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## Overview of Electronic Signs – Rules & Regulations

Electronic signs are ONLY allowed in the following zoning districts: HBD (Highway Business District), BCD (Business Commerce District), LM (Light Manufacturing District) and HM (Heavy Machinery District).

### **City Sign Ordinance Sec. 66-77. Electronic signs generally.**

In order to minimize driver distraction, promote pedestrian and vehicular safety, and to reduce light pollution, the following regulations apply to electronic signs generally:

- (1) No more than one electronic sign shall be allowed per business.
- (2) All electronic signs shall be freestanding.
- (3) All electronic signs shall be required to hold a static image for a minimum duration of eight seconds. Faster rates are prohibited.
- (4) Transition times shall be no more than one second facing the same travelled way.
- (5) All electronic signs shall have an automatic light adjustment feature to regulate brightness. **(known as nighttime setback)**
- (6) Any electronic sign shall be oriented away from residential properties so as to avoid light spillage.
- (7) Video, flashing, strobe effects, "storybook" advertising, consecutive messages, or similar effects are prohibited.
- (8) Electronic signs may not be used as off-premises, directional, location, temporary, portable, or general advertising signs.
- (9) Electronic signs displaying the current time or date shall be kept accurate. If this requirement is not complied with, the sign in question shall be promptly repaired or removed.
- (10) For lots or parcels with less than 75 feet along their principal street frontage, electronic signs shall not exceed 24 square feet. For all other lots or parcels, electronic signs shall not exceed 60 square feet.

(Ord. of 5-28-2013)

All electronic signs shall be "UL Sign" listed.

All electronic signs shall be suitable for wet locations / outdoor use.

When applying for an electronic sign permit: A copy of the manufacturing specifications must be submitted to verify the above listed information.