Township of ESQUIMALT

Operating Guidelines:
Electronic Road Sign

PURPOSE: The purpose of this operating guideline is to provide guidance and instructions on the operation of the electronic road sign/marquee to minimize the impacts to traffic and residences.

Introduction:

The following guidelines are to govern the use of the digital electronic road sign replacing the manual sign in front of the Archie Browning Sports Centre on Esquimalt Road.

Initially the digital sign will be used as a static sign, with standard messaging, for the first several months of operation. This will allow time to adjust and refine brightness levels through the gradual introduction to the regular traffic.

Guidelines are as follows:

Typical Hours of Operation:
6AM – 8AM – 50% Illumination
8AM – 8PM – 90% Illumination
8PM-12AM – 50% Illumination
12AM-6AM – Off (or 25% illumination displaying the civic address, or a static message).

Content Management:

After adjustment period is complete, rotating content to be changed in no more than 10-15 second intervals, pending the type of content being displayed.

Flashing text, high contrast scrolling, or alternating text or imagery will not be used.

Lines of text will be limited to no more than 7 lines.

Frame changes are to be done with a gradual shift, as opposed to a sudden image change.
- This will reduce the immediate effects of light pollution, as well as allow the viewer to absorb the new content without requiring a focus adjustment.

Avoid the use of white backgrounds whenever possible.

Background colour changes will be limited in use after dark. Significant changes to background colour will create a major change in lighting conditions particularly at dusk.

Maintain a static background for a category/department.
Examples are:
- Parks could have a subtle nature background, Pools could have a subtle pool background, Hockey could have an ice rink background;
- Using associative imagery can assist in the viewer immediately recognizing the context of the displayed message and allows a reduction of verbiage required to convey the message.
- Colour coding messages has proven to be effective for signage used by multiple user groups.

Minimal motion video, or animation will be used on a limited basis only.

Displaying time and temperature information is only to be done when there is no other displayed content.

This operating guideline will be regularly monitored and updated as needed.