



City of White Bear Lake
Community Development Department
4701 Highway 61 N.
White Bear Lake, Minnesota 55110
651-429-8561 | www.whitebearlake.org

ACKNOWLEDGEMENT OF DYNAMIC DISPLAY REGULATIONS

Properties with dynamic display type signs must abide by the following rules:

Enforcement: All outstanding code compliance issues must be resolved before a permit for a dynamic display sign may be approved. Upon installation of a freestanding dynamic display sign, the property owner acknowledges **that the property may no longer display any temporary banners or sandwich board signs**. All window signs must comply with the sign code, both permanent and temporary. **The person owning or controlling the sign must adjust the sign to meet the standards of this code or turn the sign off within one business day of notice of non-compliance by the City. Once the issue has been corrected, the owner/operator shall notify the City prior to turning the sign back on.**

Minimum Duration: Any image must be displayed for a minimum of **5 Minutes**.

Motion: **No Flashing, scrolling, color changing, flashing or motion of any kind may be used.**

Transitions: Images must change sequence through instantaneous re-pixelization, not through a manner characterized by motion, that is, **no special transition effects may be used.**

Brightness: The brightness of the sign may not at any time exceed 0.3-foot candles above ambient light levels as measured from fifty (50) feet from the sign’s face. The sign must be equipped with automatic dimming technology or other mechanism that automatically adjusts the sign’s illumination level based on ambient light conditions.

Display: **The text and images displayed must be complete in themselves, without continuation in content to the next image or text or to any other signs.**

Resolution: The spacing between the bulbs (otherwise known as the “true pixel pitch” of the sign) shall not exceed 12 millimeters. Full color displays are permitted. Signs that use “virtual”, “shared pixel” or “optimized” LEDs are specifically prohibited.

Other: Audio speakers or any audio component is prohibited. The sign may not emit any sound or odor. The sign must be part of the State of Minnesota’s public safety alert system.

Your signature indicates you have read and understood these regulations.

Printed Name: _____	Printed Title: _____
Signature: _____	Date: _____
Phone Number: _____	Email Address: _____