

Table 17C.240-4. Electronic Message Center Sign Features

Zoning Category	Maximum Allowed sign Size by Zoning Designation: Freestanding/ Wall	Electronic Message Center Sign Size	Hours of Operation	Brightness	Timing	Content	Signs Using Video Display Methods Permitted?	Flashing Signs
CC4	Wall: 15 sq. ft Freestanding: 15 sq. ft.	Not allowed						
RA, RSF, RTF, RMF, & RHD	Residential Use: 15 sq. ft. Institutional Use: Wall: 50 sq. ft Freestanding: 50 sq. ft.	Not allowed for residential use. Not greater than 50% of the allowed sign size for institutional uses.	Shall be turned off between the hours of 10 pm and 6 am	[1]	[2] [3]	On premises advertising only	No	No
CC1	Wall: 50 sq. ft Freestanding: 50 sq. ft.	No greater than 50% maximum total allowable sign area	Not limited	"	"	"	"	"
O,OR, NR [4], NMU	Wall: 50 sq. ft Freestanding: 50 sq. ft.	No greater than 50% maximum total allowable sign area	Not limited	"	"	"	"	"
CC2, CB	Wall: 100 sq. ft Freestanding: 75 sq. ft.	No greater than 50% maximum total allowable sign area or 48 sq. feet. (the lesser of the two)	Not limited	"	"	"	"	"
CBD [5], GC, LI, HI	Wall: 250 sq. ft Freestanding: 250 sq. ft.	"	Not limited	"	"	"	Yes	"

Notes:

[1] Brightness:

- Electronic message centers in all zones shall come equipped with an automatic dimming, photocell, which automatically adjusts the display's brightness based on ambient light conditions.
- The brightness level in all zones shall not increase by more than 0.3 foot candles (or 3.23 lumens per square meter or lux) (over ambient levels) as measured using a foot candle meter at a pre-set distance.
- Brightness measurement process for electronic message centers shall be as follows:
 - a. At least 30 minutes past sunset, use a foot candle meter to record the ambient light reading for the area. This is done while the electronic message center is off or displaying all black copy.
 - b. The reading should be taken with the meter aimed directly at the electronic message center at the appropriate pre-set distance.
 - i. Measurement distance criteria follows:
 - 0-100 square foot signs to be measured 100 feet from source.
 - 101-350 square foot sign to be measured 150 feet from source.
 - 351-650 square foot sign to be measured 200 feet from source.
 - 651-1000 square foot sign to be measured 250 feet from source
 - c. Turn on the electronic message center to full white copy and take another reading.
 - d. If the difference between the readings is 0.3 foot candles or less, the brightness is properly adjusted.
- The owners of such signs shall include a signed letter accompanying their permit application, certifying that they will comply with the prescribed brightness limitations set by this ordinance.

[2] Timing: Electronic message centers shall display static images for not less than 2 seconds before transitioning to another static image. Transitions may utilize frame effects but flashing signs are prohibited.

[3] Duration: An animated sign or any portion of a sign that uses a video display method shall have a minimum duration of two seconds and a maximum duration of five seconds.

[4] NR Zone Limitation: In the NR Zone, electronic message centers are allowed only on sites that have frontage on a Minor or a Principal Arterial as designated on the Official Arterial Street Map, [SMC 12.08.040](#).

[5] CBD Zone Prohibition: Electronic message centers are prohibited in CBD 1-6 zones. Existing electronic message center signs are nonconforming signs and are subject to the provisions of [SMC 17C.240.280](#).