternates suddenly between fully illuminated and fully non-illuminated, inverse illuminated or operates with transitory bursts, for periods of less than one second. This term shall include blinking, strobing and twinkling. Animation as defined shall not fall under the definition of flashing.</li> <li>• Animation shall mean the use of movement or some element thereof, to depict action or create a special effect or scene.</li> </ul>	<p><i>32 SF is of sufficient size for the type of display at Sonic (25.5 SF) and Carls Jr (18 SF)</i></p> <p><i>Committee agreed to prohibit sound</i></p> <p><i>Committee wished to see a definition before agreeing to this issue. It was noted that scrolling line travel text (i.e. ticker tape) is no longer available on new EMCs. Daktronics provided definition for flashing.</i></p> <p><i>Daktronics provided definition.</i></p>
Residential compatibility	<ul style="list-style-type: none"> <li>• As measured from the nearest residential property line, the maximum light emanation from an adjacent digital sign display shall be 0.2 footcandles.</li> </ul>	<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"> <li>• No more than one two-sided digital display per each freestanding sign structure shall be permitted.</li> <li>• No more than one two-sided digital display shall be permitted for each street frontage for an individual tenant occupant.</li> <li>• Minimum spacing between digital display signs shall be 200 feet.</li> </ul>	<p><i>Committee agreed to these standards</i></p>

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Sign Failure	<ul style="list-style-type: none"> <li>Provide a default mechanism to turn the sign off in case of malfunction or require sign to be manually turned off.</li> </ul>	<p><i>Committee agreed to this standard and noted existence of the Chapter 10 requirement for disconnects.</i></p>															
Sign Dimensions	<ul style="list-style-type: none"> <li>Attached signs with digital displays shall be permitted at the areas authorized by §28-241 (i.e. up to 25% of a façade)</li> <li>Freestanding signs with digital displays shall be permitted at heights and areas in accordance with Table 2.</li> <li>In no case shall a digital display exceed 375 square feet nor exceed 60 feet in overall height.</li> </ul>	<p><i>Committee agreed to this standard.</i></p> <p><i>For reference, Table 2 of §28-241:</i></p> <table border="1" data-bbox="1373 574 1906 873"> <thead> <tr> <th><i>Street Classification</i></th> <th><i>Height (Ft.)</i></th> <th><i>Size (SF)</i></th> </tr> </thead> <tbody> <tr> <td><i>Local</i></td> <td align="center"><i>16</i></td> <td align="center"><i>75</i></td> </tr> <tr> <td><i>Arterial B &amp; Commercial Collector</i></td> <td align="center"><i>24</i></td> <td align="center"><i>150</i></td> </tr> <tr> <td><i>Arterial A</i></td> <td align="center"><i>40</i></td> <td align="center"><i>240</i></td> </tr> <tr> <td><i>Expressway</i></td> <td align="center"><i>50</i></td> <td align="center"><i>375</i></td> </tr> </tbody> </table> <p><i>Additional 10 feet of height may be permitted with adjacent grade provision</i></p>	<i>Street Classification</i>	<i>Height (Ft.)</i>	<i>Size (SF)</i>	<i>Local</i>	<i>16</i>	<i>75</i>	<i>Arterial B &amp; Commercial Collector</i>	<i>24</i>	<i>150</i>	<i>Arterial A</i>	<i>40</i>	<i>240</i>	<i>Expressway</i>	<i>50</i>	<i>375</i>
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Digital Conversions	<ul style="list-style-type: none"> <li>Maintain existing regulations on nonconforming signs.</li> <li>Digital displays lawfully in existence prior to the effective date of this ordinance shall conform to the provisions of this subsection <u>within one year of adoption</u> provided however that incandescent and 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.</li> </ul>	<p><i>Committee did not believe that a separate process for digital conversions was necessary</i></p> <p><i>Need to provide a mechanism for older EMC signs that may be mechanically or manually changed rather than electronically changeable.</i></p>															