

Electronic Signs

Important Information

Electronic elements are **only allowed on freestanding signs**.

Properties or developments with electronic signs or electronic elements **shall not be permitted to have temporary special event signs**.

A sign permit is required for all electronic signs.

One electronic sign is allowed per property.

Electronic signs shall be located along the highest classification roadway, for properties with frontage on two or more public streets.

Maximum Sizes

32 square feet for the entire sign for non-residential uses in residential districts and City Center retail districts (CC-R & E and CC-OT & R)

64 square feet for the entire sign in office, public-institutional and City Center public zoning districts

100 square feet for the entire sign in commercial and industrial zoning districts and CC-R & E properties adjacent to Highway 55. The electronic portion is limited to **64 square feet**.

Maximum Illumination Level

4,500 candela per square meter between sunrise and sunset

350 candela per square meter between sunset and sunrise

All signs must have mechanisms to automatically adjust the brightness to ambient lighting conditions.

Types of Signs Permitted

Time & Temperature Signs

Allowed in:

- Residential Districts (non-residential uses only)
- Office Districts
- Commercial Districts
- Industrial Districts
- City Center Districts
- Public/Institutional Districts

Electronic Changeable Copy Signs

Allowed in:

- Residential Districts (non-residential uses only)
- Office Districts
- Commercial Districts
- Industrial Districts
- City Center Districts
- Public/Institutional Districts

Electronic changeable copy signs are text only signs and are limited to white or amber lettering on a contrasting dark background.

Electronic Graphic Display Signs

Allowed in:

- Commercial Districts
- City Center-Public
- Public-Institutional
- Public-Institutional

Electronic Signs

Setbacks & Placement

Non-Residential Uses in Residential Districts and Public/Institutional Districts:

- 10 feet** from the front property line **and**
- **50 feet** from side and rear property lines when adjacent to non-residential properties **or**
 - **100 feet** from directly abutting residential properties

Office, City Center, Commercial, Industrial Districts:

- **10 feet** from all property lines

For properties that are located on corners or other lots with more than one street frontage, the sign must be located on the highest classification roadway.

Movement

No movement of any kind is permitted on the sign, including, but not limited to video displays, blinking, flashing, scrolling, shimmering, and rotating.

Malfunction

If a malfunction occurs, the sign shall be designed to freeze the device in one position or immediately discontinue the display.

Duration of Message

Messages shall not change more than once every 15 minutes. A display of time or temperature must remain for 15 minutes before changing to a different display, but the time and temperature information itself may change. The electronic portion of signs in residential and public-institutional zoning districts must not be illuminated between 10:30 PM and 6:00 AM.

The transition from one static message to the next must be instantaneous without any special effects, i.e. fading or scrolling.