

Lorelei H. Oviatt, AICP, Director
2700 "M" Street, Suite 100
Bakersfield, CA 93301-2323
Phone: (661) 862-8600
Fax: (661) 862-8601 TTY Relay 1-800-735-2929
Email: planning@co.kern.ca.us
Web Address: <http://pcd.kerndsa.com/>



**PLANNING AND NATURAL
RESOURCES DEPARTMENT**

Planning
Community Development
Administrative Operations

Usage of Digital Messaging Signs

Kern County Zoning Regulations

Dear Sir/Madam:

Now that you have your building permit for your sign, be advised that the Kern County Zoning Ordinance includes regulations on the digital message centers that limit **signs that move, flash, blink or are in motion**. The regulations on the digital message centers for signs are provided as follows.

Off-Site Advertising Signs

These signs are restricted as follows.

- No portion of the electronic display shall change more than once every four (4) seconds.
- Signs are subject to Section 65404(d) of the California Business and Professions Code which prohibits flashing, blinking or moving lights, motion, simulated motion, or changing intensity.
- No hold modes such as twinkle or similar effects
- Changeable copy shall include automatic brightness compensation features to adjust brightness for sun angle and ambient light conditions. This means signs cannot be too intense or bright so that they can be seen from great distances.

On-Site Advertising Signs

These signs are restricted as follows.

- No portion of the electronic display shall change more than once every four (4) seconds.
- All messages are limited to the advertising of on-site products or services.
- Lighting of pole signs shall not produce a glare on other properties in the vicinity.