

## ZONING

### *144 Attachment 2*

#### **Town of Elma**

#### **Attachment B**

#### **All Other Areas LED Message Board District**

#### **PROPOSED: ALL OTHER AREAS LED MESSAGE BOARD DISTRICT**

##### **1. Locations:**

LED message boards will only be considered for Municipal/governmental property in the interest of public safety.

##### **2. Electronic Message Display Board - General Operations**

\* Electronic message centers shall be equipped with an operational, automatic dimming photocell, which automatically adjusts the display's brightness based on ambient light \* conditions. The brightness level shall not increase by more than 0.3-foot candles (or 3.23 lumens per square meter or lux) (over ambient levels) as measured using a foot candle meter at a pre-set distance.

\* Ambient light refers to the overall existing (present) illumination level in a particular location before additional lighting is introduced. It generally means natural light in an outdoor setting but may include certain sources of artificial illumination such as street pole lighting.

##### **3. Electronic Message Brightness Calibration & Limitations**

Brightness measurement process for electronic message centers shall be as follows:

- a) At least 30 minutes past sunset, use a foot candle meter to record the ambient light reading for the area. This is done while the electronic message center is off or displaying all black copy.
- b) The reading shall be taken with the meter aimed directly at the electronic message center at the appropriate pre-set distance.
- c) Measurement distance criteria - Signs to be measured 100 feet from source.
- d) Turn on the electronic message center to full white copy and take another reading.
- e) If the difference between the readings is 0.3-foot candles or less, the sign brightness is properly adjusted.
- f) Hours of use restricted to 30 minutes prior to sunrise until 30 minutes past sunset.

## ELMA CODE

### **4. Electronic Message Standards & Limitations:**

Electronic Message Display Boards shall be maintained to conform to the following standards:

- a) Message center signs may only be included as a part of a permitted freestanding sign and not on walls or within windows.
- b) The area of the sign containing the LED display shall not exceed 30 square feet of the allowable area for such freestanding sign
- c) Changeable message signs may change no more often than once per 60 seconds.
- d) When changing messages, the message must change instantly and may not include any phasing, rolling, scrolling, flashing, or blending of messages.
- e) Streaming of information or video animation is not permitted.
- f) While being displayed, the message shall remain fixed with no flashing, phasing, rolling, scrolling, or blending of information.
- g) Actual message display text must be limited to three colors per message. This does not apply to the background and non-text display.
- h) There shall be no limitation regarding use of fonts for message text.
- i) Setbacks from a residential property line (containing a residential dwelling) shall be 75 feet.
- j) Billboards are treated the same as signs for LED guidelines.
- k) No more than one sign per entity/per lot.

### **5. Nonconforming LED sign:**

\* Existing LED message center signs established prior to the adoption and approval of this may continue as lawful nonconforming accessory uses.

\* Upon termination of the existing business use permit the new LED message center sign guidelines must go into effect.