

Section V

SIGN STANDARDS



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Section V: Sign Standards

Introductory Provisions

Intent

The purpose of these regulations is to set specific sign standards that accomplish the following:

- Establish reasonable and improved standards for Downtown business identification;
- Encourage creative and innovative approaches to regulating signs consistent with the principles of the Downtown Community Plan;
- Promote economic vitality in Downtown;
- Enhance the overall visual environment in Downtown by discouraging signs that contribute to the visual clutter of the streetscape;
- Ensure signs are designed for the purpose of identifying a business in an attractive and functional manner; and
- Ensure signs reinforce the existing and envisioned character and are complementary to the architectural design of Downtown.

Applicability

- These sign regulations apply to all properties zoned DTC and are not in an Historic Zoning Overlay. See map on Page 107.
- In addition to the standards set forth within this section, the following Sections of the Metro Zoning Code shall apply to all regulated signage within the DTC.
 - Section 17.04.06 - Definitions of general terms
 - Within Chapter 17.32 SIGN REGULATIONS:
 - Section 17.32.020 - General Provisions
 - Section 17.32.040 - Signs allowed without a permit
 - Section 17.32.050 - Prohibited signs
 - Section 17.32.060 - Permitted on-premises temporary signs
 - Section 17.32.145 - Landmark signs
 - Section 17.32.160 - Computations
 - Within Article XI. Sign Procedures
 - 17.40.490 - Permits and compliance tag
 - 17.40.510 - Unsafe, illegal, dilapidated and abandoned signs

Sign Permit Applications

Applications for sign permits shall be made with and reviewed by the Codes Department. All sign applications that do not involve Modifications shall only require Codes Department approval, regardless of whether the property is subject to additional design guidelines (e.g. MDHA redevelopment districts).

Applicants for sign permits shall submit the following information. Incomplete applications will not be accepted.

- Design and details of the signage depicting size and shape (including height, width and depth), anchoring, materials, lighting and other data necessary to determine compliance with the requirements of this section and with the requirements of the Metropolitan building code and the Metropolitan electrical code. Additional information may be required by Codes.
- Drawings and specifications, including building elevations or artist's rendering depicting the sign faces, and dimensions indicating sign placement on the building.
 - For ground signs and signs seeking a ROW encroachment, the distance of the signs from the corner of the building or property line should be included.
- A site plan, drawn to scale, depicting the location of the proposed signage and all relevant features of the site, including location and size of other regulated signs.
- The property address, applicant and sign designer's name and contact information.

Common Sign Plan

A common signage plan regulates signage for multiple businesses or tenants within one building or complex. A common sign plan is mandatory for all new developments and sign Modifications.

- A common signage plan shall provide for consistency among signs with regard to at least four of the following: materials; location of each sign on the building; sign proportions; color scheme; lighting; lettering or graphic style.
- The common signage plan shall establish an allowable area of signage for existing and future tenants with regard to all allowed signs types.
- The common signage plan shall indicate existing nonconforming signs as well as the amount and location of on-premises signage to be allocated to each tenant under the new plan.

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Modifications

Sign Permit Modifications

Requests for modifications to sign standards are reviewed through the process outlined on pages 14 and 15.

Modifications are reviewed by Planning staff and either the MDHA Design Review Committee or the DTC Design Review Committee.

The applicant may appeal a decision through the process described on pages 14 and 15.

All sign Modifications are Major Modifications. Two additional types of Modifications for signage related permits may be requested and are outlined below.

Modifications for Exceptional Design

Creative signage that does not fit the specific regulations of this section may be considered by the appropriate reviewing body (listed above), based on its merits, as they relate to all of the following design criteria:

- architecture
- the configuration or location of the building or property
- building scale
- legibility
- technical competence and quality in design, construction and durability

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structures (i.e. canopy) will require review by all applicable agencies. Exceptional design modifications shall not permit electronic changeable copy where it is otherwise not permitted.

Modifications for Tourist-oriented Businesses

Tourist-oriented businesses within DTC zoning may receive Modifications to allow greater sign area and use of digital technology. To qualify as a tourist-oriented business a business shall:

- have a minimum permanent fixed seating capacity of 500; and
- offer lawful activities or services to the general public of cultural, historical, recreational, educational, or entertainment purposes.

Applications for this type of Modification require submittal of a common sign plan for the property in question. Approval of any related structures (e.g. canopy) will require review by all applicable agencies. Tourist-oriented business Modifications shall be reviewed according to the design criteria listed under Modifications for Exceptional Design, above, in addition to the following:

- Large electronic or illuminated signs shall not adversely impact residential or hotel uses.
- All signs shall conform to the lighting standards of the DTC.
- See page 119 for additional information on changeable copy.

Right-of-way Encroachments

Where a sign is proposed to encroach into the public right-of-way an application shall be made with the Public Works Department in addition to the sign permit application with the Codes Department. Both applications shall include the requirements of the Public Works Department available at their website: <http://www.nashville.gov/pw/permits.asp>, in addition to the submittal requirements listed on the previous page.

Nonconforming Signs

Nonconforming Signs

Sections 17.40.660 and 17.40.690 of the Metro Zoning Code apply. This section further clarifies them.

Building Signs

A sign shall be brought into compliance with the provisions of the above mentioned sections if a sign permit is required to rebuild the sign. This does not include a panel change in a non-conforming cabinet sign, which shall be permitted. All new panels shall conform to all illumination standards herein.

Ground Signs

An existing ground sign may change the face or panel of a sign that does not meet the area or height standards within this section. However, in no instance shall there be an increase in the degree of nonconformity. All new panels shall conform to all illumination standards herein.

A sign shall be brought into compliance with the provisions of this title if at any time the sign is altered, repaired, restored or rebuilt to the extent that the cost exceeds fifty percent (50%) of the estimated replacement cost of the sign (in current dollar value). All permits within any six consecutive calendar months shall be aggregated for purposes of measuring the fifty percent standard.

Repair and Maintenance

If the alteration or repair is caused by involuntary damage or casualty, the sign may be altered or repaired to its pre-damaged condition.

A sign may be removed and taken off-site for repair and maintenance. The sign must be returned to the original location within 120 days of removal.

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General Standards

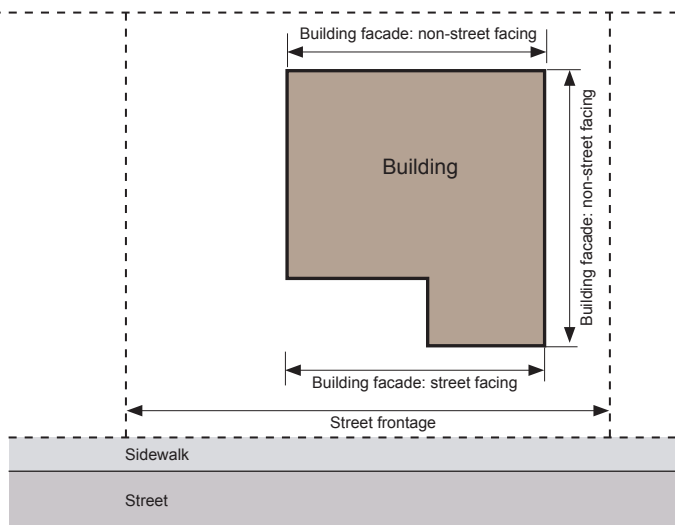
Materials

All permanent, on-premises signs shall be constructed of a rigid, weatherable material such as hard plastic, wood, MDO plywood, aluminum, steel, PVC, glass and/or Plexiglas. On-premises, permanent signs shall not be constructed of nonrigid materials including, but not limited to, vinyl, fabric, canvas, or corrugated plastic. The provisions of this subsection shall not apply to approved, permitted canopies, awnings, and porticoes.

Voluntary Removal of a Legally Non-conforming Ground Sign

Any property voluntarily removing a legally non-conforming ground sign shall be permitted to a bonus to one hundred fifty percent (150%) of the building signs allocated to the property. For example, if a property is allocated 200 sq ft of building signs, the property will be allowed 300 sq ft of buildings signs if a legally non-conforming ground sign is removed.

Building Facade and Street Frontage Measurement



Other Sign Types

Non Street-Facing Signs

Non street-facing building facades and alley frontages, not otherwise regulated, are allocated 1 square foot of sign area per 1 linear foot of building facade, to a maximum of the sign area permitted for the primary street frontage.

This includes lots adjoining open spaces, pedestrian walkways, or parking areas. Ground signs are not permitted on non street-facing building facades or alley frontages.

Temporary Signs

Temporary signs shall follow the standards of 17.32.060.

Murals

Only the company name, text relating directly to products or services sold on site, and logos shall count toward the sign area allocation. Otherwise, murals are exempt from this code.

Auto-oriented canopy/awning Signs

The allocation of signage for auto-oriented canopies and awnings shall be measured as walls signs and shall only be used on the canopy/awning. See the Auto-oriented Canopies and Awnings section of the Downtown Code for information on the design of canopies and awnings.

Parking Lot Signs

A pole-mounted projecting sign is allowed for surface parking lots with no associated building. One sign per street frontage is allowed. The maximum size shall be 36 square feet per sign. The side of the sign shall be attached to the pole, and the pole will be considered the "building façade". All projecting sign standards shall apply (Page 114); parking lot signs shall follow the standards of a 1-story building.

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Street Types

Pedestrian Streets

- Pedestrian streets are roadways with high pedestrian activity and slower moving vehicular traffic. Buildings along these streets are located at the back of the sidewalk creating a streetscape with active uses including retail, office and entertainment businesses.
- Pedestrian streets are generally located in the Downtown core, where more of the original street wall remains intact, and less opportunities exist for surface parking.
- Some streets outside of the Downtown core, such as Korean Veterans Boulevard (KVB), require Pedestrian designation. The MDHA and UDO standards for KVB require pedestrian-focused building design and streetscape. The standards for Pedestrian Street signage allow greater flexibility for such streets.

Gateway Streets

- Gateway streets are wider roadways that serve pedestrians, but focus primarily on automobile traffic and typically carry traffic at higher speeds than Pedestrian Streets.
- Generally located on the fringe of Downtown, Gateway streets serve as the key automobile entry points into Downtown.

Transitional Streets

- Transitional streets currently contain a mix of different building characters, transitioning from more auto oriented buildings and uses to a more mixed use pedestrian environment.
- As these street redevelop, buildings will be sited close to the sidewalk with a more pedestrian focus.

Interstate

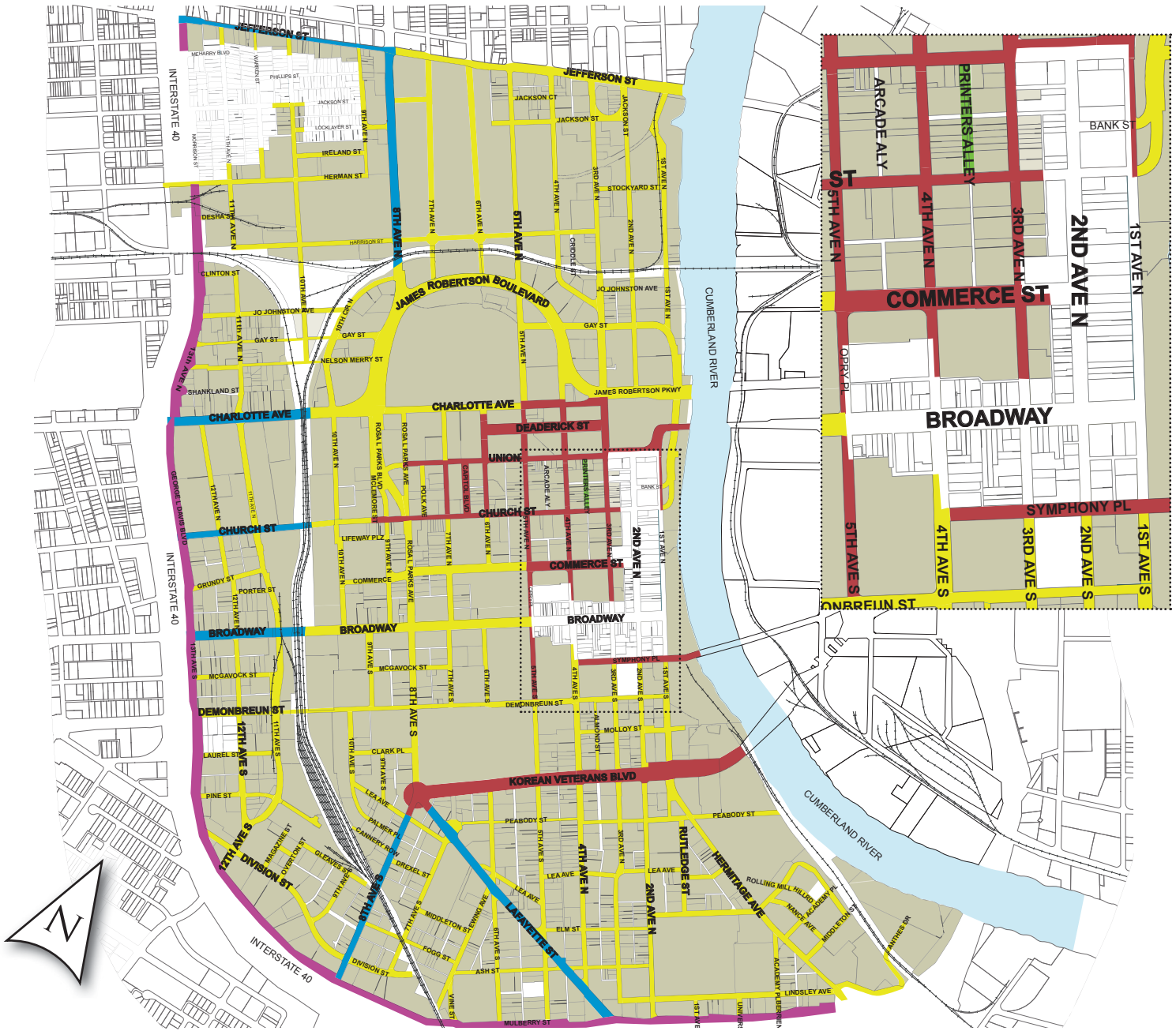
- Many properties are visible from the interstate loop which moves vehicles into and through Downtown.
- The opportunity to advertise to the interstate must be balanced with the safety of drivers and preservation of Nashville's iconic skyline.

Printers' Alley






- Printers' Alley is a unique, iconic alley in Downtown. As a public, pedestrian-only street with businesses on the ground floor and upper floors, unconventional standards apply to this street only.

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Signs: Map of Street Types for Signage Standards



Legend

	Transitional Street		Interstate
	Pedestrian Street		Printers' Alley
	Gateway Street		Applicable properties

- New streets that are not in existence as of the adoption of this ordinance shall be categorized as Transitional Streets.
- Properties within an Historic Zoning Overlay and/or with SP zoning are not subject to the sign standards of DTC zoning.

Section V: Sign Standards

Determining Sign Entitlements

Use this page as a guide to determine the sign entitlements of a property. You will need to know the length of the building on all street frontages, the length of alley frontages, and the length of all interior property lines.

STEP 1

What Street Types is the property on? Page 107

- Pedestrian
- Transitional
- Gateway
- Interstate
- Printers' Alley

STEP 2

How much square footage of signage is allowed? Pages 109-110

- Pedestrian
 - Building _____
 - Ground _____
 - Skyline _____
- Transitional
 - Building _____
 - Ground _____
 - Skyline _____
- Gateway
 - Building _____
 - Ground _____
 - Skyline _____
- Interstate
 - Building _____
 - Skyline _____
- Printers' Alley
 - Building _____
 - Skyline _____

STEP 3

What are the standards for the signs? Pages 111-117

STEP 4

What are the illumination standards for signs? Pages 118-119

STEP 5

Is changeable copy allowed? Page 119

STEP 6

- For a multi-tenant development: submit a Common Sign Plan to the Codes Department. Page 103
- For an individual tenant: submit a Sign Plan Proposal to the Codes Department. Page 103
- Additional types of signs may be allowed, depending on site conditions. Page 105

KEEP IN MIND

- There is no limit to the number of Building Signs per property.
- Sign entitlements are limited only by the total amount of square footage of signs allowed on the property, the maximum sizes of signs and the required placement of signs.
 - For example, if a building is allowed 100 sq ft of Building Signs, that can be used in one 100 sq ft sign or in five 20 sq ft signs. The only limit is the maximum dimensions of the sign type.
- Non street-facing facades are allowed signs. Page 105
- Contact the Codes Department with questions.

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Allocation of Sign Area by Street Type

The maximum sign area for each type of sign is determined by the Street Type and is established in the following tables. Specific requirements for each sign type are shown on the subsequent pages.

For each cell in the table below, there is a maximum allowed sign area that may be utilized with any combination and any number of signs associated with that cell, unless otherwise noted.

The measurements for "linear feet" shall be at grade.

Pedestrian Street Type	
Building Signs	
Wall Sign	1.5 square foot of sign area per 1 linear foot of building facade or 36 square feet, whichever is greater. When a Projecting Sign is used on the building, an additional 0.5 square feet of sign area per 1 linear foot of building facade shall be permitted, for a total of 2.0 square feet per 1 linear feet of building facade.
Awning Sign	
Canopy Sign	
Projecting Sign	
Shingle Sign	
Shingle Sign	9 square feet per sign
Ground Signs	
Monument Sign	24 square feet
Skyline Signs - area determined by average height of building	
75' to 100'	480 square feet
101' - 200'	600 square feet
201' and taller	720 square feet

Gateway Street Type	
Building Signs	
Wall Sign	1.5 square foot of sign area per 1 linear foot of building facade or 36 square feet, whichever is greater. Where no ground sign exists, an additional 0.5 square feet of sign area per 1 linear foot of building facade shall be permitted, for a total of 2.0 square feet per 1 linear feet of building facade.
Awning Sign	
Canopy Sign	
Projecting Sign	
Shingle Sign	
Shingle Sign	9 square feet per sign
Ground Signs	
Monument Sign	64 square feet Properties with 300 or more feet of frontage are allowed one additional monument sign of an additional 64 square feet
Skyline Signs - area determined by average height of building	
75' to 100'	480 square feet
101' - 200'	600 square feet
201' and taller	720 square feet

Transitional Street Type	
Building Signs	
Wall Sign	1.5 square foot of sign area per 1 linear foot of building facade or 36 square feet, whichever is greater. Where no ground sign exists, an additional 0.5 square feet of sign area per 1 linear foot of building facade shall be permitted for a total of 2.0 square feet per 1 linear feet of building facade.
Awning Sign	
Canopy Sign	
Projecting Sign	
Shingle Sign	
Shingle Sign	9 square feet per sign
Ground Signs	
Monument Sign	32 square feet Properties with 300 or more feet of frontage are allowed one additional monument sign of an additional 32 square feet
Skyline Signs - area determined by average height of building	
75' to 100'	480 square feet
101' - 200'	600 square feet
201' and taller	720 square feet

**** More Street Types on next page****

Section V: Sign Standards

Allocation of Sign Area by Street Type

The maximum sign area for each type of sign is determined by the Street Type and is established in the following tables. Specific requirements for each sign type are shown on the subsequent pages.

For each cell in the table below, there is a maximum allowed sign area that may be utilized with any combination and any number of signs associated with that cell, unless otherwise noted.

The measurements for "linear feet" shall be at grade.

Interstate Street Type	
Building Signs	
Wall Sign	1 square foot of sign area per 1 linear foot of street frontage
Awning Sign	
Canopy Sign	
Projecting Sign	
Shingle Sign	9 square feet per sign
Ground Signs	Not allowed
Skyline Signs - area determined by average height of building	
75' to 100'	480 square feet
101' - 200'	600 square feet
201' and taller	720 square feet

Printers' Alley Street Type	
Building Signs	
Wall Sign	Ground floor: 2.0 square foot of sign area per 1 linear foot of street frontage Second floor: 1.5 square foot of sign area per 1 linear foot of street frontage Upper floors: 1 square foot of sign area per 1 linear foot of street frontage Signage allowed for each floor shall be used on that floor and shall not be redistributed to other parts of the building.
Awning Sign	
Canopy Sign	
Projecting Sign	
Shingle Sign	
Ground Signs	Not allowed
Skyline Signs - area determined by average height of building	
75' to 100'	480 square feet
101' - 200'	600 square feet
201' and taller	720 square feet

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Building Sign: Wall Sign

Description

A wall sign is a building sign that is attached flat to, or mounted away from but parallel to, the building facade.

A wall sign may be painted on the building facade.

General Provisions

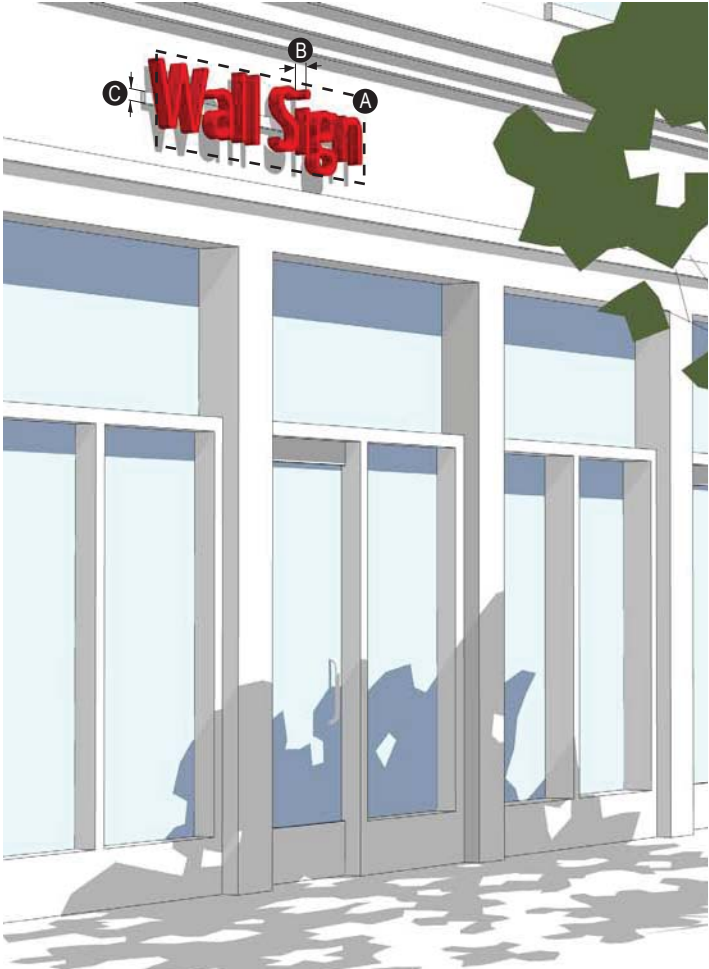
- A wall sign shall either be located lower than the window sills of the third story or at the top of the building, not to be placed below the windows of the highest floor.
- No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No portion of a wall sign may extend above the lower eave line of a building with a pitched roof.
- A wall sign cannot cover windows or architectural details.
- An exposed raceway shall be finished to match the background wall or be integrated into the overall design of the sign.
- A wall sign can be externally or internally illuminated in accordance with pages 118.



Design Standards

- A** Overall area allocation (max) See pages 109-110
- B** Projection (max) 13 inches
- C** Exposed Raceway height (max) 50% of the letter height, OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign.

Refer to the Illumination section (pages 118) for additional raceways standards and permitted locations.



Example of raceway incorporated as sign background

Section V: Sign Standards

Building Sign: Awning Sign

Description

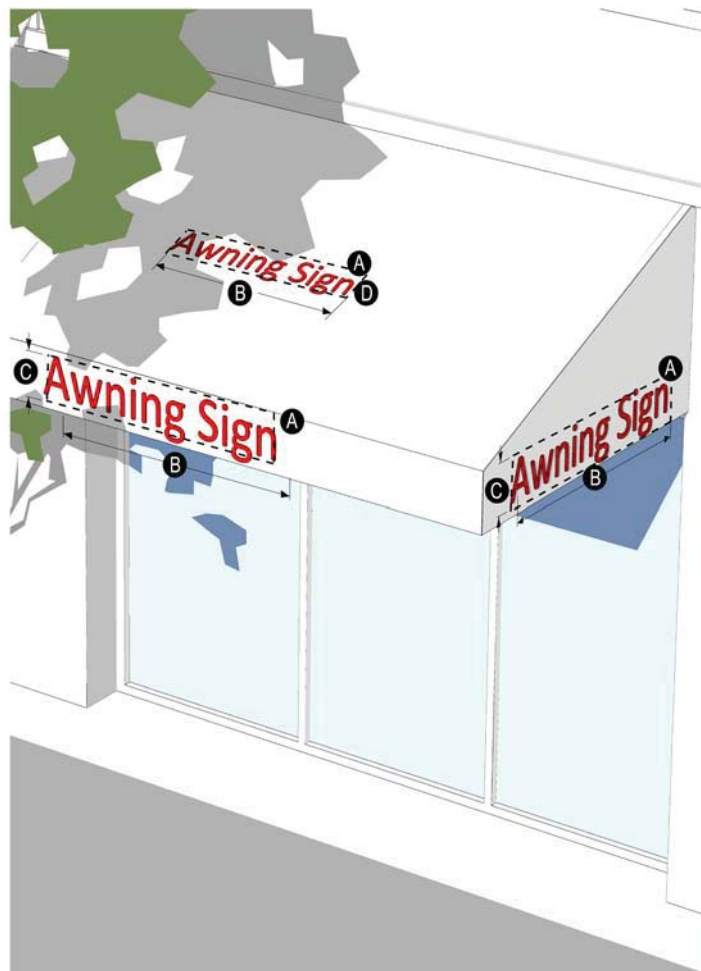
An awning sign is a type of building sign. Graphics and symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself.

General Provisions

- Only awnings on first and second story windows may contain signs.
- A maximum of one sign is allowed per awning face.
- An awning sign may only be externally illuminated.
- See the Awnings section of the Downtown Code for additional information on the design of awnings.

Design Standards

- | | |
|---|-------------------|
| Ⓐ Overall area allocation (max) | See pages 109-110 |
| Ⓑ Sign Width
(max % of awning width/depth) | 75% |
| Ⓒ Height of text and graphics on valance
(max) | 2 feet |
| Ⓓ Max area of sloping plane covered by sign | 50% |



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Building Sign: Canopy Sign

Description

A canopy sign is a type of building sign that is attached above, below or to the face of a canopy.

General Provisions

- A canopy sign cannot extend outside the overall length or width of the canopy. However, a canopy sign may extend above or below the canopy provided the sign meets all other design standards.
- Maximum of one sign per canopy face.
- Raceways are permitted for signs extending below or above the canopy.
- A canopy sign can be externally or internally illuminated in accordance with page 118.
- Cabinet signs are not permitted as canopy signs.

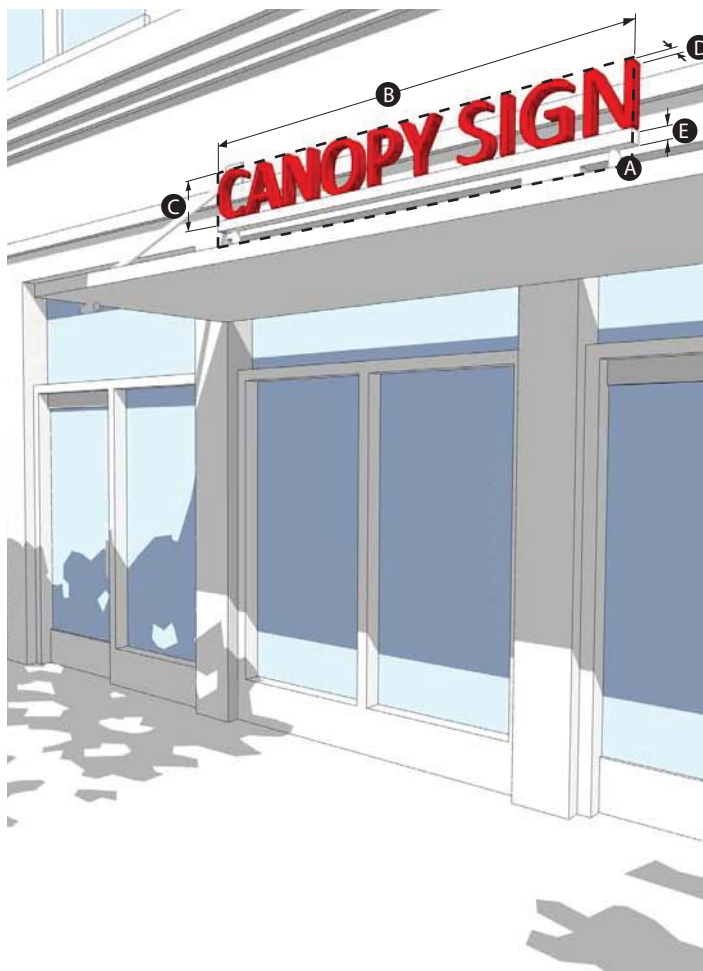
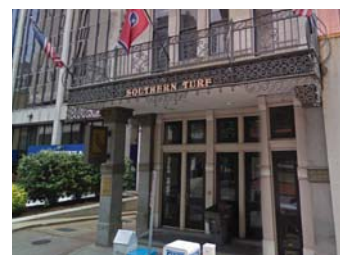
See the Canopies section of the Downtown Code for additional information on the design of canopies.

- This definition does not include freestanding canopies over fuel pumps. See the Auto-oriented canopy/awning Signs on page 105.

Design Standards

- | | |
|---|--|
| Ⓐ Overall area allocation (max) | See pages 109-110 |
| Ⓑ Sign Width
(max % of canopy length or depth) | 75% |
| Ⓒ Height of text and graphics (max) | 2 feet |
| Ⓓ Depth (max) | 13 inches |
| Ⓔ Exposed Raceway height (max) | 50% of the letter height, OR if the Raceway is used as the sign background, the Raceway may extend 3 inches beyond the largest part of the sign. |

Refer to the Illumination section (pages 118) for additional raceways standards and permitted locations.



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Building Sign: Projecting Sign

Description

A projecting sign is a type of building sign that projects outward from the facade, typically at a ninety degree angle. Projecting signs are typically, but not always, vertically oriented and generally mounted above the first floor.

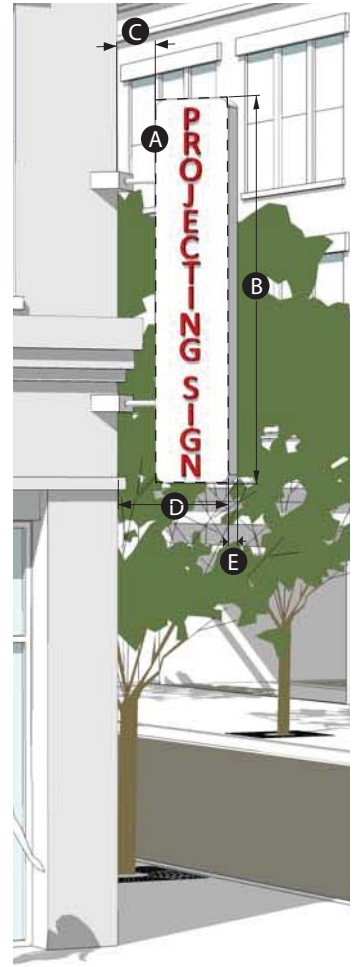
General Provisions

- A projecting sign must be located at least 25 feet from any other projecting sign. When building width prohibits adherence to this standard, flexibility shall be permitted though a Minor Modification to be reviewed by staff.
- A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used, however, in no case shall the sign exceed the maximum dimensional standards below.
- A projecting sign shall be located below the window sills of the fourth story.
- The top of a projecting sign shall not extend above the building eave or top of parapet, except on one story buildings where the top of a projecting sign may have a maximum of 20% of the sign height above the top of the building.
- A projecting sign can be externally or internally illuminated in accordance with pages 118.



Design Standards

A Overall area allocation (max)	See pages 109-110
B Height (max)	
1 story buildings	10 feet
2 and 3 story buildings	16 feet
4 or more story buildings	20 feet
C Spacing from facade (min)	1 foot
D Projection Width (max)	6 feet
E Depth of cabinet (max)	18 inches



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Building Sign: Shingle Sign

Description

A shingle sign is a smaller building sign that projects outward, typically at a ninety degree angle, and hangs from a bracket or support that is located over or near a building entrance.

General Provisions

- Signs shall be located within 8 feet of an active pedestrian building entrance. This does not include service entries or entries that primarily remain locked.
- An active pedestrian entrance at the corner of a building is allowed signs on both streets.
- A shingle sign shall be located below the window sills of the second story.
- A shingle sign shall not be internally illuminated.

Design Standards

A Area (max)	9 square feet
B Height (max)	3 feet
C Spacing from facade (min)	6 inches
D Width (max)	3 feet
E Depth (max)	6 inches



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Ground Sign: Monument Sign

Description

A monument sign is a ground sign that is attached along its entire length to a continuous pedestal.

General Provisions

- Each property fronting on a Street Type which allows a monument sign is permitted one per street frontage. One additional monument sign is allowed for properties with 300 or more feet of street frontage on one street. Where more than one sign is permitted, signs along the same street frontage shall be spaced a minimum of 200 feet apart.
- A monument sign must be set back at least 5 feet from the front property line.
- A sign erected on the top of a retaining wall is required to meet the standards for a monument sign. The height of the wall shall be included in the overall height calculation. In this case, the 5 foot minimum setback is not required.
- A sign affixed to the face of a retaining wall or seat wall that is an integral part of a plaza or streetscape design may utilize the sign area allocated to wall signs. In this case, the 5 foot minimum setback is not required.
- A monument sign can be externally or internally illuminated in accordance with page 118.



Design Standards

A Sign area (max per sign)	See pages 109-110
B Height (max)	
Pedestrian Street	5 feet
Transitional Street	10 feet
Gateway Street	15 feet
C Depth (max)	18 inches



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Skyline Sign

Description

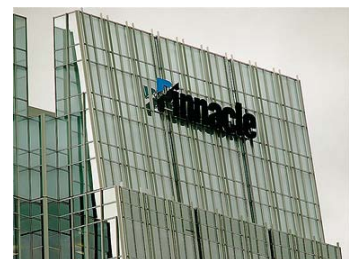
A building sign is attached flat to or mounted away from the building facade. Sign may be parallel to the building facade or vertical. Located on the upper band of a building.

General Standards

- A skyline sign is only allowed on buildings greater than 75 feet in height.
- A skyline sign must be located within the top third of the building.
- No portion of a skyline sign may extend above the roof line or above a parapet wall of a building with a flat roof.
- No more than one skyline sign per facade is allowed. However, additional skyline signs may be allowed as a Modification for Exceptional Design. See additional information on page 104.
- Raceways are not permitted on skyline signs.
- A skyline sign can be internally (but not externally) illuminated in accordance with page 118.

Design Standards

- | | |
|----------------------------------|-------------------|
| Ⓐ Area (max) | See pages 109-110 |
| Ⓑ Height (max) | 14 feet |
| Ⓒ Width (max % of facade length) | 50% |



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Illumination

Illumination of signs shall be in accordance with the following requirements:

External Illumination

- External light sources shall be placed close to, and directed onto, the sign and shielded to minimize glare into the street, sidewalks or onto adjacent properties.
- Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the sign.

Internal Illumination

- Channel letters may be internally lit or back-lit.
- For cabinet signs, the background must be opaque. Only graphics, text and logos may be illuminated, and a halo of one inch around graphics, text, and logos may be non-opaque.
- Exposed neon may be used for lettering or as an accent.

Prohibited Light Sources

The following light sources are prohibited on every Street Type except Printers' Alley:

- Blinking, flashing, chasing, and sequential lighting.
- Bare bulb illumination.

Raceways and Transformers

- Within Redevelopment Districts, raceways may only be permitted by Modification.
- Visible transformers are prohibited.



External light sources



Internally lit channel letters



Back lit channel letters



Internally lit cabinet signs with darker backgrounds

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Changeable Copy Signs (Manual or Electronic)

Changeable copy signs shall be in accordance with the following requirements:

Description

- Manual changeable copy sign. A sign or portion of a sign that has a readerboard for the display of text information in which each alphanumeric character, graphic or symbol is defined by objects, not consisting of an illumination device. Changeable copy is changed or re-arranged manually or mechanically without altering the face or the surface of the sign.
- Electronic changeable copy sign. A sign or portion of a sign that displays information in which each alphanumeric character, graphic, or symbol is defined by a small number of matrix elements using different combinations of light emitting diodes (LED's), fiber optics, light bulbs or other illumination devices within the sign.

Usage

- Manual changeable copy is allowed in conjunction with a wall sign, pylon sign or monument sign.
- Electronic Changeable copy is allowed in conjunction with a wall sign or a monument sign provided the changeable copy portion is no greater than 50% of the built sign area.
- An electronic changeable copy sign is not allowed in a Redevelopment District or on Interstate frontage.
- Tourist-oriented businesses within Downtown Nashville may receive Modifications to allow greater sign area and use of digital technology in accordance to the process on page 104.

Spacing

- The closest edge of an electronic changeable copy sign must be a minimum distance of 100 feet from any residential zoning district or historic district boundary.
- An electronic changeable copy sign must be separated from another electronic changeable copy sign by at least 50 feet.

Duration

- Any image or message or portion of the image or message must have a static display for minimum duration of eight seconds.
- Transition time must be immediate.
- No portion of the image or message may flash, scroll, twirl, change color or in any manner imitate movement.

Brightness

- The sign must not exceed a maximum illumination of 7,500 nits during daylight hours and a maximum illumination of 750 nits between dusk to dawn as measured from the sign's face at maximum brightness.
- Electronic changeable copy signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level.