

(o) **Digital Billboards.** “Digital Billboard” means an outdoor advertising sign, display or device without moving parts whose message may be change by electronic process through the use of moving or intermittent light or lights.

(d) **Digital Billboards.** Digital Billboards shall be permitted in the C-1, I-1 and I-2 District on properties abutting STH 441, subject to the following limitations:

- 1) **Setback:** Digital billboards shall be setback a minimum of 100 feet from any property line except that property boundary abutting the STH 441 right-of way where the outermost edge of the sign shall be setback a minimum of 15 feet from the right-of-way.
- 2) **Location:** Digital Billboards shall not be located within 300 feet of a residential use or district.
- 3) **Spacing:** Digital billboards shall not be located within 200 feet of an interchange or at grade intersection measured from the beginning or ending of pavement widening at the exit from or entrance to the main-traveled way. Digital billboards shall not be located within 800 feet of another digital billboard, irrespective of what political jurisdiction the digital billboard is located in.
- 4) **Size:** The maximum size per sign face shall not exceed 700 square feet. The maximum aggregate square footage per sign location shall not exceed 1,400 square feet.
- 5) **Height:** The height of a digital billboard shall not exceed 30 feet above the centerline grade of STH 441 measured from a point nearest the digital billboard.
- 6) **Brightness:** The brightness of the sign shall be modulated to correspond to ambient light conditions with a daytime maximum of 5,000 nits and a nighttime maximum of 150 nits.
- 7) **Message Duration:** Any display shall have a minimum duration of not less than eight seconds and a transition time of not more than one second.
- 8) **Movement of Image:** The use of scrolling messages, animation, flashing, blinking or motion video is prohibited.
- 9) **Conflict with Traffic Control Devices:** Digital billboards shall not interfere with the visibility or operation of any traffic control signage, signal or device.
- 10) **Audio:** There shall be no audio or amplified sound associated with digital billboards.
- 11) **Mitigation:** A minimum of three square feet of existing billboard advertising space shall be eliminated for each square foot of digital billboard space permitted. If, due to the dimensional characteristics of the signage to be mitigated the strict application of this ratio is impractical, the Plan Commission may reduce this requirement by up to 25 percent. The location of signage to be removed for mitigation purposes shall be subject to approval by the Plan Commission.
- 12) **Annual Certification Required:** The permittee shall annually certify to the Community Development Department that the digital billboard is being operated within the parameters established in this subsection