

EXCERPTS FROM SIGN REGULATIONS (SBMC §22.70) RELATED TO DIGITAL DISPLAYS

SBMC §22.70.020 Definitions.

L. **DIGITAL DISPLAY.** A sign that displays still images, scrolling images, or moving images, including video or animation, through a series of grid lights, including cathode ray, light emitting diode display, liquid crystal display, plasma screen, fiber optic, or other electronic media or technology, where the display can be changed through electronic means. The definition of digital display does not include time and temperature signs or electronic signs placed in the right-of-way that function as traffic control devices.

QQ. **SIGN.** Any form of visual communication including any physical object, projection of light, digital display, or open flame (with or without lettering, a symbol, logo) used to announce, declare, demonstrate, display, or otherwise present a message to or attract the attention of the public. A sign may include a commercial or noncommercial sign. A sign includes all parts, portions, units and materials used in constructing the sign, together with the illumination, frame, background, structure, support and anchorage thereof. A mural is not a sign.

SBMC §22.70.030 Sign Regulations.

B. **EXEMPT SIGNS.** The following signs shall be allowed without a sign permit and shall not be included in the determination of type, number, or area of signs allowed on a building or parcel:

26. Digital displays on gasoline pumps, provided the digital displays conform to all of the following standards:

- a. Each digital display shall not measure more than twenty-six (26) inches on the diagonal;
- b. Each digital display is integrated into the face of the gasoline pump and is not a stand-alone display;
- c. No more than one digital display is erected on each face of a gasoline pump.
- d. The luminance of each digital display shall not exceed 1500 nits;
- e. Any audio associated with a digital display shall not exceed 65 dB, measured at the nearest property line, between the hours of 7:00 a.m. and 10:00 p.m., and 55 dB, measured at the nearest property line, between the hours of 10:00 p.m. and 7:00 a.m.; and
- f. No digital display shall be installed within twenty-five (25) feet of any property zoned exclusively for residential use.

27. Digital displays on automated teller machines (ATMs), provided, (i) the digital display only displays the name of the financial institution that operates the ATM and the instructions for operating the ATM and (ii) the lettering does not exceed two inches in height.

C. **PROHIBITED SIGNS.** In addition to any sign not conforming to the provisions of this Chapter, the following signs are prohibited:

6. Signs that rotate, move, glare, flash, change, reflect, blink, or appear to do any of the foregoing, except time and temperature devices and digital displays otherwise exempted by this Chapter.

26. Unless otherwise exempted by this Chapter, digital displays, including any digital display inside a building that is attached to, leaning against, or otherwise placed within ten (10) feet of a window, door, or other opening in the façade of the building in a manner so as to present a message to or attract the attention of the public on adjoining streets, walkways, malls or parking lots available for public use.