

Eugene City Council

Digital Signs Work Session



September 18, 2019



What is a digital sign?

Provides an electronic message using a digital display technology such as LED screens.

Also known by many other names:

- Animated Signs
- Automatic Changing Copy Signs
- Commercial Electronic Variable Message Signs
- Digital Billboards
- Digital Reader Boards
- Electronic Billboards
- Electronic Message Centers
- Electronic Reader Boards
- LED Displays
- LED Message Centers
- LED Reader Boards
- LED Signs

What is a digital sign?

In Eugene, they fall under the definition of Electronic Message Center:

- **Electronic Message Center.** A sign, or portion of a sign, that conveys information through a periodic automatic change of message on a lampbank, through the use of fiber optics, or through mechanical means. A sign on which any portion less than an entire sign rotates shall be considered an electronic message center.

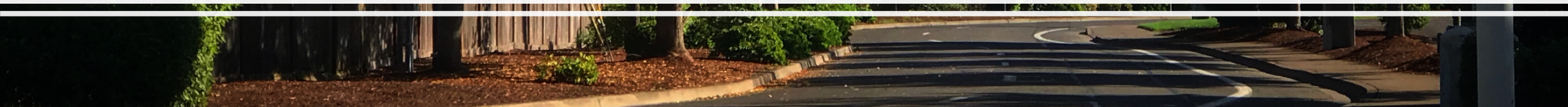




Digital Signs in Eugene



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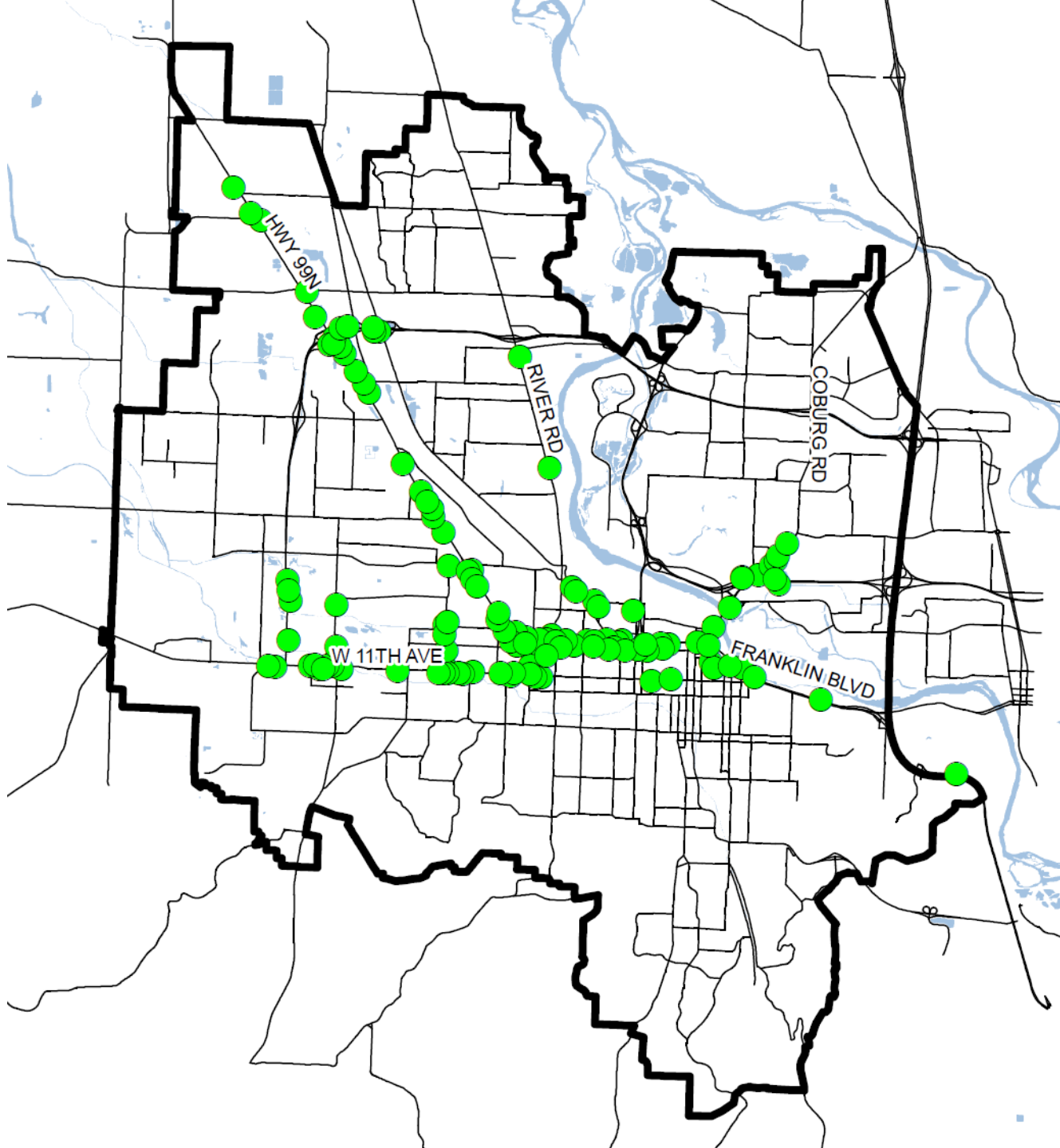
America! This is how you SELFIE!

#ultimateselfiecampaign

 creativechatter.com

LAMAR

<i>Sign District</i>	<i>Electronic Message Centers</i>	<i>Billboards</i>
<i>Residential</i>	No	No
<i>General Office</i>	Yes	No
<i>General Commercial</i>	Yes	No
<i>Shopping Center</i>	Yes	No
<i>Central Commercial</i>	Yes	No
<i>Highway Commercial</i>	Yes	Yes
<i>Employment and Industrial</i>	Yes	Yes



Billboard
Locations

Benefits

- Ad flexibility
- Automatic/remote copy change
- Public service messaging



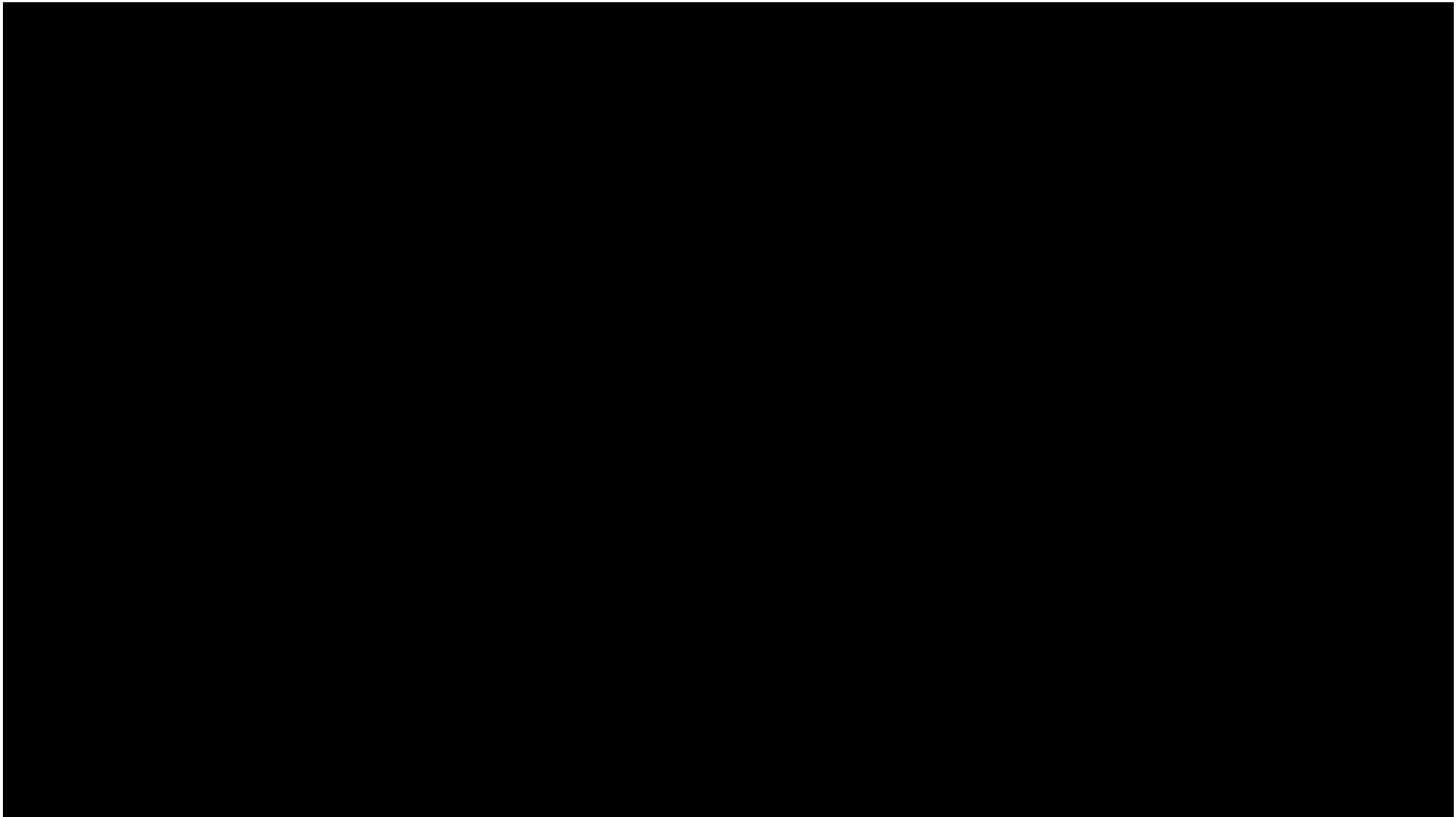
Concerns

- Aesthetics
- Environmental
- Driver safety



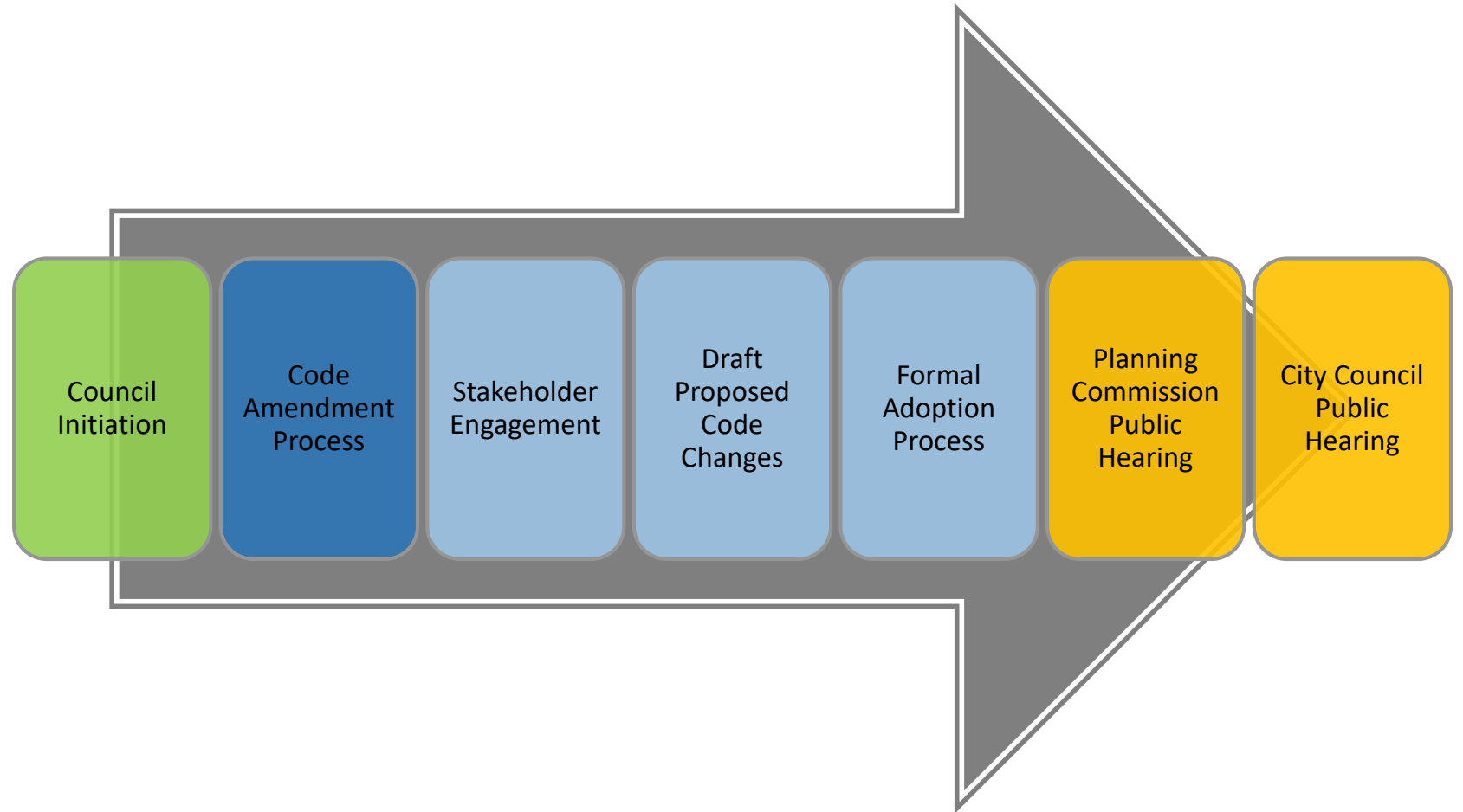


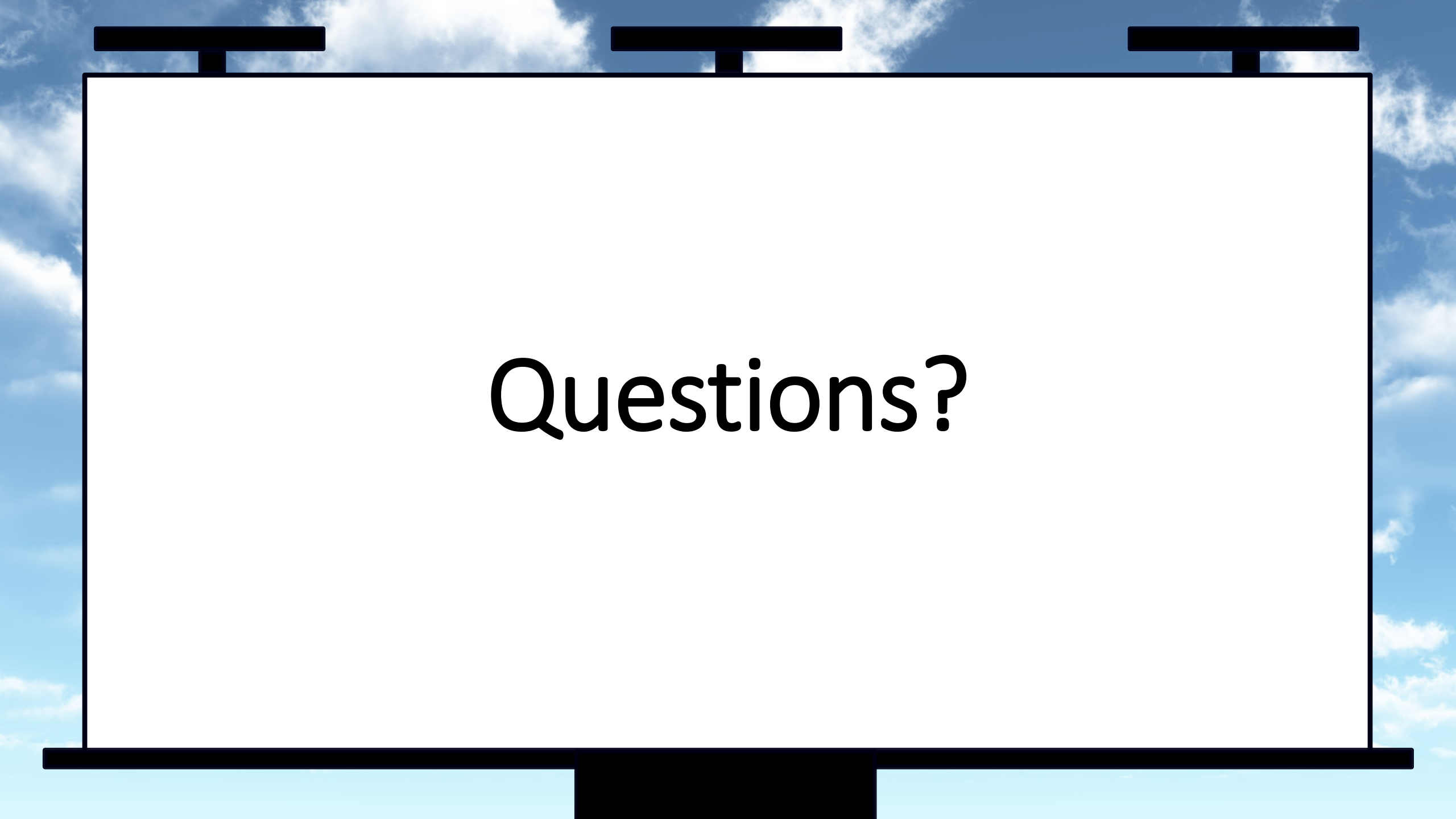
- Brightness
- Animations/flashing
- Hold times
- Transitions
- Size
- Proximity
- Number
- Quality



<https://youtu.be/wGeallArYz8?start=39&end=59>

Process





Questions?