

**Table 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 source101-350 square foot sign to be measured 150 feet from source351-650 square foot sign to be measured 200 feet from source651-1000 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](#).