

Sec. 114-1033. - Electronic message signs.

a) Standards for all electronic message signs

1. For office or institutional uses or any commercial or industrial zone districts, electronic message signs are permitted as a conditional use.
2. Illumination of signage: Electronic message signs shall use automatic level controls to reduce light levels at night and under cloudy and other darkened conditions, in accordance with the following:
 - a) All electronic message signs shall have installed ambient light monitors, and shall at all times allow such monitors to automatically adjust the brightness level of the sign based on ambient light conditions. Electronic message signs must be equipped with a dimmer control and a photo cell which constantly keeps track of ambient light conditions and adjust sign brightness accordingly.
 - b) Maximum brightness levels for electronic or digital display signs shall not exceed 5000 nits when measured from the sign's face at its maximum brightness during daylight hours.
 - c) Maximum brightness levels for electronic, digital display signs shall not exceed 500 nits when measured from the sign's face at its maximum brightness, between sunset and sunrise, as those times are determined by the National Weather Service.
 - d) Written certification from the sign manufacturer must be provided at the time of application for a building permit certifying that the light intensity of the sign has been preset not to exceed the illumination levels established by this Ordinance.
 - e) The illumination from an electronic message center shall not create a visual nuisance to residential properties.^[JH1]
3. Maximum of four lines of electronic message are allowed per sign face. Lettering height will be determined by the posted speed limit on the adjacent street:
 - a) 0—30 mph: Four inches in height maximum.
 - b) 31—45 mph: Six inches in height maximum.
 - c) 46+ mph: Ten inches in height.^[JH2]
4. The use of scrolling, flashing, blinking, chasing, traveling, video, or similar animation is prohibited.
5. Audio speakers in association with signs are prohibited.^[JH3]
6. No electronic monument signage shall interfere with or be in conflict with any traffic control devices. This shall be determined by the commissioner of public works.
7. As part of the Conditional Use, at the discretion of the Plan Commission, specific hours of operation may be set.

8. All existing Electronic message signage shall comply with the provisions of this ordinance within six (6) months from its adoption, provided there is technical feasibility for existing signage to do so. Any signage which does not have the technical feasibility to comply shall be deemed non-conforming.
- b) Electronic message signs in office or institutional facilities. For purposes of this section, an office or institutional facility means a property which is utilized for office or institutional purposes, such as those uses listed under section 114-427 but is not necessarily located in an office/institutional zoning district.
1. One electronic monument sign is allowed per site. The sign may have an electronic face on both sides of the sign. The electronic monument sign is allowed in addition to all other signage as allowed per this article.
 2. Sign area and height.
 - a) The maximum size of the sign may not exceed 60 square feet, including borders, trim, etc. A maximum of 50 percent of the total sign area may be electronic.
 - b) Height may not exceed six feet, as measured from average finished grade to the highest point on the sign cabinet.
 3. Setback and location
 - a) Minimum setback from any property line is 15 feet^[JH4].
 - b) May not be located within 100 feet of a residential use.
 - c) Signs which the message portion of the sign faces a residential use shall be separated by at least 150 feet; this distance shall be measured from the sign face to the nearest lot line of a residential use.^[JH5]
 4. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of 12 seconds^[JH6].
 5. Screen Requirements
 - a) Background color shall remain black at all times.
 - b) All text and other graphics shall be the same color per message change.
 - c) City Plan Commission as part of the conditional use review may limit permitted colors as appropriate based on surrounding development and natural conditions.^[JH7]
 6. Hours of Operation.
 - a) No signage shall be operated prior to 7:00 AM or after 10:00 PM unless otherwise specified by the City Plan Commission as part of the Conditional Use Permit.^[JH8]
 7. No additional electronic signage will be permitted in addition to, or in lieu of, an electronic monument sign.
- c) Electronic message signs in nonresidential districts excepting office/institutional uses as provided in subsection (b) above. Electronic message signs are allowed as conditional uses in the B2 community shopping, B3 general commercial, B4 central business, B5 central service, I-1

restricted industrial and I-2 general/industrial zoning districts and are subject to the following requirements:

1. Such signs shall use a maximum of 25 percent of the total allowable sign area of a zoning lot.
2. No such sign shall project higher than 15 feet above curb level.
3. Each message change shall be accomplished in one second or less, and each message shall remain in a fixed position for a minimum of four seconds.
4. No electronic message sign shall use characters larger than 24 inches high or be longer than 18 feet in length.

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