

Jeff Watson

From: O'Leary, Pat <OLEaryP@wsdot.wa.gov>
Sent: Thursday, October 24, 2013 7:45 AM
To: Jeff Watson; Christina Wollman; Brenda Larsen; Jan Ollivier
Subject: RE: SI-13-00002 Wesco
Attachments: SI-13-00002 Wesco Master File 10.8.2013.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Morning Jeff. Thanks again for the opportunity to review. I would just add on a little to my email from last February that's included in the attachment.

Now we've verified that the proposed sign is an electronic sign, here are rules for operating such signs as Type 3(a) on-premise signs visible to Interstate 90:

WAC 468-66-050(3)(g) Electronic signs may be used only as Type 3 on-premise signs and/or to present public service information, as follows:

- (i) Advertising messages on electronic signboards may contain words, phrases, sentences, symbols, trademarks, and logos. A single message or a message segment must have a static display time of at least two seconds after moving onto the signboard, with all segments of the total message to be displayed within ten seconds. A one-segment message may remain static on the signboard with no duration limit.
- (ii) Displays may travel horizontally or scroll vertically onto electronic signboards, but must hold in a static position for two seconds after completing the travel or scroll.
- (iii) Displays shall not appear to flash, undulate, or pulse, or portray explosions, fireworks, flashes of light, or blinking or chasing lights. Displays shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist, or otherwise portray graphics or animation as it moves onto, is displayed on, or leaves the signboard.
- (iv) Electronic signs requiring more than four seconds to change from one single message display to another shall be turned off during the change interval.
- (v) No electronic sign lamp may be illuminated to a degree of brightness that is greater than necessary for adequate visibility. In no case may the brightness exceed 8,000 nits or equivalent candelas during daylight hours, or 1,000 nits or equivalent candelas between dusk and dawn. Signs found to be too bright shall be adjusted as directed by the department.

The intent of this regulation is to mitigate driver distraction. The most common violations we see on electronic signs are flashing and overboard use of graphics (spinning, pulsing, appearing to move toward/away, etc.). Advice here is to keep it simple; display the message for minimum two seconds, display next message, and so on.

Call anytime with questions,

Pat O'Leary
WSDOT Highway Advertising Control Program
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From: Jeff Watson [mailto:jeff.watson@co.kittitas.wa.us]
Sent: Tuesday, October 08, 2013 1:28 PM
To: Christina Wollman; Brenda Larsen; Ollivier, Jan; O'Leary, Pat
Subject: SI-13-00002 Wesco

[SI-13-00002 Wesco Internal Hyperlink](#)

[SI-13-00002 Wesco External Hyperlink](#)

Christina, Brenda, and Pat

Could you please review this application for comment. Control Click on the appropriate hyperlink.

Pat: It appears from your correspondence that you are OK with this as proposed but I wanted to double check.

Thanks,

Jeffrey A. Watson
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