
DEVELOPMENT APPLICATION REVIEW CRITERIA

7.4.409: SIGN TYPES AND CRITERIA BY SIGN CATEGORY:

B. Additional Criteria For Major Sign Types:

3. Electronic Message Centers (EMC):
 - a. Shall only be allowed as part of a freestanding sign.
 - b. Are prohibited for residential uses, but may be allowed as part of a mixed use CSP.
 - c. Shall be limited to static messages only, changed only through dissolve or fade transitions which otherwise shall not have movement or the appearance or optical illusion of movement, on any part of the sign structure, design, or pictorial part of the sign, including the movement of any illumination or the flashing, scintillating or varying of light intensity. The transition duration between messages shall not exceed one second.
 - d. Commercial messages displayed shall only direct attention to a business, product, service, activity or entertainment that is conducted, sold or offered on the premises on which the sign is located.
 - e. Shall have automatic dimmer software or solar sensors to control brightness for nighttime viewing. The intensity of the light source shall not produce glare, the effect of which constitutes a traffic hazard. Lighting shall not exceed five hundred (500) nits or 0.3 foot-candle between dusk to dawn as measured from the face of the sign.
 - f. Documentation shall be required from the sign manufacturer which verifies compliance with auto dimming and brightness requirements.
 - g. Temporary signage shall be prohibited on any property that has an approved EMC (see subsection E of this section).
 - h. Any property that wishes to add an EMC component to an existing freestanding sign must comply with current sign code standards before the EMC is approved.