

Attachment 1: Electronic Message Centers

At the April 13 work session, Mayor and Council requested that staff develop policy to permit and regulate Electronic Message Centers (EMCs), balancing small business support with quality-of-life concerns. Staff propose the below requirements to meet these ends. The proposal is informed by the city’s existing requirements for changeable copy signs, guidance from the International Sign Association, and regulations of nearby jurisdictions.

Category	Proposed Requirement
Zones Where Permitted	MXTD family of zones MXCD MXCT MXNC MXE MXB I-L I-H
Sign Type	Freestanding signs
Brightness	<ul style="list-style-type: none"> • Not more than 0.3 footcandles above ambient light; and • Must have a light-sensing device to automatically adjust the display as ambient light conditions change
Rate of Message Change	<ul style="list-style-type: none"> • Once every 30 seconds, maximum • Change must be an entire sign change and not fade or pixelate in and out
Additional Requirements	An electronic message sign must go dark or freeze the display in the event of a malfunction.