

## Automatic Changeable Message Signs – Summary

City	On-Premise Minimum Duration (Seconds)	Off-Premise Minimum Duration (Seconds)
Oak Creek, WI	5	N/A
Greenfield, WI	5	N/A
Seattle, WA	20*	N/A
Minneapolis, MN	15, 60*	8
Thornton, CO	5	
Fort Worth, TX	20	N/A
Orange Beach, AL	15	N/A
Lincoln, NE	3**	1*, 10**
	*Time for dynamic (video) displays only **For churches, schools and community playhouses	*If sign is less than 80 square feet **If sign is greater than 80 square feet N/A – Off-premise sign generally prohibited

### ***Local Regulations***

Electronic messageboards in Oak Creek are prohibited from blinking, flashing, scrolling and from being animated. All messages and images must old for at least five (5) seconds. Texts and graphic may be multicolored; however no more than 50% of the message may be red. No distinction between on-premise and off-premise signs was found. In fact, off-premise signs are not permitted in any district in Oak Creek.

Similarly, changeable copy signs must hold their image or message for no shorter than five (5) seconds in the city of Greenfield. No distinction is made between off-premise and on-premise signs. Off-premise signs are generally prohibited in the City of Greenfield.

### ***Other Regulations***

Seattle does not regulate “automatic changeable message signs,” per se. The city does, however, require that video-display message boards hold an image for at least 20 seconds, and video potions must last between two (2) and five (5) seconds. In Seattle, no advertising sign shall be erected, or constructed, unless an existing advertising sign is relocated or reconstructed at a new location.

In Minneapolis, a dynamic changeable copy signs must remain static for at least fifteen (15) seconds. Dynamic signs, which are different and allow for moving images, must remain static for at least sixty (60) seconds. Flashing off-premise signs are allowing in the Downtown Entertainment Area, and the Limited Access Roadway Opportunity Billboard District, but must remain static for at least eight (8) seconds.

In Thornton, Colorado, all electronic signs, including changeable copy signs, must hold an image or message for at least five seconds. Thornton does not specify off-premise changeable copy signs must have different static durations than on-premise signs.

In Fort Worth, Texas, all electronic changeable copy signs must hold their message for a least twenty (20) second before switching to a new message. Fort Worth prohibits all off-premise signs.

Orange Beach, Alabama, in addition to requiring changeable copy signs to hold their messages for fifteen (15) seconds, also requires these signs to stay static between the hours of 10:00pm and 7:00am. Off-premise signs are strictly prohibited.

Lincoln, Nebraska was the only municipality found in which on-premise electronic changeable copy signs were regulated differently than off-premise signs. There is no duration requirement for standard electronic changeable copy signs. Electronic changeable copy signs at schools, churches, and community play houses must hold their messages for at least three (3) seconds. If an off-premise electronic changeable copy sign is greater than 80 square feet, it must stay static for at least ten (10 seconds). If it is less than 80 square feet, it must hold its message for one (1) second.

## **Milwaukee**

**AUTOMATIC CHANGEABLE MESSAGE SIGNS.** For purposes of this subsection, an automatic changeable message sign is a type B on-premise or off-premise advertising sign, display or device that changes the message copy on the sign by means of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the display area, and includes tri-vision signs and mechanically-operated signs. In addition to the provisions for on-premise and off-premise signs, as provided in subs. 2 and 7, automatic changeable message signs shall conform to the provisions included in this subsection.

- a. The display area of automatic changeable message signs shall be included in the calculation of the total display area of the applicable sign type.
- b. No signs containing flashing, intermittent or moving sections or intermittent or flashing lights, except for intermittent display of time and temperature, shall be permitted.
- c. The display area, other than time and temperature displays, and each portion thereof may be changed not more frequently than once every 30 seconds.
  - i. NOTE: Within 4 1/2 years of April 10, 2010, the commissioner of public works shall evaluate the traffic-safety impacts of this ordinance's increase in the maximum allowable frequency of message changes on an on-premise automatic changeable message sign and report the findings of this evaluation to the common council. This ordinance shall be null and void 5 years after April 10, 2010 unless reauthorized by the common council.
- d. In addition to the provisions of pars. a to c, off-premise electronic and tri-vision automatic changeable message signs shall conform to the following conditions:
  - i. d-1. The display area of off-premise signs, other than time and temperature displays, and each portion thereof may be changed not more frequently than once every 8 seconds.
  - ii. d-2. No off-premise electronic automatic changeable message sign shall be located within 400 feet of any residential district from which the sign face is visible. The distance shall be calculated as the shortest measurable distance between the nearest point of the sign to the edge of the residential zoning district, in a straight line and without regard to intervening structures.
  - iii. d-3. The minimum distance between any 2 off-premise electronic or tri-vision automatic changeable message signs which are visible to drivers facing the same direction shall be 1,000 feet. The distance shall be calculated as the shortest measurable distance between the nearest point of the sign to the edge of another sign, in a straight line and without regard to intervening structures.
  - iv. d-4. Audio speakers and all forms of pyrotechnics are prohibited.
  - v. d-5-a. Nuisance light on residential properties shall be prohibited pursuant to s. 80-19. Spill light shall be considered a nuisance when measurement in the nearest habitable area of the residential property at the location where the alleged nuisance occurs reveals that such light produces 0.2 foot candles or more measured perpendicular to the ground at approximately 4 feet from the ground or floor surface at which the measurement is taken. For purposes of this paragraph, spill light shall mean any artificial light flowing onto an adjacent residential property.
  - vi. d-5-b. A permit holder may appeal the commissioner of neighborhood services' order to abate a nuisance order issued pursuant to s. 80-8 by submitting an appeal

to the administrative review appeals board as provided by s. 320-11 no later than 30 days after the order is imposed.

- vii. d-6. The commissioner of neighborhood services may enforce a light standard of 5,000 NITs (candelas per square meter) during daylight hours, and 500 NITs (candelas per square meter) between dusk to dawn.
- viii. d-7. If the commissioner of public works finds that an off-premise electronic automatic changeable message sign is causing interference with traffic signals or controls, creates a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device, or otherwise obstructs a motorist's line of sight with traffic signals or controls, the commissioner shall order the sign be turned off, and the commissioner shall meet with the permit holder within 48 hours to determine action to rectify the operation of the sign so as to mitigate the interference. The permit holder may appeal the commissioner's order by submitting an appeal to the administrative review appeals board as provided by s. 320-11 no later than 30 days after the order is imposed.
- ix. d-8. The continuing operation of a malfunctioning sign that causes a glare shall be considered an acute traffic hazard. The commissioner of public works shall order the sign be turned off and the commissioner shall meet with the permit holder within 48 hours to determine action to rectify the operation of the sign so as to mitigate the hazard.

## Oak Creek

Electronic messageboard and changeable copy signs shall only be permitted as an accessory to a ground, or pole sign. Electronic messageboard and changeable copy signs shall not exceed fifty (50) percent of the total sign face area and in no case shall an electronic messageboard or changeable copy be greater than fifty (50) square feet in area. Electronic messageboard or changeable copy signs shall not be permitted as a wall sign. Text and graphics may be multi-colored, however no more than fifty (50) percent of any message may be red. Text and graphics on electronic messageboard signs shall not blink, flash, scroll, or be animated and all messages and images shall hold for a minimum of five (5) seconds. Electronic messageboard signs shall have a minimum letter height based on the following formula:

- (1) Posted speed limit on the adjacent street of 0-30 mph = four (4) inches in height minimum
- (2) Posted speed limit on the adjacent street of 31-45 mph = six (6) inches in height minimum
- (3) Posted speed limit on the adjacent street of 46-60 mph = ten (10) inches in height minimum
- (4) Posted speed limit on the adjacent street of greater than 61 mph = twelve (12) inches in height minimum.

**SEC. 17.0707 OFF-PREMISE SIGNS** Off-premise signs are not permitted in any district except for election campaign signs and nonprofit charitable events as regulated by Section 17.0709(e).

## Greenfield

*Changeable copy sign:* A sign that is designed so that characters, letters, or illustrations can be changed or rearranged without altering the face or the surface of the sign.

*Electronic message board:* A type of changeable copy sign whose message or display is presented with patterns of lights or other means that may be changed at intermittent intervals by an electronic process.

### 19.43 - Changeable copy signs. (Am. #2595)

Changeable copy signs including electronic message boards are permitted as follows:

- (1) Only one changeable copy sign permitted per business premises.
- (2) Maximum size of 24 square feet.
- (3) If freestanding, the sign may be double-faced.
- (4) The copy may be changed at 5-second intervals.
- (5) Banners are not permitted on sites with changeable copy signs.
- (6) A changeable copy sign may be illuminated. Electronic reader boards daytime illumination maximum 2,000 lumens and nighttime illumination maximum 750 lumens.
- (7) Animation, flashing, distracting or multicolor features are prohibited.
- (8) Changeable copy signs shall be a part of a permanent sign.

### 19.25 - Prohibited lighting, movement and signs.

(1) *[Lighting.]* Bare light bulbs shall not be permitted. No flashing, blinking or rotating lights shall be permitted for either permanent or temporary signs.

(2) *[Movement.]* No sign shall be permitted which moves by any means, except flags.

(3) *Prohibited signs.* It shall be unlawful to erect or maintain the following signs:

- (a) Billboards.
- (b) Distracting signs, including animated, mechanical and audible.
- (c) Expressway signs, except those expressway signs permitted by the Plan Commission as part of a Planned Unit Development.
- (d) Marquees.
- (e) Signs overhanging city right-of-way.
- (f) Vehicle signs.
- (g) Portable signs, except as in section 19.44. (Am. #2495)
- (h) Off-premises signs.
- (i) Roof signs.
- (j) Sandwich boards.
- (k) Window signs in excess of 20 percent net window area.
- (l) Balloons or inflatables. (Cr. #2495)

## Seattle

"Sign, advertising" means a sign directing attention to a business, profession, commodity, service or entertainment conducted, sold or offered elsewhere than upon the lot where the sign is located.

"Sign, changing-image" means a sign, including a sign using a video display method, which changes its message or background by means of electrical, kinetic, solar or mechanical energy, not including message board signs. A video display method is a method of display characterized by real-time, full-motion imagery of at least television quality.

"Sign, message board" means an electric sign that has a reader board for the display of information, such as time, temperature, of public service or commercial messages, that can be changed through the turning on and off of different combinations of light bulbs within the display area.

"Sign, off-premises" means a sign relating, through its message and content, to a business activity, use, product or service not available on the premises upon which the sign is erected.

"Sign, off-premises directional" means an off-premises sign used to direct pedestrian or vehicular traffic to a facility, service, or business located on other premises within one thousand five hundred (1,500) feet of the sign, which sign does not include any reference to brand names of products or services whether or not available on such other premises, except the name of the facility, service or business.

### **23.55.005 - Video display methods**

A. Development standards. Video display may be used on a sign when the sign meets all of the following development standards:

1. The sign is an on-premises sign;
2. The sign is not located in a residential, NC1 or NC2 zone, Special Review District, Historical District, Preservation District or shoreline environment;
3. The sign meets one of the following criteria:
  - i. The sign face is not visible from a street, driveway or surface parking area, and also is not visible from a lot that is owned by a different person, in which case the size of the sign is not limited by this subsection, and the standards for duration or pause periods and subsection A5 shall not apply; or
  - ii. The sign area is less than or equal to one thousand (1000) square inches and no single dimension of the sign exceeds three (3) feet; or
  - iii. The sign meets the standards set out in subsection B, in addition to meeting all other standards of this subsection A.
4. The maximum height for any sign using a video display method shall be fifteen (15) feet above existing grade. Pole signs using a video display method shall be at least ten (10) feet above the ground;

5. The sign is at least thirty-five (35) linear feet in any direction from any other sign that uses a video display method;
6. When located within fifty (50) feet of a lot in a residential zone, any part of the sign using a video display method is oriented so that no portion of the sign face is visible from an existing or permitted principal structure on that lot;
7. Duration: Any portion of the message that uses a video display method shall have a minimum duration of two (2) seconds and a maximum duration of five (5) seconds. Calculation of the duration shall not include the number of frames per second used in a video display method. Calculation of the maximum duration shall include the time used for any other display methods incorporated within that portion of the message displayed using a video display method;
8. Pause Between Video Portions of Message. There shall be twenty (20) seconds of still image or blank screen following every message using a video display method;
9. Audio speakers shall be prohibited in association with a sign using a video method of display;
10. Between dusk and dawn the video display shall be limited in brightness to no more than five hundred (500) units when measured from the sign's face at its maximum brightness; and
11. Signs using a video display method may be used after dusk only until 11:00 p.m. or, if the advertising is an on-premises message about an event at the site where the sign is located, for up to one (1) hour after said event.

**23.55.014 - Off-premises signs. Modified**

**A. Advertising Signs.**

1. No advertising sign shall be erected, or constructed, unless an existing advertising sign is relocated or reconstructed at a new location. An advertising sign may be relocated or reconstructed if:
  - a. The existing advertising sign was lawfully erected and after the effective date of the ordinances codified in this section, <sup>[21]</sup> is registered to pursuant to subsection F of this section;
  - b. The advertising sign is located on a site or in a zone where it is not permitted, except as provided in subsection A.1.c of this Section 23.55.014;
  - c. In each calendar year one advertising sign which is located on a site or in a zone where it is permitted may be relocated or reconstructed if a citizen submits a written request for relocation to the Director;
  - d. The reconstructed or relocated advertising sign will be a permitted use and will conform with all ordinances of the City at its new location;



- e. The construction permit for the relocated or reconstructed advertising sign is issued during the pendency of the demolition permit for the existing sign;
- f. The advertising sign face does not increase in size; and
- g. The advertising sign is relocated to an area with the same or more intensive zoning. Areas in which advertising signs are allowed are listed below from least intense to most intense zoning, and zones listed on the same line are considered of the same intensity. Zones which do not allow advertising signs shall be considered less intense zones for the purpose of relocation. This list is for purposes of this criterion only.

1. Downtown Mixed Residential/Commercial (DMR/C)	2. Least intense
3. Commercial 1 and 2 (C1 and C2)	4. ↓
5. Downtown Zones (Except DMR/R and DMR/C)	6. ↓
7. Industrial Zones (I)	8. Most intense

- h. The number of relocated advertising signs does not exceed 12 structure locations per year or 24 sign face locations per year, excluding relocations pursuant to subsection G of this Section 23.55.014.
2. For purposes of relocation, sign owners maintain the right to relocation.
  3. Wall signs cannot be relocated.
  4. Maximum Sign Face Area. The maximum total area of any advertising sign in Commercial 1 and 2, Industrial and Downtown (except Downtown Mixed Residential/Commercial) zones shall be 672 square feet, with a maximum vertical dimension of 25 feet and a maximum horizontal dimension of 50 feet, provided that cutouts and extensions may add up to 20 percent of additional sign area. The maximum total area of any advertising sign in Downtown Mixed Residential/Commercial (DMR/C) zones shall be 300 square feet,

except for visually blocked signs which may be a maximum of 672 square feet.

5. All advertising signs shall be located at least 50 feet from any lot in a residential zone, and at least 500 feet from any public school grounds, public park, or public playground, or community center, except for off-premises signs allowed under Section 23.55.032.G. For purposes of this section, a public park or public playground means a park or playground at least one acre in size and a community center must be publicly owned.
6. No variances shall be permitted from the provisions of this subsection A.
  - B. Off-premises Directional Signs. The maximum area of any off-premises directional sign shall be 100 square feet, with a maximum vertical dimension of 10 feet and a maximum horizontal dimension of 20 feet, except for off-premises signs allowed under Section 23.55.032.G.
  - C. The maximum area for each sign face for business district identification signs shall be that permitted for pole signs in the zone.
  - D. The maximum area for each sign face for residential district identification signs shall be fifty (50) square feet.
  - E. Development Standards Applicable to All Off-premises Signs.
    1. Dispersion Standard.
      - a. Directional Sign Faces and Business District Identification Signs. Not more than a total of four (4) off-premises directional sign faces, plus two (2) identification signs for a business district, shall be permitted on both sides of a street within a space of six hundred sixty feet (660'). There shall be a minimum distance of one hundred feet (100') between sign structures.
      - b. Advertising Signs.
        - (1) Not more than a total of five (5) advertising sign structures shall be permitted when counting both sides of a street within a linear distance of two thousand six hundred forty feet (2640'), one-half (½) mile).
        - (2) There shall be a minimum distance of three hundred linear feet (300') between advertising sign structures on the same side of the street; a maximum of two (2) advertising sign structures within three hundred linear feet (300') when counting both sides of the street; and, a minimum distance of one hundred radial (100') between advertising sign structures.
        - (3) Visually blocked advertising signs shall count as one-half (½) a structure, and may be within any distance from

each other on the same side of the street as long as they are oriented in opposite directions. Visually blocked advertising signs oriented in the same direction or on opposite sides of the street are subject to the spacing criteria under subsection E1b(2) of this section.

(4) There shall be a maximum of two (2) sign faces per advertising sign structure and a maximum of one (1) sign face per side of the advertising sign structure.

2. Off-premises signs shall not be roof signs.
3. Lighting. No off-premises sign shall be incandescently illuminated by more than one and one-quarter ( $1\frac{1}{4}$ ) watts of electrical power per square foot of sign area, or be fluorescently or otherwise illuminated by more than one (1) watt of electrical power per square foot of sign area. Off-premises signs that include lights as part of the message or content of the sign (chasing and message board advertising signs) are prohibited.
4. Sign Height. The maximum height limit for any portion of an off-premises sign (except in Industrial zones) is forty (40) feet or the height limit of the zone, whichever is less. The maximum height limit for any portion of an off-premises sign in an Industrial zone is sixty-five (65) feet or the height limit of the zone, whichever is less.

F. Registration of Advertising Signs. Each owner of an off-premises advertising sign shall file a written report with the Director on or before July 1st of each year. The report shall be submitted on a form supplied by the Director. The owner shall identify the number and location of advertising signs maintained by the owner in the City at any time during the previous year, and provide such other information as the Director deems necessary for the inspection of signs and for the administration and enforcement of this section. The owner shall pay a fee to the Director at the time the written report is filed. The amount of the fee is Forty Dollars (\$40) for each sign face identified in the report. DPD shall assign a registration number to each sign face, and the sign number shall be displayed on the face of the billboard frame in figures which are a minimum of eight (8) inches tall. It is unlawful to maintain a sign face which has not been registered as required by this section. Notwithstanding any other provision of this code, any person who maintains an unregistered sign face is subject to an annual civil penalty of Five Thousand Dollars (\$5,000) for each unregistered sign face.

G. Side-by-Side Advertising Signs. One (1) of the two (2) sign faces that comprise side-by-side advertising signs shall be removed within three (3) years of the effective date of the ordinance codified in this section.<sup>1</sup> The sign face may be relocated if the sign will meet the requirements of subsections A1e, A1f and A1g of this section, provided that in lieu of relocation the two (2) side-by-side

advertising signs may be replaced by one (1) six hundred seventy-two (672) square foot advertising sign at the same location.

H. The provisions of this section do not apply to sign kiosks, except subsection A5, prohibiting advertising signs within five hundred (500) feet from any public school grounds.

9. (Ord. 123543, § 1, 2011; Ord. 121477 § 36, 2004; Ord. 120388 § 4, 2001; Ord. 116780 § 1, 1993; Ord. 112830 § 10(part), 1986.)

## Minneapolis

**Changeable copy sign, dynamic.** A sign or portion thereof with letters or numbers only that can be electronically changed or rearranged without altering the face or the surface of the sign.

**Changeable copy sign, manual.** A sign or portion thereof with letters or numbers only that can be manually changed or rearranged without altering the face or the surface of the sign.

**Dynamic sign.** A sign, or any element of a sign, which provides the ability to change text or images, or exhibits changing effects in order to provide intermittent illumination or the illusion of such illumination, or any series of imagery or display which may appear to move or change, including changes produced by any electronic method. A dynamic sign is not a changeable copy sign, dynamic.

### 543.330. - Changeable copy sign, dynamic.

- (a) *In general.* The dynamic changeable copy sign shall be limited to letters or numbers only. The background of the dynamic changeable copy sign shall be black and the text shall be colored.
- (b) *Number of signs.* There shall not be more than one (1) dynamic changeable copy sign located on a zoning lot.
- (c) *Location.* The dynamic changeable copy sign shall be located on a primary building wall or be part of a freestanding sign. If the dynamic changeable copy sign is part of a freestanding sign, the dynamic changeable copy portion shall be part of the continuous display surface of the sign. Except in the downtown districts, a dynamic changeable copy sign shall not be part of a projecting sign. Dynamic changeable copy signs shall be prohibited in the IL Industrial Living Overlay District.
- (d) *Size.* The maximum size of the dynamic changeable copy sign shall be sixteen (16) square feet. Dynamic changeable copy signs shall be included in the calculation of the total permitted sign area.
- (e) *Height.* Notwithstanding Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, the maximum height of a dynamic changeable copy sign attached to a building shall be fourteen (14) feet, or top of wall, whichever is less.
- (f) *Duration of message.* The copy of the dynamic changeable copy sign shall remain static for a period of not less than fifteen (15) minutes. The transition from one (1) message to the next shall be direct and immediate, without any special effects.
- (g) *Image characteristics and transition.* Dynamic changeable copy signs shall have a pitch of not greater than twenty (20) millimeters between each pixel. Special effects, including but not limited to dissolving, fading, scrolling, starbursts and wiping shall be prohibited.
- (h) *Luminance.* Between sunrise and sunset the maximum luminance shall be five thousand (5,000) nits and between sunset and sunrise the maximum luminance shall be

five hundred (500) nits. All signs with a dynamic display having illumination by means other than natural light must be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness to comply with this requirement. Except for Institutional and Public Uses, the dynamic changeable copy sign shall not display messages or be illuminated when the use is closed.

**543.340. - Dynamic signs.**

- (a) *In general.* Except where allowed as-of-right in the Downtown Entertainment Area, dynamic signs may be allowed as a conditional use, subject to the provisions of Chapter 525, Administration and Enforcement, and the following:
- (b) *Number of signs.* There shall not be more than one (1) dynamic sign located on a zoning lot.
- (c) *Location.* Dynamic signs shall be subject to the following location restrictions:
  - (1) The dynamic sign shall be located on a primary building wall or be part of a freestanding sign. If the dynamic sign is part of a freestanding sign, the dynamic portion shall be part of the continuous display surface of the sign. Except in the downtown districts, a dynamic sign shall not be part of a projecting sign. Dynamic signs shall be prohibited in IL Industrial Living Overlay District.
  - (2) The dynamic sign shall be located on a lot of not less than twelve thousand (12,000) square feet.
  - (3) The dynamic sign shall be no closer than one hundred (100) feet from the nearest residence district or office residence district property line.
  - (4) The dynamic sign shall be located on a lot that is part of an area of at least six hundred sixty (660) feet of continuous commercial, downtown, or industrial zoning fronting along the same side of the street as the lot, without interruption by a residence or office residence district.
- (d) *Height.* Notwithstanding Table 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, the maximum height of a dynamic sign attached to a building shall be fourteen (14) feet, or top of wall, whichever is less.
- (e) *Size.* Dynamic signs shall not exceed thirty-two (32) square feet. Dynamic signs shall be included in the calculation of the total permitted sign area.
- (f) *Duration of message.* The sign message shall remain static for a period of not less than sixty (60) seconds. The transition from one (1) message to the next shall be direct and immediate, without any special effects.
- (g) *Image characteristics and transition.* Dynamic signs shall have a pitch of not greater than twenty (20) millimeters between each pixel. Special effects, including but not limited to dissolving, fading, scrolling, starbursts and wiping shall be prohibited.
- (h) *Luminance.* Between sunrise and sunset the maximum luminance shall be five thousand (5,000) nits and between sunset and sunrise the maximum luminance shall be five hundred (500) nits. All signs with a dynamic display having illumination by means other than natural light must be equipped with an automatic dimmer control or other

mechanism that automatically controls the sign's brightness to comply with this requirement. Except for Institutional and Public Uses, the dynamic sign shall not display messages or be illuminated when the use is closed.

*Flashing or animated off-premise signs.*

- a. *Downtown Entertainment Billboard District.* Flashing, blinking, and/or animated off-premise signs, including but not limited to traveling lights or other means not providing constant illumination, shall be permitted in the downtown entertainment billboard district.
- b. *Downtown Entertainment Area.* Flashing off-premise signs shall be permitted in this area provided the messages and/or imagery are displayed in a static manner for a minimum of eight (8) seconds. Animated off-premise signs shall be prohibited in the downtown entertainment area. The area consisting of those properties with frontage along the north side of Hennepin Avenue between Tenth Street and Fifth Street, and those properties with frontage along the south side of Hennepin Avenue between Ninth Street and Sixth Street shall be considered the downtown entertainment area for purposes of this section.
- d. *Limited Access Roadway Opportunity Billboard District.* Flashing off-premise signs shall be permitted in these areas only: on Interstate 94 and on Interstate 35-W north of 31st Street East, provided (i) the messages and/or imagery are displayed in a static manner for a minimum of eight (8) seconds, and (ii) flashing signs shall be a minimum of two thousand five hundred (2,500) feet from any other off-premise flashing sign reading to the same directional traffic. Flashing off-premise signs permitted pursuant to this section shall comply with all applicable provisions of this ordinance, except that existing nonconforming off-premise signs in the areas described in this section shall be allowed to be converted to flashing off-premise signs and shall not be subject to section 531.50, expansion or alteration of nonconforming uses and structures, for the conversion, so long as the dimensions, height and orientation of the sign match the conditions that preceded the conversion, the sign meets the requirements of this section and the applicant complies with the credit requirements of section 544.60(c).

## Thornton, Colorado

### **Sec. 18-755. - General requirements for electronic signs.**

*Animated sign* means a sign having an intermittent or continuing variation in the illumination or physical position of any part of the device, including signs that are mechanically agitated or that rotate, revolve, spin, swing, flap, wave or make any other motion. Animated signs do not include air dancers, feather flags, cylinder signs, signs held by a person, and such variations necessary during the changing of messages on a permitted electronic changeable copy sign or electronic message center sign.

*Electronic sign* means a sign that is capable of displaying words, symbols, figures or images and that can be electronically or mechanically changed by remote or automatic means.

*Changeable copy sign* means a sign whose informational content can be changed or altered by manual or electric, electro-mechanical or electronic means, and that does not meet the **definition** of an electronic message center sign.

*Electronic message center sign* means an electronic sign that may display words, symbols, figures, images, or moving images.

- (a) *Applicability.* These requirements apply to electronic changeable copy signs regulated in Section 18-756 and to electronic message center signs regulated in Section 18-757
- (b) *Maximum height.*
  - (1) Wall signs shall comply with the requirements of Section 18-727
  - (2) Freestanding signs shall comply with the requirements of Division 4 of this article.
- (c) *Minimum setback.*
  - (1) Wall signs shall comply with the requirements of Section 18-727
  - (2) Freestanding signs shall comply with the requirements of Division 4 of this article.
- (d) *Illumination and brightness.*
  - (1) Electronic signs 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 or is otherwise detrimental to the public health, safety or welfare. Lighting from the message module shall not exceed 300 NITs (candelas per square meter) between dusk and dawn as measured from the sign's face. Applications for sign permits containing an electronic display shall include the manufacturer's specifications and nit (candela per square meter) rating. City officials shall have the right to enter the property and view the programmed specifications of the sign to determine compliance with this provision.
  - (2) Other portions of the sign shall comply with the requirements of Section 18-727 or Division 4 of this article, whichever is applicable.



- (e) *Minimum message hold time.* The displayed message shall not change more frequently than once per five seconds.
- (f) *Transition method.* The sign shall contain static messages only, changed only through dissolve or fade transitions, but which shall otherwise not have movement, or the appearance or optical illusion of movement or varying light intensity, of any part of the sign structure, design or pictorial segment of the sign.
- (g) *Transition duration.* The transition time between each message displayed on the sign shall be less than one second.
- (h) *Additional requirements.* Commercial messages displayed on the module shall only direct attention to a business, product, service, activity or entertainment that is conducted, sold or offered on the premise on which the sign is located.

## **Ft. Worth, Texas**

**SIGN, CHANGEABLE COPY:** An on-premise sign that is characterized by changeable copy, letters, symbols, or numerals that are not permanently affixed to the structure, framing or background allowing the letters, characters, or graphics to be modified from time to time manually or by electronic or mechanical devices, such as but not limited to, a bulletin board, electronic message board, or projected image sign. However, an athletic scoreboard or sign located on the athletic field sign of a fence shall not be an electronic changeable copy sign. Changeable copy signs may not be used to display commercial messages relating to products or services that are not offered on the premise.

### **Sec. 6.411 ELECTRONIC CHANGEABLE COPY SIGNS.**

- (a) Electronic changeable copy signs may be permitted by special exception of the board of adjustment in commercial, industrial, mixed-use and community facility zoning districts, subject to the following conditions.
  - (1) A maximum of 25% of the sign face may be devoted to changeable copy.
  - (2) The message rate shall not change at a rate faster than one message every 20 seconds.
  - (3) Electronic changeable copy signs shall not contain animation, rolling or running letters or message, flashing lights or displays as part of the display.
  - (4) On detached signs, electronic changeable copy shall be limited to monument signs, except where pylon and freeway signs are allowed under § 6.409.
  - (5) Electronic changeable copy signs shall have automatic dimming technology installed limiting the sign to no more than 0.3 footcandles above ambient light, measured at a distance equaling the square root of the product of the sign's square footage multiplied by 100. The distance shall be rounded to the closest whole number.
  - (6) All sound shall be prohibited.
- (b) The board of adjustment shall not grant variances which are less restrictive than the conditions of the special exception.
- (c) In granting the special exception, the board of adjustment shall consider the following:
  - (1) the presence of other electronic changeable copy signs in the vicinity;
  - (2) the visibility from residential districts;
  - (3) the street classification of the adjacent roadways; and
  - (4) the proximity to scenic areas or corridors.

The following signs are expressly prohibited within the City of Fort Worth:

1. Off-premise signs, unless provisions for such signs are contained within these regulations.
6. Animated signs, flashing signs, running message, twinkle or running light signs, and revolving signs or any other sign that moves. Electronic changeable copy signs may be permitted by special exception from the Board of Adjustment in accordance with Section 6.411 below.

## Orange Beach, Alabama

Electronic Changeable Copy Sign: (rev. 09/03/2013)

1. Area: The area of an Electronic Changeable Copy Sign shall not exceed 50% of the sign face area of the detached sign of which it is a part.
2. Height: The height of any portion of an Electronic Changeable Copy Sign shall not exceed 8 feet above the crown of the nearest roadway or 10 feet above the existing grade, whichever is greater. No portion of an Electronic Changeable Copy Sign shall project above the height of the permanent detached sign. An Electronic Changeable Copy Sign is secondary to the permanent non-changeable portion of the sign and shall be designated in this regard.
3. Duration: Electronic Changeable Copy Signs shall change no more than one time per 15 seconds. Between the hours of 10:00 p.m. and 7:00 a.m., Electronic Changeable Copy Signs shall remain static with no copy changes.
4. Dimmer Control: Electronic Changeable Copy Signs shall have an automatic dimmer control to produce a distinct illumination change between one-half hour before sunset and one-half hour after sunrise and must also be able to respond to lighting level changes occurring due to atmospheric conditions.
5. Setback from Residential: Electronic Changeable Copy Signs shall not be located within 30 feet of properties zoned RS-1, RS-2 and RS-3 and properties with single-family residential and duplex uses. The setback distance shall be measured along the right-of-way.
6. Setback from Other Electronic Changeable Copy Signs: An Electronic Changeable Copy Sign shall not be located within 50 feet of another Electronic Changeable Copy Sign. The setback distance shall be measured along the right-of-way.
7. Maintenance: Electronic Changeable Copy Signs shall be maintained in proper working order. Any non-illuminated portions of the sign shall be replaced and repaired within 30 days or the use shall be discontinued.

### 15.06 PROHIBITED SIGNS

Except as may be hereinafter specifically permitted, it shall be unlawful after the effective date of this article, or any amendment hereto, for any person to erect, place, or use within the City, when visible from any public way or beach, any of the following signs:

1. Snipe signs.
2. Sidewalk and sandwich signs.
3. Banners, pennants, balloons, flags, portable signs and inflatable signs. See temporary signs and standards for exceptions.
4. Off premises signs, except for off premise signs for non-profit organization special events. (rev. 12/17/2002) 15 - 8
5. A sign which contains any moving, flashing, or animated lights, visible moving or movable parts, or giving the appearance of animation.

## **Lincoln, Nebraska**

CHANGEABLE COPY SIGN shall mean any sign on which message copy can be changed through the use of attachable letters and numerals or by electronic switching of lamps, light emitting devices, or illuminated tubes. This includes public message displays or any sign which features automatic switching such as time and temperature signs.

ELECTRONIC CHANGEABLE COPY SIGN shall mean a sign containing a computer or digital software generated message or other automated or remote method of changing copy

OFF-PREMISES SIGN shall mean any sign which serves to advertise a product, service, or activity not conducted on the premises on which the sign is located or within 300 lineal feet thereof

### (f) Electronic Changeable Copy Signs.

- (1) Electronic Changeable Copy (On-Premises). In all nonresidential zoning districts except in the O-1, O-2 and R-T zoning districts, on-premises electronic changeable copy signs are allowed subject to the following restrictions:
  - (i) The sign area displaying electronic changeable messages shall not exceed 80 square feet of sign area and such sign area shall be included as a part of the total permitted signage for the premises on which it is located.
  - (ii) No message on an electronic changeable copy sign shall be animated, except in the B-4 zoning district pursuant to Section 27.69.030(a)(11).
  - (iii) Transition between messages are permitted but such transitions may only fade, scroll, travel, or reveal, and the transition shall not exceed a duration of one second.
- (2) Electronic Changeable Copy (Off-Premises). In all nonresidential zoning districts, off-premises electronic changeable copy signs are allowed subject to the following restrictions:
  - (i) If the off-premises sign area displaying electronic changeable messages is greater than 80 square feet, the message shall hold for at least ten seconds. If said sign area is 80 square feet or less, the message shall hold for at least one second.
  - (ii) No message on an electronic changeable copy sign shall be animated.
  - (iii) Transition between messages are permitted but such transitions may only fade, scroll, travel, or reveal, and the transition shall not exceed a duration of one second. Night time Daytime
- (3) Prior to the issuance of an electronic changeable copy sign permit, the applicant shall provide written certification from the sign manufacturer that the light intensity has been preset not to exceed the above illumination levels, and the preset intensity level is protected from end user manipulation by password protected software or other method approved by the Director of Building and Safety.
- (4) Illuminated electronic changeable copy signs shall be equipped with a sensor and/or timer or other device approved by the Director of Building and Safety to automatically adjust the day/night light intensity levels in accordance with Figure 6 below.

(b) 27.69.090 Churches, Schools, and Community Playhouses.

In any residential zoning district, churches, schools, and community playhouses are permitted one on-premises internally illuminated freestanding sign on each street frontage, not exceeding fifty square feet of area or six feet in height, for each bulletin board or sign and its supporting structure, and one on-premises wall sign on each building facade, not exceeding twenty square feet in sign area. When a school, church, or community playhouse is located a minimum of 200 feet from any street frontage and is located in an AG or AGR district, said wall sign shall be a maximum of 100 square feet in area.

(a) A permitted freestanding sign may be located in the required front yard if it meets the following conditions and requirements:

- (1) Signs may contain a maximum of fifty square feet in sign area if non-illuminated. If illuminated, such sign shall contain a maximum of thirty-two square feet in sign area, and shall be internally illuminated only;
- (2) Has a setback from the front lot line at least one-half the distance of the required front yard;
- (3) Has a setback from the side lot line at least 100 feet if abutting residential lots; and (4) One temporary sign of up to thirty-two square feet may be allowed on premises for up to ten days.

(b) A permitted freestanding sign fronting on an arterial street may include electronic changeable copy if it meets the following conditions and requirements:

- (1) Total area of the electronic changeable copy sign shall not exceed 75% of the total allowed freestanding sign area;
- (2) The electronic changeable copy sign shall have a setback from the side and rear lot lines of at least 150 feet if abutting residential lots and shall have a setback from a front lot line of at least 150 feet if the sign copy is parallel to the front lot line;
- (3) The electronic changeable copy sign message shall hold for at least three seconds and transition to a new message shall not exceed a duration of one second; and
- (4) The electronic changeable copy sign shall be turned off between 10:00 p.m. and 7:00 a.m. (Ord. 19283 §22; July 27, 2009: prior Ord. 19199 §1; January 26, 2009: Ord. 18288 §1; January 5, 2004: Ord. 16735 §18; February 13, 1995: Ord. 16000 §1; November 12, 1991: Ords. 14278, 14297, and 14539, as amended by Ord. 14613 §16; March 9, 1987: and Ords. 13734, 13668, 13611, 13790, 13418, 13582, 13133, 13054, 12923, 12893, 12751, 12679, 12657, and 12571).