



Electronic Message Center Requirements

Signs are regulated in Chapter 1163 of the North Olmsted Zoning Code, available on the city's website at www.North-Olmsted.com. The Zoning Code allows for a limited percentage of digital sign face on approved, permanent ground signs. The following requirements (see 1163.12(C)) apply to the operations of all electronic message centers (EMCs) installed on ground signs.

- ◆ Any message change shall be a static, instant message change.
- ◆ Messages can only change four (4) times every 24 hours.
- ◆ The sign shall consist of one (1) color of light lettering, symbols or logos on a black or similarly dark colored background that does not produce glare.
- ◆ Only Light Emitting Diodes (LED) technology or similar quality signs shall be permitted for electronic message centers.
- ◆ The electronic message center shall come equipped with an automatic dimming photocell, which automatically adjusts the display's brightness based on ambient light conditions.

The Zoning Code further establishes criteria for the illumination of all signs, including EMCs, as follows:

1163.11 Sign Illumination

All signs may be illuminated by internal or external light sources, provided that such illumination complies with the following:

- A. No light source or lamp shall be visible by any pedestrian or from any surrounding property or motor vehicle and shall have a translucent or solid cover if an internal lighting source or solid shield if an external lighting source.
- B. Illuminated signs shall not exceed the maximum luminance level of 300 cd/m² or Nits at least one-half (1/2) hour before sunset until sunrise, except as follows:
 1. Illuminated signs on zoning lots adjacent to, within 100 feet and visible from a residential lot or use shall not exceed the maximum luminance level of 150 cd/m² or Nits at least one-half (1/2) hour before sunset until sunrise. Additionally, such signs may not be illuminated between 11:00 p.m. and 7:00 a.m. except at the time a business associated with the sign at the same location is in operation during this period.
- C. Sign illumination shall not increase the light levels within 30 feet of all points of any sign face by more than 3.0 lux above the ambient lighting level.
- D. Electronic message centers shall come equipped with dimming technology that automatically adjusts the display's brightness based on ambient light conditions.
- E. No illumination of signs shall flash.