

Changeable Message and High Technology signs, being classified together, the Acknowledgement Receipt of the On-Premise Sign Permit Application must be completed whenever the proposed scope-of-work includes such signs. The Acknowledgement Receipt must be signed by the sign operator (sign owner, business owner, or business leaseholder), and a valid business-hours phone number must be provided. This apprises the sign operator of Sign Code rules & regulations for such signs, and provides Sign Administration with a responsible party contact with whom to address code violations if and when they occur.

SECTION 4602—DEFINITIONS:

CHANGEABLE MESSAGE SIGN shall mean any on-premise sign that is capable of changing its message, copy or appearance by electronic processes, and shall include but not be limited to those on-premise signs employing changeable message light emitting diode technology, commonly referred to as LED signs.

HIGH TECHNOLOGY SIGN shall mean any sign that utilizes electronic processes, such as light emitting diode (LED) technology, rather than mechanical or other means, to display a fixed and unchangeable message.

SECTION 4611--ON-PREMISE SIGNS:

(h) Changeable Message and High Technology Signs. Save and except for signs erected pursuant to the provisions of Section 4620, the following provisions shall apply to all existing and new changeable message and high technology signs:

- (1) Blinking, rotating, moving, chasing, flashing, glaring, strobe, scintillating, or spot lights are prohibited.
- (2) Lights or colored elements creating a continuously moving, shimmering, or prismatic effect, or the use of rotating or moving parts in association with such lights or colored elements, are prohibited.
- (3) A changeable message sign may not change the message more often than every five minutes and must change the message within one second or less; a high technology sign may not change the message without a new permit.
- (4) Brightness limits shall be set at a maximum of 6500 nits between sunrise and sunset, and at a maximum of 1250 nits between sunset and sunrise, and each sign shall be fitted with a qualified light sensing device to automatically adjust the brightness in accordance with these standards.

The Sign Administrator reserves the right to require additional information as may be required to determine compliance with all applicable laws, rules and regulations.