

SALEM VA

ELECTRONIC SIGN REGULATIONS



Before making any decisions regarding your business signage, please contact the Department of Community Development at (540) 375-3036 or communitydev@salemva.gov





Electronic sign means an electrically activated changeable sign whose variable content capability can be electronically programmed or controlled.

Sec. 66-83. - Glare Control (Effective February 23, 2017)

Glare control shall be achieved primarily through the use of such means as dimming technology, cutoff fixtures, shields, and baffles, and appropriate application of fixture mounting height, wattage, aiming angle, and fixture placement. Vegetation screens shall not be employed to serve as the primary means for controlling glare.

Sec. 66-85. - Brightness. (Effective February 23, 2017)

- The light from any illuminated, including electronic, sign shall be so shaded, shielded or directed that the light intensity or brightness will not be objectionable to surrounding areas or to operators of motor vehicles on public thoroughfares.
- During daylight hours between sunrise and sunset, luminance shall be no greater than four thousand (4,000) nits.
- At all other times, luminance shall be no greater than two hundred fifty (250) nits.
- Each electronic sign shall have a light sensing device that will automatically adjust the brightness of the display as the natural ambient light conditions change to comply with the limits set here within.

Sec. 66-105. - Electronic Sign. (Effective June 7, 2013)

- No more than one electronic sign shall be allowed per business.
- All electronic signs shall be freestanding.
- All electronic signs must utilize a header cabinet.
- All electronic signs shall be required to hold a static image for a minimum duration of eight seconds. Faster rates are prohibited.
- Transition times shall be no more than one second facing the same travelled way.
- All electronic signs shall have an automatic light adjustment feature to regulate brightness.
- Any electronic sign shall be oriented away from residential properties so as to avoid light trespass.
- Video, flashing, strobe effects, "storybook" advertising, consecutive messages, or similar effects are prohibited.
- Electronic signs may not be used as off-premises, temporary, or portable signs.
- Electronic signs displaying the current time or date shall be kept accurate.
- If these requirements are not complied with, the sign in question shall be promptly repaired or removed.

Contact the Office of Community Development at (540) 375-3036 or communitydev@salemva.gov prior to purchasing any type of advertising sign.