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## Section 27-1405

### C. *Electronic message display (EMD) signs.*

1. *EMD signs prohibited.* EMD signs are prohibited in the following districts:
  - (a) All residential neighborhood districts: N1-3, NX1-3 and RMH.
  - (b) Neighborhood office.
  - (c) Neighborhood mixed-use.
  - (d) Public 1.
  - (e) Historic districts.
2. *Display technology.* The technology currently being deployed for EMDs is LED (light emitting diode), but there may be alternate, preferred, and superior technology available in the future. Any other technology that operates pursuant to the display brightness limits above shall not require an ordinance change for approval.
3. *Incorporation in wall or freestanding sign.*
  - (a) An EMD may only be used in conjunction with an adjacent wall sign or as part of a freestanding sign and shall not be displayed on its own.
    - (1) The EMD shall not be larger than forty (40) percent of the total square footage of the permanent graphic portion of the sign when compared as separate components.
    - (2) For purposes of determining the allowable total sign area, the permanent graphic portion of the sign and the EMD shall be included in the same perimeter and measured as a single sign, inclusive of any physical separation between the two (2) components.
  - (b) Only one EMD sign, either wall or freestanding is permitted per developed parcel. EMD sign(s) shall be counted in the total number of signs allowed on the parcel.
4. *Generally applicable display standards.*

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- (a) All EMD signs shall comply with the following display standards:
  - (1) EMDs must be equipped with an automatic image dimming capability (ambient light monitors). This feature must be enabled at all times, allowing the display to automatically adjust brightness based on ambient light conditions. The sign must be operated at a brightness level no greater than the manufacturer's recommended levels.
  - (2) The sign shall not include audio, pyrotechnic, bluecasting (bluetooth advertising), or other similar components.
- 5. *Static display EMD.* Where a static display EMD is permitted by this article, the following standards shall apply:
  - (a) A static display EMD may display a series of static messages and may not flash, scintillate, blink, show motion borders or traveling lights, employ any other aspect of animation, or display video.
  - (b) Messages on static display EMDs shall not include flashing, the varying of light intensity, or scrolling.
  - (c) Each static message on the sign shall be displayed for a minimum of three (3) seconds in duration.
  - (d) Message change shall be completed instantaneously.
  - (e) There shall be a direct change from one message to the next. All transition effects, such as motion, animation, fading, scrolling, or dissolving are prohibited.
- 6. *Animated display EMD.* Where an animated display EMD is permitted by this article, the following standards shall apply:
  - (a) The sign shall be on-premises;
  - (b) A freestanding animated display EMD sign shall be separated by at least thirty-five (35) linear feet in any direction from any other freestanding animated display EMD;
  - (c) The sign shall be located at least one hundred (100) feet from any residential neighborhood zone (N1-3, NX1-3, or RMH); and
  - (d) Video display is prohibited.
- 7. *Sign permit conditions.* The following conditions apply to all EMD sign permits. Failure to comply shall result in the sign ceasing operation until compliance occurs.
  - (a) That the sign shall at all times be operated in accordance with city codes and that the owner or operator shall provide proof of such conformance within twenty-four (24) hours of a request by the city;
  - (b) That a city inspector may access the property upon twenty-four (24) hours' notice to the owner, operator or permittee so that the city may verify that the EMD has the automatic image dimming capability engaged. In the event of a citizen complaint regarding the EMD brightness, the owner, operator or permittee may be required by the city inspector to manually reduce the brightness to a lower setting;
  - (c) That whether the sign is programmed from the site or from a remote location, the computer interface that programs the sign and the sign's operation manual shall be available to city staff upon twenty-four (24) hours' notice to the owner, operator or permittee.

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(d) Sign permit applications to install an EMD must include a certification from the owner or operator that the sign shall at all times be operated in compliance with the conditions set out in city code. The owner, operator or permittee shall immediately provide proof of such conformance upon request of the city.



**Figure 18. EMD Sign Examples.**

( Ord. No. 21-5748 , § 3(Exh. A), 1-25-21)

**Sec. 27-1406. Generally applicable site and design standards.**

A. *Illumination for non-electronic message displays.*

1. *Intent.* Light sources to illuminate signs shall neither be visible from any street right-of-way, nor cause glare which is hazardous or distracting to pedestrians, vehicle drivers, or adjacent properties.
2. *External illumination.* Externally illuminated signs shall have lighting confined to the sign and shall be positioned and shielded to minimize impacts to the surrounding area(s).
3. *Internal illumination.*
  - (a) Internally illuminated signs, where permitted, including neon lighting, must be static in intensity and color.
  - (b) The light source for internally illuminated signs must be entirely enclosed within the sign.
4. *Flashing or rotating lights restricted.* Flashing or rotating lights are prohibited.

B. *Landscaping.* The area surrounding a freestanding sign shall comply with the applicable requirements of article 27-1200, Landscaping.