

## **1285 Orchard Park Dr**

- **Variance:** To install an electronic message board on the side of the building vs. a freestanding sign that is permitted. Per Section: 1193.11 (b)

### **1193.11 SIGNS IN PUBLIC FACILITIES DISTRICT.**

#### **(b) Supplemental Regulations for Permanent Freestanding signs.**

(1) Freestanding signs shall be erected in a landscaped setting and not on sidewalks, drives, or in parking lots.

(2) No part of a freestanding sign, the wall or entry feature on which a sign is mounted, or the landscaping shall obstruct the view of vehicles entering or exiting the property.

(3) A maximum of 40% of the permitted freestanding sign area may be devoted to changeable copy/electronic message board.

A. The changeable copy/electronic message board shall not be changed more than every 15 seconds, with a 3 second blank screen delay between messages.

B. The changeable copy/electronic message board shall not flash, blink, scroll, strobe, or otherwise create a distraction to vehicular traffic.

C. Animation which uses movement or change of lighting to depict action or to create a special effect or scene is prohibited.

D. Electronic message boards can only be activated or displayed from 7:00 a.m. until 10:00 p.m.

E. Brightness.

1. All digital displays shall be illuminated at a level no greater than 0.3 foot candles over ambient light levels for location and time when measured at the recommended distance based on the digital display size, and shall employ light cut-off devices, such as but not limited to louvers, in order to minimize light escaping above a horizontal plane.

2. All digital displays must be equipped with both a dimmer control and photo sensor, which will automatically adjust the display intensity according to natural ambient light conditions.

3. Digital displays may not display light of an intensity or brilliance to cause glare or otherwise impair vision of the operator of a motor vehicle.

F. Color of lighting shall be designated in the permit application and be subject to approval by the Design and Construction Board of Review.

G. No electronic message boards shall be placed within 125 feet of a residential structure.