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.
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>CC4</td>
<td>Wall: 15 sq. ft. Freestanding: 15 sq. ft.</td>
<td>Not Allowed</td>
<td></td>
<td></td>
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<tr>
<td>RA, RSF, RTF, RMF, &amp; RHD</td>
<td>Residential Use: 15 sq. ft. Institutional Use: Wall: 50 sq. ft. Freestanding: 50 sq. ft.</td>
<td>Not allowed for residential use. Not greater than 50% of the allowed sign size for institutional uses.</td>
<td>Shall be turned off between the hours of 10 pm and 6 am</td>
<td>[1]</td>
<td>[2][3]</td>
<td>On premises advertising only</td>
<td>No</td>
<td>No</td>
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<tr>
<td>CC1</td>
<td>Wall: 50 sq. ft. Freestanding: 50 sq. ft.</td>
<td>No greater than 50% maximum total allowable sign area</td>
<td>Not Limited</td>
<td>[1]</td>
<td>[2][3]</td>
<td>On premises advertising only</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>O, OR, NR [4], NMU</td>
<td>Wall: 50 sq. ft. Freestanding: 50 sq. ft.</td>
<td>No greater than 50% maximum total allowable sign area</td>
<td>Not Limited</td>
<td>[1]</td>
<td>[2][3]</td>
<td>On premises advertising only</td>
<td>No</td>
<td></td>
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<tr>
<td>CC2, CB</td>
<td>Wall: 100 sq. ft. Freestanding: 75 sq. ft.</td>
<td>No greater than 50% maximum total allowable sign area or 48 sq. feet. (the lesser of the two)</td>
<td>Not Limited</td>
<td>[1]</td>
<td>[2][3]</td>
<td>On premises advertising only</td>
<td>No</td>
<td></td>
</tr>
<tr>
<td>DTC, DTG, DTU, DTS [5], GC, LI, HI</td>
<td>Wall: 250 sq. ft. Freestanding: 250 sq. ft.</td>
<td>No greater than 50% maximum total allowable sign area or 48 sq. feet. (the lesser of the two)</td>
<td>Not Limited</td>
<td>[1]</td>
<td>[2][3]</td>
<td>On premises advertising only</td>
<td>Yes</td>
<td></td>
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</tbody>
</table>
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.