

SMC 17C.240.240 Electronic message Center Signs

Electronic Message Center Signs.

Electronic message center signs are permitted subject to the limitations in [Table 17C.240-4](#).

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**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	<del>No</del>
CC1	Wall: 50 sq. ft. Freestanding: 50 sq. ft.	No greater than 50% maximum total allowable sign area	Not Limited	[1]	[2][3]	On premises advertising only	No	"
O, OR, NR [4], NMU	Wall: 50 sq. ft. Freestanding: 50 sq. ft.	No greater than 50% maximum total allowable sign area	Not Limited	[1]	[2][3]	On premises advertising only	No	"
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	[1]	[2][3]	On premises advertising only	No	"
<del>DTC, DTG, DTU, DTS [5]</del> , GC, LI, HI	Wall: 250 sq. ft. Freestanding: 250 sq. ft.	No greater than 50% maximum total allowable sign area or 48 sq. feet. (the lesser of the two)	Not Limited	[1]	[2][3]	On premises advertising only	Yes	"
<u>DTC, DTG, DTU, DTS [5]</u>	<u>Wall: 250 sq. ft.</u> <u>Freestanding: 250 sq. ft.</u>	<u>Not Allowed</u>						

**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) 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~~ and measured from a distance of 100 feet.
    - 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 two 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] Downtown Zone Prohibition:** Electronic message centers are prohibited in ~~CBD-1-6~~ [all downtown](#) zones. Existing electronic message center signs are nonconforming signs and are subject to the provisions of SMC 17C.240.280