

**READERBOARD/CHANGING MESSAGE SIGNS EXAMPLES**

JURISDICTION	SIGN TYPE(S)	PERMITTED?	PERMITS REQUIRED	LOCATIONS PERMITTED	SIZE ALLOWED
<b>Snohomish County</b>	Digital signs/readerboard	Yes (Not in UC zone)	Conditional Use	See code	Rural - 32 sq. feet, No height limit, 50 ft height limit, allowed only during growing season
<b>Chelan County</b>	Electronic readerboard	Prohibited	N/A	N/A	N/A
<b>Yakima County</b>	Changing message/digital/video	Accessory use only Not permitted in UGAs	Yes	Commercial/industrial only	See code
<b>Spokane County</b>	Electronic message	Yes	90 days in advance	Commercial and Industrial	Generally 32 sq ft
<b>Pierce County</b>	Electronic message	Yes	30 days in advance if significant 10 days other	Civic uses (urban & rural) Urban Commercial	Based on zone
<b>Jefferson County</b>	Changing messag	Yes	Conditional use	Rural commercial, industrial, urban commercial, master planned resort	See code
<b>City of Yakima</b>	Changing message/digital	Yes, 1 per 100 feet street frontage	45-90 days in advance	Digital: Non-reseidential only	50% of allowable sign area, no greater than 50 sq. feet
<b>City of Chelan</b>	Time and Temperature only	Accessory use only	Yes	Commercial and Industrial only	4 sq. feet

## **READERBOARD SIGNS**

### **COLLEGE PLACE**

**No specific sign code – draft was proposed but not adopted**

### **SNOHOMISH COUNTY**

#### **30.27.010 Signs: general requirements.**

- 2) No sign may be constructed, installed, structurally modified, converted from static to digital display, expanded or displayed without first obtaining a sign permit:
- 6) Artificial lighting, excluding digital signs, shall be hooded or shaded so that direct light of lamps will not result in glare when viewed from the surrounding property or rights-of-way.

#### **30.27.016 Digital sign requirements.**

This section establishes requirements for digital signs except digital billboards. Digital billboard requirements are contained in SCC 30.27.080.

- (1) A digital sign may comprise a portion of the total allowable sign face area allowed for advertising or business identification signs under this chapter.
- (2) The minimum message display time shall not be less than eight seconds during all hours of operation, unless a longer display time is specified by the director or hearing examiner.
- (3) Digital signs shall include ambient light monitors that automatically adjust the brightness level of the sign based on ambient light conditions subject to the limits of subsections (4) and (5) of this section.
- (4) The maximum brightness levels for digital signs shall not exceed 5,000 nits when measured from the sign face at its maximum brightness, during daylight hours.
- (5) The maximum brightness levels for digital signs shall not exceed 500 nits when measured from the sign face at its maximum brightness, between sunset and sunrise, as those times are determined by the National Weather Service.
- (6) The transition time between messages shall be completed in no more than one second.
- (7) A manual override function accessible to emergency responders shall be provided.

(8) The setback for a new digital sign shall be from the existing right-of-way line or the right-of-way reservation line pursuant to SCC 30.23.049(5) when the county requires additional right-of-way, whichever is greater.

(9) The setback for a replacement digital sign shall be calculated from the right-of-way reservation line pursuant to SCC 30.23.049(5) if this setback is greater than the existing setback. Alternatively, the existing setback may be maintained if the property owner and the digital sign owner sign a notarized affidavit that agrees that the county, or a subsequent jurisdiction upon annexation of the property, shall not be responsible for any costs, including lost or future revenue, associated with either the relocation or removal of the digital sign when it is necessary to widen the public right-of-way.

(10) The freestanding sign structure on which a digital sign is to be attached shall not be located closer than 300 feet from any residential unit, on the date the sign is installed, unless the residential unit is a nonconforming unit. The distance shall be measured from the edge of the sign to the closest wall of the residential structure.

(11) When a digital sign is proposed adjacent to a right-of-way under the jurisdiction of either the Washington State Department of Transportation (WSDOT) or a city or town, the department shall request comment from the applicable jurisdiction.

(12) The department shall make a determination to approve, approve with conditions, or deny an application for a digital sign structure following submittal of materials as required by the department pursuant to SCC 30.70.030.

(13) Digital signs shall only be located within certain zones as identified in Table 30.27.017(1).

(14) The maximum size allowed for digital signs is the maximum size allowed under the zone for which the digital sign is located.

### **30.27.047 Additional sign requirements for the UC zone.**

(2) Reader boards and signs whose display can be electronically or mechanically changed by remote or automatic means are prohibited. Changeable copy or advertising by nonelectronic means may be utilized on any permitted sign.

### **30.27.051 Permitted signs and standards in designated farmlands and land zoned A-10.**

1) For lands designated in the Snohomish County GMA Plan - General Policy Plan as riverway commercial farmland, upland commercial farmland, or local commercial farmland, and for land zoned A-10 Agriculture, signs shall be allowed as follows:

Sign Type	Number of Signs	Square feet per face	Height in Feet	Location on Farm Site	Special Setbacks from Residential Property	Seasonal Limits
Business Identification-Large		64	16	Within 200 feet of the primary driveway entrance to the farm building cluster Not limited	If sign has integrated reader board and/or is illuminated 50 feet setback required	None
Business Identification-Small	4	16	6	Not limited	If sign has integrated reader board and/or is illuminated 50 feet setback required	None
Location/Directions	Not limited	12	Not limited	Not limited	If illuminated 50 feet setback required	Only during growing & harvesting season
Reader Board-Free Standing	6	32	Not limited	Not limited	If illuminated 50 feet setback required	Only during growing & harvesting season
Product Availability	Not limited	32	Not limited	Not limited	None	Only during growing & harvesting season

### 30.27.060 Signs for particular uses.

3) Schools, churches, community clubs, and public structures/buildings shall display two single- or double-faced signs for identification purposes subject to the following conditions:

- (a) The signs shall not exceed 20 square feet per face and total signage shall not exceed 60 square feet of surface area;
  - (b) Freestanding signs shall not be more than eight feet in height and are to be stationary; and
  - (c) A portion of the identification sign allotment may be used for activity reader boards or digital signs. Digital signs may be allowed as part of the conditional use process per chapter 30.42C SCC.
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## **CHELAN COUNTY**

### **11.92.040 Prohibited signs.**

(1) The following signs, as defined herein, are prohibited within all areas of Chelan County:

- (A) Animated signs;
- (B) Bench signs;
- (C) Off-premises billboard signs;
- (D) Portable signs, except sandwich-board signs as provided for herein;
- (E) Roof signs;
- (F) Signs erected on utility, street light or traffic control standard poles, unless placed there by the public entity owning the structure;
- (G) Signs erected, drawn or painted on trees, rocks or other natural features;
- (H) Except as may be specifically provided for herein, illuminated video signs, or signs containing flashing or moving lights.

(2) In addition to the above signs, outside of established urban growth areas changing message center or electronic reader-board signs, as defined herein, are prohibited.

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## **CITY OF CHELAN**

### **11.92.030 Exempt signs.**

(15) Time and temperature signs are allowed as exempt signs in the commercial and industrial zones, notwithstanding the general prohibition on changing message center signs, provided they are accessory to a commercial use and do not interfere with safe vehicular and pedestrian traffic. They shall be part of another permanent sign, and they shall not exceed four square feet in area;

### **11.92.040 Prohibited signs.**

(2) In addition to the above signs, outside of established urban growth areas changing message center or electronic reader-board signs, as defined herein, are prohibited.

## **CITY OF YAKIMA**

### **Good definitions differentiating types –**

“Changing message center sign” means an electronically or manually controlled sign where different automatic changing messages are shown on the lamp bank. Examples include, but are not limited to, time and temperature displays.

“Digital sign” means a changeable copy sign with LED (or other similar light source) text, graphics or symbols over a nonilluminated background. Digital signs are also known as “electronic message centers” or “EMCs.”

“Flashing sign” means an electric sign or a portion thereof (except changing message centers) which changes light intensity in a sudden transitory burst, or which switches on and off in a constant pattern in which more than one-third of the nonconstant light source is off at any one time.

### **15.08.135 Digital signs.**

- A. Maximum Size. The maximum size of a digital sign is fifty percent of the total area of the sign permitted by Table 8-2, and no greater than fifty square feet.
  - B. Density. There may be one digital sign per one hundred feet of street frontage.
  - C. Zoning. Digital signs are allowed only in nonresidential zones.
  - D. EMC Illumination Limits. The difference between the off- and solid-message measurements using the EMC measurement criteria shall not exceed 0.3 footcandles at night.
  - E. Digital signs may have no motions other than the change of the message.
  - F. The minimum hold between messages is eight seconds.
  - G. Dimming Capabilities. All permitted EMCs shall be equipped with a sensor or other device that automatically determines the ambient illumination and be programmed to automatically dim according to ambient light conditions, or that can be adjusted to comply with the 0.3 footcandle measurements.
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# YAKIMA COUNTY

## 19.20.040 Non-Reviewed Signs.

(13) On- or off-premises church, school, and community center name and/or reader boards not exceeding 32 square feet in sign area;

## 19.20.050 Prohibited Signs.

(1) Signs on any vehicle or trailer parked on public or private property and visible from a public right-of-way, including trailer-mounted or otherwise portable reader boards. This provision shall not prohibit signs that are painted on or magnetically attached to any vehicle operating in the normal course of business;

(10) Changing message center signs and video signs along roads/streets having a speed limit higher than forty mph and within UGAs whose city/town would prohibit such signs at the location if they were in the city/town limits;

Table 19.20-1. Type of Signs Permitted

SIGN TYPE		ZONING DISTRICTS									
		AG, FW, RT, Rural- 10/5, R/ELDP-40	RS	SR R-1 R-2	R-3	B-1 B-2	SCC LCC	GC	HTC	M-1 M-2	MIN
On- Premises Signs <sup>(4)</sup>	Changing message center signs	Not permitted <sup>(2)</sup>				Accessory to a permitted use					Not permitted <sup>(2)</sup>
	Video signs <sup>(1)</sup>	Not permitted <sup>(2)</sup>				Accessory to a permitted use					Not permitted <sup>(2)</sup>
	Freestanding signs (excluding Freeway signs), subject to Sections <a href="#">19.20.120</a> & <a href="#">19.20.140</a> , including those integrated with entry gates for identification	Accessory to a permitted use		See footnote <sup>(3)</sup>	Accessory to a permitted use						
	Projecting signs, subject to Section <a href="#">19.20.090</a> . Wall signs, subject to Section <a href="#">19.20.100</a> .	Accessory to a permitted use		Not Permitted	See footnote <sup>(3)</sup>	Accessory to a permitted use					
	Freeway signs, subject to Section <a href="#">19.20.150</a>	Not Permitted					Accessory to a permitted use				Not Permitted
Off- Premises Signs <sup>(4)</sup>	Directional signs & Kiosks, subject to Section <a href="#">19.20.130</a>	Type 2 <sup>(5)</sup>		Not Permitted			Type 2	Type 1			
	Other, including billboards, subject to Section <a href="#">19.20.130</a>	Not Permitted					NP	Not Permitted	Type 1		



## SPOKANE COUNTY

**Electronically Changeable Message Sign:** A computer programmable, microprocessor controlled electric display utilizing a means of illumination (light bulb, LED, fiber optics, etc.) upon which alphanumeric characters, graphics, electronic animations, symbols and words can be displayed. Messages and symbols that have the capability of alternating, traveling, and animating along with any other of a variety of change, appear and disappear methods are allowed. This definition does not include video boards.

### **14.804.060 Signs Permitted in All Zones in Connection with Specific Uses**

The following signs may be permitted in any zone, subject to the limitations as provided herein.

1. Bulletin Boards:  
Bulletin boards may be permitted on the premises of public, charitable, or religious institutions, or as an alternative to bulletin boards, electronically changeable message signs may be permitted on the premises of schools or religious institutions outside Community Commercial, Regional Commercial, Light Industrial, and Heavy Industrial zones subject to the following. College Campus signs are excluded from this section and provided for in section 14.804.060(8).
  - a. Such sign shall contain not more than 32 square feet in area on a face and may be double-faced.
  - b. No part of the sign shall exceed a height of 6 feet above the ground.
  - c. The sign, if lit, shall use low-intensity lighting. Electronically changeable message signs shall have the hours of illumination limited to the hours between 6:00 a.m. to 11:00 p.m.
  - d. A 32 square-foot, double-faced sign, no higher than 14 feet above grade, is authorized for a public or private school on property not less than 3 acres in size.
  - e. For electronically changeable message signs, the Planning Director may require additional restrictions, as a condition of permit approval, deemed necessary to protect local residences from visual and lighting impacts, such as location or direction of the sign.
7. Electronically Changeable Message Sign:
  - a. Electronically changeable message signs shall be permitted in Community Commercial, Regional Commercial, Light Industrial, and Heavy Industrial zones in accordance with the standards of Sections 14.804.080 through 14.804.160 and their definition.



8. College Campus Signage:

a. Freestanding Signs

A College Campus may have a maximum of 2 (two) Freestanding Signs with a maximum height of 14 (fourteen) feet with a maximum sign area of 100 (one-hundred) square feet. Signs wholly incorporating decorative materials such as masonry or a similar architectural design element may have a maximum sign area of 150 (one-hundred fifty) square feet. All such signs shall be separated from each other by a minimum distance of 500 (five-hundred) linear feet.

b. Monument Signs

Monument Signs are limited to 7 (seven) feet in height and have no maximum size limit or number allowed. Such signs shall not be internally illuminated, but may be indirectly lit.

c. Building Identification Signs

Building Identification Signs visible from the Public Right-of-Way, such as those used to identify theme houses, lecture halls, etc. shall be limited to a maximum height of 4 (four) feet with a maximum sign area of 12 (twelve) square feet. Such signs shall not be internally illuminated, but may be indirectly lit.

d. Wall Signs

Wall Signs for non-residential buildings are permitted and are limited to 1 (one) per building with a maximum sign area of 32 (thirty-two) square feet. Wall signs shall not project more than 15 inches from the face of any building.

e. Changeable Copy

A maximum of 2 (two) signs may include up to 32 (thirty-two) square feet of area devoted to changeable copy (Bulletin Boards, Electronically Changeable Message Signs, or Readerboards). Such copy is counted toward the maximum permitted sign area for that sign. In no case shall any 2 (two) signs with changeable copy be located closer than 500 feet to each other.

f. Impact to Residential Uses.

All signs shall utilize low-intensity lighting. The Planning Director may require additional restrictions, as a condition of permit approval, deemed necessary to protect local residences from visual and lighting impacts, such as location or orientation of signs.

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## PIERCE COUNTY

### 18B.20.080 Electronic Message Signs.

Electronic message signs are allowed as follows:

A. Electronic message signs are allowed for the following civic uses in urban areas as shown in Table 18B.20.080-1, Electronic Message Signs:

1. Schools (elementary, middle, high, college, university);
2. Regional park facilities;
3. Police and fire stations; and
4. Religious facilities.

B. Electronic message signs are allowed for the following civic uses in rural areas as shown in Table 18B.20.080-1, Electronic Message Signs:

1. Schools (elementary, middle, high, college, university); and
2. Police and fire stations.

C. Electronic message signs shall be allowed in urban commercial zone classifications as shown in Table 18B.20.080-1, Electronic Message Signs.

D. Temporary electronic message signs used for traffic control purposes within the County or State rights-of-way, as approved by the County Engineer or Washington State Department of Transportation, are permitted County-wide.

E. All electronic message signs are subject to subsection B. of this Section, Electronic Message Signs\*.

### **Regulations – Electronic Message Signs.**

1. An electronic message sign, as a wall or freestanding sign, shall not exceed the size, setback or height limits of the zone classification.
2. When an electronic message sign is located in a residential zone classification, the sign shall not operate between the hours of 10:00 p.m. and 6:00 a.m.
3. An electronic message sign shall be located on the same site as the use for which it is associated.
4. Information on the electronic message sign shall only include alphanumeric characters, punctuation, static images, graphics, logos, and symbols.
5. Electronic message signs shall display static messages only. No video, scrolling, streaming, flashing, or trailing content, animations, or similar displays are permitted.
6. The change from one message to another message shall be no more frequent than once every 8 seconds when along a major arterial and 20 seconds when along all other roadways.
7. The change of message shall be completed in two seconds or less. Messages, including backgrounds, text, numbers, static images, graphics, logos, and symbols, may change by dissolve, fade, or by instantaneous change from one static display to another, but shall remain as a static display after completing the change and, once changed, shall remain static until the next change.
8. Electronic message signs shall not exceed a brightness level of 0.3 foot candles above ambient light as measured using a foot candle meter at a preset distance depending on sign size. Measurement distance shall be determined using the following calculation: the square root of the product of the sign area times 100. Example using a 12 square foot sign:  $\sqrt{(12 \times 100)} = 34.6$  feet measuring distance.
9. Electronic message signs shall be equipped with a mechanism that automatically adjusts the brightness in response to ambient conditions and equipped with a means to immediately turn off the display if it malfunctions or if for some reason it is not complying with the regulations in this Section.

## **JEFFERSON COUNTY**

(c) Changing message signs are allowed only in rural commercial, rural industrial, urban commercial, and master planned resort commercial zones and must be directed away from adjacent property zoned residential or open space, including properties across a public right-of-way; except that changing message signs which are also governmental signs, as defined elsewhere in this code, are allowed in other zoning designations not listed here, through a conditional use permit (C) process, if the parcel where the proposed changing message sign would be built, installed or placed is owned by a municipal corporation or other public entity, and the sign is placed or installed within 150 feet of the logical outer boundary of a LAMIRD. No changing message sign may be located closer than 200 feet from adjacent property zoned residential or open space, as measured from the sign location to the nearest property line of the residential or open space zoned property; provided, that a changing message sign may be closer than 200 feet to a residential or open space zone with review and approval through a conditional discretionary use permit process (C(d)) if proposed by a nongovernmental entity, or with review and approval through a conditional use permit (C) process if proposed by a governmental entity as described above.