

SAMPLE DIGITAL MESSAGE BOARD ORDINANCE LANGUAGE

Digital billboards shall be located, fitted, maintained and controlled so as to meet the following requirements:

1. Use limited to the following zoning district(s):
2. Not be located within 1,000 feet of an interchange or traffic-merging lanes of restricted access roadway
3. Not operate past 11:00 p.m. Note: (This requirement may be limited to when message is visible from residential district or use)
4. Have only static text and/or static images, which must be displayed without change for at least 8 seconds, with the exception of signs that display time, date or temperature exclusively
5. Have a maximum transition time of 1 second between successive static messages, occur uniformly across face of sign and not have blending of static messages
6. Not fade, twinkle, scroll, dissolve, have moving pictures or animation
7. Contain default design that freezes the message in one position if malfunction occurs
8. Have automatic reduction of display brightness during hours of darkness to a level not to exceed 200 nits when entire board face set to an all-white display. Note: (This value could range between 100 and 400 nits depending upon the ambient brightness level of the surround. For a rural or residential setting, 100 nits would be most appropriate. For a very bright urban setting, up to 400 nits.)
9. If after sign installation, governing body rules sign message brightness to be excessive, sign owner shall be required to make appropriate adjustment at no expense to municipality
10. Owner and/or operator shall submit an annual report certifying sign complies with motion, brightness, and other requirements herein