

**NOTICE OF SPECIAL MEETING OF THE CITY COUNCIL  
OF THE CITY OF VERSAILLES, KENTUCKY**

The undersigned, as Mayor of the City of Versailles, Kentucky gives notice of a Special Meeting of the said Council to be held at the Versailles Municipal Building located at 196 South Main Street, Versailles, Kentucky 40383 on Tuesday August 26, 2025 at 5:30 p.m.

**SPECIAL MEETING OF THE CITY COUNCIL AGENDA**

1. Roll Call
2. Public Hearing-Property Tax Rate
3. 1<sup>st</sup> Reading Ordinance 2025-16 General Taxation Ordinance
4. Resolution 2025-9 A Resolution Establishing A Moratorium On The Issuance Of Building Permits, Water Taps And Sewer Taps For Unit 5 Of The Legends At Versailles Subdivision, The Springs Of Versailles Subdivision, And Any Other Subdivision Consisting Of More Than Four Lots Located On A Street In A Subdivision Where The Approved Preliminary Development Plan Shows Connectivity With Existing Streets In Adjoining Neighborhoods And Such Connections Have Not Yet Occurred
5. Variance Request for A Digital Display Billboard on City Owned Property

**WITNESS my hand this 22<sup>nd</sup> Day of August, 2025.**

**CITY OF VERSAILLES**

\_\_\_\_\_  
**LAURA DAKE, MAYOR**

**ACCEPTANCE AND WAIVER OF NOTICE OF MEETING**

The undersigned members of the City Council do hereby accept notice of the above called Special Meeting Notice and acknowledge service upon us and do hereby waive any possibly informality of irregularity as to time, place or manner of service upon us and hereby agree that such meeting may be held at such time and place for the purpose(s) stated in such notice.

*Received by Email*

\_\_\_\_\_  
**CHANTEL BINGHAM**

*Received by Email*

\_\_\_\_\_  
**GARY JONE S**

*Received by Email*

\_\_\_\_\_  
**MARY BRADLEY**

*Received by Email*

\_\_\_\_\_  
**ANN MILLER**

*Received by Email*

\_\_\_\_\_  
**LISA JOHNSON**

*Received by Email*

\_\_\_\_\_  
**FRED SIEGLEMAN**

**CITY OF VERSAILLES  
NOTICE OF PUBLIC HEARING  
2025 PROPOSED TAX RATE**

The City of Versailles will hold a public hearing on August 26, 2025 at 5:30 p.m. in the Versailles Municipal Building at 196 South Main Street, Versailles, for the purpose of obtaining comments from the public regarding the proposed tax rate.

The tax rate levied last year was 5.0 cents on every \$100.00 of real property and produced revenues in the amount of \$564,962. This year's compensating rate is 4.6 cents on every \$100.00 of real property and is estimated to produce revenues in the amount of \$624,798. The City of Versailles proposes to lower the tax rate to 4.9 cents on every \$100.00 of real property which is estimated to produce \$665,545 in revenues.

Revenue expected from Personal Property is \$83,292; revenue expected from Motor Vehicle and Watercraft is \$119,700. Revenue received in excess of last year's revenue will be used for city government operations.

The Kentucky General Assembly requires that the City of Versailles publish this notice with the above information contained herein. Persons interested in submitting public comment should do so by 4:00 p.m. on August 26, 2025. Written comments can be sent to the City of Versailles, Attn: Elizabeth Reynolds, City Clerk/Treasurer, 196 S. Main Street, Versailles, KY 40383 or by email at [ereynolds@versaillesky.com](mailto:ereynolds@versaillesky.com).

**CITY OF VERSAILLES  
ORDINANCE NO. 2025-16  
GENERAL TAXATION ORDINANCE**

WHEREAS, the total assessment value of all real property subject to general taxation within the City as of January 1, 2025 is \$1,274,964,073; and

WHEREAS, the total assessment value of all personal property subject to general taxation within the City as of January 1, 2025 is \$83,291,618; and

WHEREAS, the total assessment value of motor vehicle and watercraft property subject to general taxation within the City as of January 1, 2025 is \$99,750,063; and

WHEREAS, the City is authorized under KRS 132 to levy a tax rate on all real property within the City, as well as having the authority to levy other taxes.

**NOW BE IT ORDAINED BY THE CITY OF VERSAILLES, KENTUCKY, TO-WIT:**

**Section 1. REAL PROPERTY TAX RATE**

There is hereby levied and imposed an ad valorem tax of 4.9 cents on every \$100.00 of real property assessment subject to being taxed by said City for general government purposes.

**Section 2. PERSONAL PROPERTY TAX RATE**

There is hereby levied and imposed a personal property tax rate of 10.0 cents on every \$100.00 of personal property assessment subject to being taxed by said City for general government purposes.

**Section 3. MOTOR VEHICLE AND WATERCRAFT TAX RATE**

There is hereby levied and imposed a motor vehicle and watercraft tax rate of 12.0 cents on every \$100.00 of motor vehicle and watercraft assessment subject to being taxed by said City for general government purposes.

The taxes herein levied by said City of Versailles, Kentucky, together with other revenue, license fees, services and other sources of income shall be and same are hereby appropriated from the General Fund for general government operating purposes.

This Ordinance shall become effective after passage and publication as required by law.

All Ordinances in conflict herewith to the extent of such conflict are hereby expressly repealed.

Introduced and given first reading at a meeting of the Versailles City Council, held on the 19<sup>th</sup> day of August, 2025 and fully adopted after a second reading at a meeting of said Council held on the \_\_\_\_ day of \_\_\_\_\_, 2025.

**APPROVED:**

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**LAURA DAKE, MAYOR**

**ATTEST:**

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**ELIZABETH REYNOLDS, CITY CLERK**

CITY OF VERSAILLES, KENTUCKY  
RESOLUTION NO. 2025-9

TITLE: A RESOLUTION ESTABLISHING A MORATORIUM ON THE  
ISSUANCE OF BUILDING PERMITS, WATER TAPS AND SEWER TAPS  
FOR ANY SUBDIVISION CONSISTING OF MORE THAN FOUR LOTS  
LOCATED ON A STREET IN A SUBDIVISION WHERE THE APPROVED  
PRELIMINARY DEVELOPMENT PLAN SHOWS CONNECTIVITY WITH  
EXISTING STREETS IN ADJOINING NEIGHBORHOODS AND SUCH  
CONNECTIONS HAVE NOT YET OCCURRED OR BEEN BONDED.

Whereas, a developer has recently informed the City that the developer has no intention of connecting the public road within the subdivision to the public roads in the adjoining subdivision; and

Whereas, the zone change for the subdivision as a planned unit development was approved, in part, based upon a preliminary development plan that showed the extension of the roads within the subdivision to other public roads in adjoining subdivisions; and

Whereas, each of the succeeding seven Amended Preliminary Development Plans for the subdivision showed the extension of roads within the subdivision to nearby public roads in adjoining subdivisions; and

Whereas, the design standards for subdivisions in Versailles require that street systems be designed for a smooth flow of traffic and a high level of connectivity within and between neighborhoods (Article 6, Section 620(A)(2); and

Whereas, the Comprehensive Plan directs that new developments should be interconnected with existing developed areas and allow for interconnection with adjacent undeveloped areas in order to provide alternative means of ingress and egress as well as to allow efficient means of providing public services; and

Whereas, the developer at issue has not posted any bond for construction of the portion of road that would connect its subdivision to the adjoining subdivisions or other public roads; and

Whereas, preliminary development plans for another subdivision have recently been submitted that provide for connectivity to existing streets within the adjoining subdivisions and public roads; and

Whereas, the City is concerned about its present inability to enforce developers' representations of their intention to complete development plans which provide for connectivity of streets in newly platted subdivisions with existing streets; and

Whereas, the City has determined that it is necessary and appropriate to suspend development in subdivisions with preliminary development plans which provide for connectivity with existing public streets where such connectivity has not occurred and there is no mechanism in place to compel the completion of such connectivity.

NOW THEREFORE, BE IT RESOLVED by the City of Versailles, Kentucky as follows:

1. The City of Versailles hereby requests the Versailles-Midway-Woodford County Planning and Zoning Commission to immediately adopt regulations that will provide the City and/or Planning Commission with a mechanism to enforce representations of connectivity of public roads shown on preliminary subdivision plans; and

2. Pending the amendment of the subdivision regulations in a manner to provide the City and/or Planning Commission with a mechanism to enforce representations of connectivity shown by developers on preliminary subdivision plans or the posting with the City of a certificate of deposit in the amount sufficient to guarantee completion of the public roads shown on the preliminary development plan for the subdivision, there shall be a moratorium on the issuance of building permits, water taps and sewer taps for all subdivisions consisting of more than four lots located on street shown on an approved preliminary development plan showing connectivity of such street with existing City streets and such connections have not yet occurred or been fully bonded.

3. The moratorium created by this Resolution shall be temporary in nature and reviewed by the City Council no later than six months after its adoption to review its effects.

Introduced and fully adopted at a special meeting of the City Council of the City of Versailles, Kentucky held on August 26, 2025.

APPROVED:

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LAURA DAKE, MAYOR

ATTEST:

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ELIZABETH REYNOLDS, CITY CLERK

# **Memorandum of Understanding**

Between Woodford County and Lamar Advertising

This Memorandum of Understanding ("MOU") is entered into by and between **Woodford County**, a governmental entity of the Commonwealth of Kentucky, hereinafter referred to as "the County," and **Lamar Advertising Company**, hereinafter referred to as "Lamar," collectively referred to as "the Parties."

## **1. Purpose**

The purpose of this MOU is to establish a mutual understanding regarding the use of digital billboard space owned and operated by Lamar for the benefit of Woodford County for public communication purposes, including community announcements and emergency alerts.

## **2. Provision of Billboard Space**

Lamar agrees to provide available digital billboard space, on a space-available basis, for the promotion and dissemination of the following County-related content:

- Community events
- Community alerts
- Public service notices
- County-sponsored or county-endorsed activities

The County agrees to provide Lamar with no less than **sixty (60) days' written notice** prior to the desired display date for such non-emergency content. Placement of such content will be subject to Lamar's available inventory and scheduling limitations.

## **3. Emergency Management Messaging**

Lamar agrees to provide real-time digital billboard space for **emergency alerts** and **public safety messages**, including but not limited to:

- Amber Alerts
- Missing Person Alerts
- FBI Most Wanted Alerts
- FEMA-issued Alerts
- Severe Weather Alerts
- Other critical emergency communications as requested by Woodford County's local government or emergency management agencies

Such emergency messages shall be displayed as promptly as practicable upon request or initiation by the appropriate agency or alert system.

## **4. Costs and Compensation**

This MOU does not require the exchange of funds between the Parties. Each Party will bear its own costs incurred in carrying out the responsibilities outlined herein unless otherwise agreed to in writing.

## **5. General Provisions**

- **Non-Binding Nature:** This MOU is intended to set forth the mutual intentions of the Parties and is not legally binding. However, both Parties acknowledge their good faith commitment to fulfilling the responsibilities herein.
- **Point of Contact:** Each Party shall designate a primary point of contact for coordination and communication related to this MOU.
- **Modifications:** This MOU may be amended in writing upon mutual consent of both Parties.

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**IN WITNESS WHEREOF**, the undersigned have executed this Memorandum of Understanding as of the dates below:

### **WOODFORD COUNTY**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

### **LAMAR ADVERTISING COMPANY**

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

VERSAILLES-MIDWAY-WOOFORD-COUNTY BOARD of ADJUSTMENTS  
APPLICATION FOR VARIANCE



Application Number: \_\_\_\_\_ Pre-Application Meeting Date: \_\_\_\_\_  
Date Application Filed: \_\_\_\_\_ Public Hearing Meeting Date: \_\_\_\_\_

**APPLICANT(S) INFORMATION**

1) APPLICANT(S) NAME(S): The Lamar Company, LLC

Names of Officers, Directors, Shareholders or Members (If Applicable):

Skye Spann, Real Estate Manager

Mailing Address: \_\_\_\_\_ Phone Number: 859-255-5592  
2437 Fortune Drive Suite 125 \_\_\_\_\_ Cell Number: 859-377-2881  
Lexington, KY 40509 \_\_\_\_\_ E-Mail Address: sspann@lamar.com

2) PROPERTY OWNER(S) NAME(S): TLC Properties, Inc

Mailing Address: \_\_\_\_\_ Phone Number: 859-255-5592  
2437 Fortune Drive Suite 125 \_\_\_\_\_ Cell Number: \_\_\_\_\_  
Lexington, KY 40509 \_\_\_\_\_ E-Mail Address: sspann@lamar.com

**\*PLEASE USE ADDITIONAL PAGES IF NEEDED\***

3) APPLICANT(S) ATTORNEY: \_\_\_\_\_

Name of Law Firm: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Cell Number: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_

**PROPERTY INFORMATION**

Property Address: 380 Douglas 376-  
PVA Parcel Number: 30-5032-004-01  
Acreage: 4.81 (deeded); 2.76 (calculated)  
Current Zoning: I-1



**VARIANCE REQUEST**

*Please describe, in detail, the Variance being requested:*

Our request is to replace the existing static facing on our existing conforming off-premise advertising sign with a digital display (LDD) facing to facilitate the method of delivering messages.

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**PROPOSED SITE CONDITIONS**

*Please provide a list of all proposed conditions for the subject property:*

Replace the current 10.5'x22.75' facing with a 10.5'x21' facing, reducing the square footage of copy area from 238.9 square feet to 220.5 square feet, an 8% reduction in the size of the copy area.

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**FINDINGS REQUIRED FOR VARIANCE**

*In order for the Board of Adjustments to grant a variance, it must make findings of fact in support of its approval. Please list the reasons that the variance would not adversely affect the public health, safety and welfare, and why it will not alter the essential character of the general vicinity, and will not cause a hazard or nuisance to the public.*

How the requested variance(s) arises from special circumstances which do not generally apply to land in the general vicinity, or in the same zone;

How the strict application of the provisions of the regulation would deprive the applicant of the reasonable use of the land or would create an unnecessary hardship on the applicant; or

How the circumstances are the result of actions of the applicant taken subsequent to the adoption of the zoning regulation from which relief is sought.

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**APPLICATION CHECKLIST**

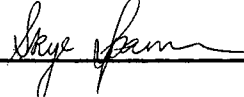
- ☐ A completed and signed Application
  - ☐ A surveyed exhibit depicting the various portion(s) of the property to be utilized for the proposed conditional use, including buildings, travelways, parking areas, etc. (Please include: two (2) - 18" x 24" copies and two (2) - 11" x 17" copies)
  - ☐ Adjacent Property Owners Form
  - ☐ Filing and Recording Fees
-

**APPLICANT'S CERTIFICATION**

*I do hereby certify that, to the best of my knowledge and belief, all application materials have been submitted and that the information they contain is true and correct. Please attach additional signature pages if needed.*

Signature of Applicant(s) and Property Owner(s):

Date:

1)   
Skye Spann, Real Estate Manager  
(please print name and title)

7/30/2025

2) \_\_\_\_\_  
  
\_\_\_\_\_  
(please print name and title)

*The foregoing signatures constitute all of the owners of the affected property necessary to convey fee title, their attorney, or their legally constituted attorney-in-fact. If the signature is of an attorney, then such signature is certification that the attorney represents each and every owner of the affected property. Please use additional signature pages, if needed.*

**REQUIRED FILING FEES MUST BE PAID BEFORE ANY APPLICATION WILL BE ACCEPTED**

Application Fee: \_\_\_\_\_  
Land Use Certificate Fee: \_\_\_\_\_  
Date Fees Received: \_\_\_\_\_

**Submit Application to:**  
Versailles-Midway-Woodford County Planning Commission  
103 South Main Street, Suite 204  
Versailles, KY 40383  
859.873.8611  
[www.woodfordplanning.org](http://www.woodfordplanning.org)

Digital Display (LDD) facings are not referenced in Section 508.3. Our existing unit meets the standards set forth and as such is a conforming off-premise advertising sign.

The method of delivery of messages is also not defined in 508.3.

Our request is to replace the current static facing with the new technology known as a digital display to allow Lamar the reasonable use and enjoyment of this location.

Granting this variance will not be detrimental to the public welfare and will not substantially impair the intent and purpose of the Zoning Code.

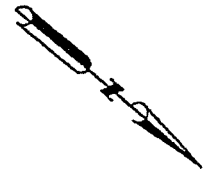
Keeping pace with technology, governments have regulated and authorized digital billboards. The Federal government and KYTC allow digital billboards as long as they do not flash, scroll, or feature full motion. Industry practices and Lamar conform to Federal, State, and Local guidance, such as digital times and lighting. Digital billboards “adjust brightness in response to changes in light levels so that the signs are not unreasonably bright for the safety of the motoring public.” Digital billboard brightness guideless provide for a measurement level of 0.3 foot-candles above ambient light levels.

The existing off-premise advertising sign will have an eight (8) square foot reduction in copy area. The use of the property will remain the same—an off-premise advertising sign, only the method of delivery of the message will change.

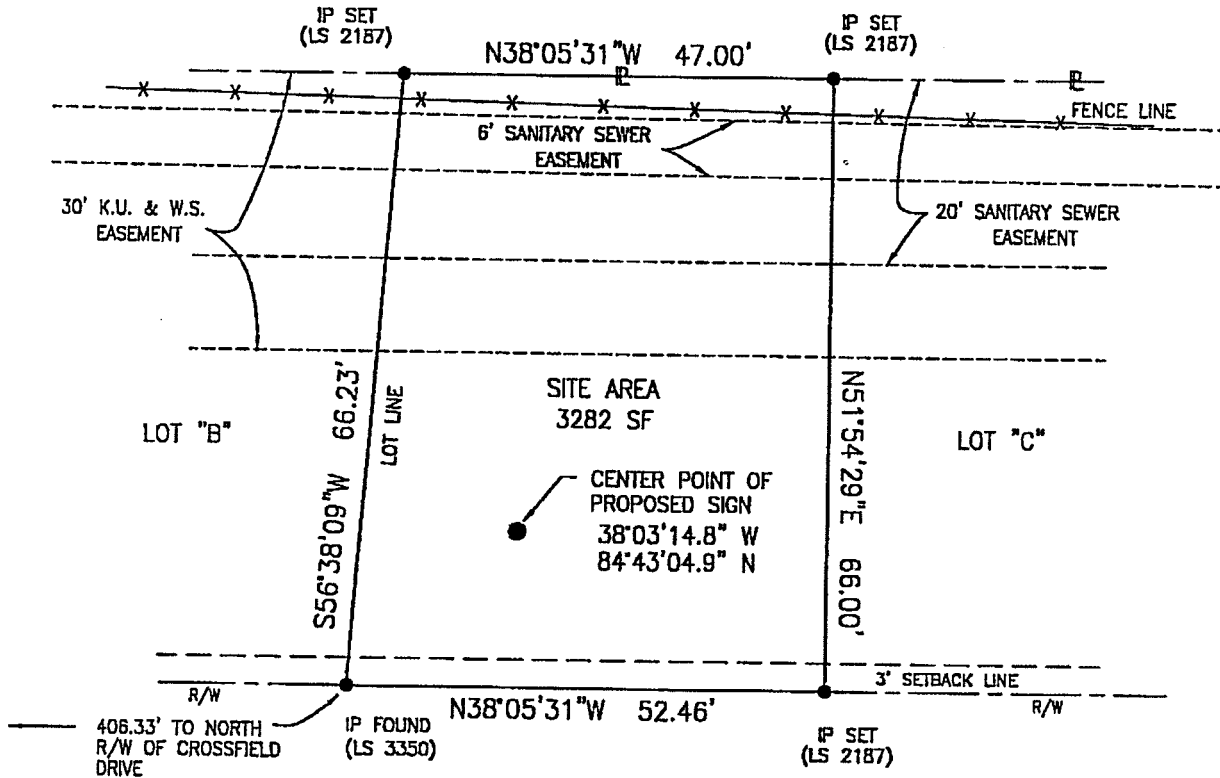
Granting the variance would preserve and enhance the visual character of the City because we would not be adding any new billboards to the City, and would in fact relieve pressure to amend the code to add new off-premise signs by providing greater advertising access to local businesses utilizing digital technology.

Furthermore, the advantages of having a digital display in your Community include Lamar providing Amber Alerts, Missing Person Alerts, FBI Most Wanted Alerts, FEMA Alerts, and real time alerts for your local Government Agencies.

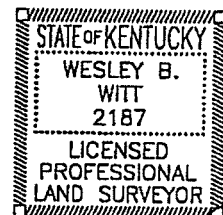
# EXHIBIT A



"OLSON BOTTLE & GAS, LLC"  
DB 210, PG 055



THE PROPERTY DEPICTED ON THIS DRAWING IS A  
PORTION OF LOT "C" OF THE CROSSINGS  
DEVELOPMENT AS SHOWN ON PLAT RECORDED IN PLAT  
CABINET "E", SLIDE 87, 88, 89, & 90 IN THE  
WOODFORD COUNTY CLERK'S OFFICE.



*Wesley B. Witt*

EDGE OF PAVEMENT US 60

← TO VERSAILLES

TO FRANKFORT →

## EXHIBIT SHOWING PROPOSED SIGN LOCATION

THE SITE IS LOCATED ON THE WEST SIDE OF US 60  
BETWEEN CROSSFIELD DRIVE AND BIG SINK  
ROAD/DOUGLAS AVENUE

PROPERTY OF:  
TATM IV, LLC

VERSAILLES, WOODFORD COUNTY, KENTUCKY  
PREPARED BY:

WESLEY B. WITT, INC.  
3320 CLAYS MILL ROAD, SUITE 112  
LEXINGTON, KY 859-296-5558  
FEBRUARY 18, 2015 1"=20'





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7/29/2025

## LIGHTING STUDY

Watchfire Signs has been manufacturing outdoor electric signs since 1932 and LED signs since 1996. Currently, we have more than 60,000 LED signs in operation worldwide.

### History of Optical Measurements and Calculations

Outdoor signs using incandescent light bulbs commonly measured illuminance using meters that report brightness in foot-candles. This unit is the standard measurement partly because a light bulb is a source of light that illuminates equally in all directions. LED signs are measured with the same meter even though its light does not illuminate equally in all directions. LED signs are designed to be highly directional, which is an advantage. LEDs allow light to be directed toward an intended audience, rather than dispersed in a wider arc out from the face of the sign.

In the LED industry luminance, or the intensity of visible light, is measured by nits, where one candela per square meter is equal to one nit. However, luminance meters are expensive, difficult to use in the field, and are not ideal for lighting studies commonly used for meeting local permitting requirements. As a result, LED signs are often evaluated using foot-candle measurements.

A foot-candle is the amount of light produced by a single candle when measured from one foot away. For reference, a 100-watt light bulb produces 137 foot-candles from 1 foot away, .0548 foot-candles from 50 feet away, and .0137 foot-candles from 100 feet away.

### Watchfire Signs is Compliant with National Lighting Requirements

Watchfire Signs has adopted brightness standards endorsed by both the International Sign Association (ISA) and Outdoor Advertising Association of America (OAAA). These standards were the result of detailed analysis and recommendations for lighting control completed by Dr. Ian Lewin of Lighting Sciences Inc. The studies are based on accepted practices by the Illuminating Engineering Society of North America (IESNA) for evaluating and controlling "light trespass". Watchfire Signs' products meet the requirements set forth by both associations, based on these studies and recommendations, which results in lighting impact of no more than 0.3 foot-candles above existing ambient light levels. Total foot-candles are dependent on size and distance and can be adjusted as needed. Please see below for the site-specific lighting study and Exhibit A for details surrounding the OAAA lighting standards and practices

### Automatic Brightness Adjustment:

Watchfire's billboard displays are set to have a maximum daytime brightness level of 7,500 nits and a maximum nighttime brightness level of 300 nits. All Watchfire signs automatically adjust brightness levels using a primary 100-step hardware photocell, with a software photocell backup. The hardware photocell will automatically adjust the sign's brightness relative to changes in ambient light levels. If the software photocell is used, the sign will automatically adjust brightness based on the longitude and latitude location of the sign. The sign is appropriately dimmed or brightened based around daily sunrise and sunset. For both options, a sign operator can manually decrease the brightness from standard

### **Night Skies:**

All Watchfire signs are designed with night skies in mind. To achieve the best image quality and power efficiency, we are interested in having light reach only the audience. We have implemented technology into our products that prevent them from being brightened in the field after installation and allow for downward adjustment when the impact is too great for a specific area or application. Watchfire has developed specially designed louver panels that not only protect the LEDs from damage but limit the vertical impact of the light output. This technology, coupled with the automated brightness adjustments, limits impact to vertical ambient lighting.

### **Title 24 Compliance:**

Watchfire displays was the first in the industry to meet the requirements for UL Greenleaf certifications set forth by Title 24 of the California Code of Regulations. A copy of the Certificate of Conformance is available upon request

### **Redundancy:**

All Watchfire displays have intelligent control with Automated Diagnostics down to individual LED level. In the unlikely event that a lighting control fails, or a sign malfunction, the operator and Watchfire are immediately notified. If necessary, there are protocols in place to have the sign go dark along with hardware installed in each display to allow for remote power control.

### **Equipment used by Watchfire Signs to Measure Luminance**

Foot-candles/Lux - Minolta Illuminance Meter T-10

Nits/candela/sq. m – Minolta Luminance Meter LS-100

Sign Calibration – Minolta CS-1000 Spectra radiometer

*The proceeding study uses actual lab measurements made on modules using an illuminance meter. These measurements and extrapolations were then scaled up to the size of the billboard and distance corrections were made using the inverse square law.*

## SIGN LIGHTING STUDY

### Billboard Details

Size: 10'6"x21'

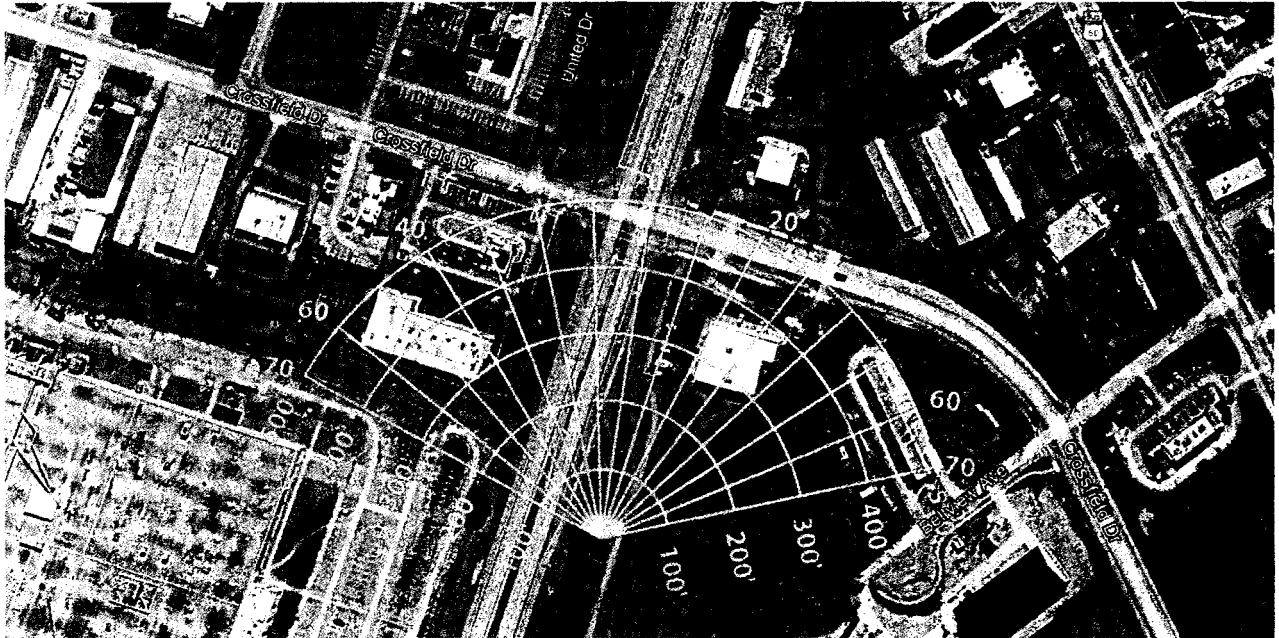
Location: 38.054167172824485, -84.71810658275228

The table below represents an LED billboard, demonstrating the increase in illuminance from the billboard during normal night operation. The values are within the standards of both the ISA and OAAA and indicate that the ambient light broadcast into the surrounding area has minimal effect.

Foot-candles at night under normal operation					
Horizontal Viewing Angle					
Viewing Distance (ft)	0°	20°	40°	60°	70°
100	0.23	0.22	0.19	0.13	0.08
200	0.06	0.05	0.05	0.03	0.02
300	0.03	0.02	0.02	0.01	0.01
400	0.01	0.01	0.01	0.01	0.01
500	0.01	0.01	0.01	0.01	0.00



**Example Broadcast of Light at Distance and Angles**



**Tree buffer between LED billboard to residential properties**



## Conclusion

Based on foot-candle measurements taken across varying distances and horizontal viewing angles, the proposed digital LED billboard will produce minimal additional ambient light in the surrounding area. As demonstrated in the analysis:

- At 200 feet and beyond, light levels decrease sharply, averaging 0.06 foot-candles or less, even at wider viewing angles.
- By 400 to 500 feet, light levels are virtually indistinguishable from typical nighttime background illumination ( $\leq 0.01$  foot-candles), which is comparable to or lower than natural moonlight.

While the majority of the surrounding area is commercial, industrial, or dedicated to parking, minimizing the risk of light trespass, there are residential properties located at 50–70 degrees, approximately 400 feet from the display. However, these homes are visually buffered by existing tree coverage, as shown in the above image. Even in the absence of that natural buffer, calculated light levels remain at or below 0.01 foot-candles, posing no meaningful impact.

To further reduce light spill, the sign will incorporate an automatic photocell dimming system, which adjusts display brightness in real time based on ambient conditions. During nighttime hours, the display will operate at only 3% of its maximum brightness, ensuring full compliance with IES lighting guidelines and applicable local ordinances.

### Scotty Bland

Account Management Supervisor, OA

**mobile** 217-504-9398

**email** Scotty.Bland@watchfire.com

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**Watchfire Headquarters | [watchfire.com](http://watchfire.com)**

**sales** 800-637-2645 **service** 800-406-6091



**BRILLIANT VISUALS DISPLAYS BUILT TO LAST**

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## Exhibit A: OAAA Lighting Standards

### Brightness Criteria

A. OAAA Guidelines: The OAAA recommended brightness criteria for digital billboards is as follows:

- Light produced by a digital billboard should not exceed 0.3 Footcandles over ambient light levels.
- Measurement should be taken utilizing a Footcandle meter from the following distances perpendicular to the face of the digital billboard):
  - o Posters: 150 feet
  - o 10'6x36 Bulletins: 200 feet
  - o 14x48 Bulletins: 250 feet
  - o 20x60 Bulletins: 350 feetThe measurement distances are based on the average minimum viewing distances for each type of billboard.
- Digital billboards must have automatic dimming capability.

B. Basis for the Guidelines. These guidelines are based on recommendations by lighting expert Dr. Ian Lewin, Lighting Sciences Inc. (Scottsdale, AZ), in a March, 2008 report to the OAAA. Dr. Lewin developed brightness criteria to meet the following general guidelines:

- Appropriately Legible Copy. Digital advertising copy is appropriately legible and not overly bright.
- Simplicity. Provide a guideline that can be easily implemented and enforced. Measurement of the ambient light level of the sign on and off is conducted by a footcandle meter. If the difference in measurements is less than 0.3 footcandles, the digital billboard is in compliance.
- Established Guidelines. The criteria are based on established scientific methodology and established industry standards from the Illuminating Engineering Society of North America (IESNA) publication TM- 11-00 "light trespass" theory which is an accepted standard in the lighting industry.
- Flexibility. Ensure proper brightness levels in a variety of lighting environments.

### C. Additional Issues/Clarification

- Automatic Dimming Capability. A digital billboard must be able to automatically adjust as ambient light levels change. An automatic light sensing device (such as photocell or similar technology) should be utilized for adjusting the digital billboard's brightness. Sunset-sunrise tables and manual methods of controlling brightness are not acceptable as a primary means of controlling brightness.
- Brightness Measurement Methodology. The brightness standard requires the use of a Footcandle meter (also known as a "Lux meter"; ~\$100-1000). A Footcandle meter measures the amount of light arriving at the meter (illuminance), as opposed to an absolute measurement of the amount of light emanating from a light source or light sources (luminance). A Footcandle is a measure of lumens (light rays) that fall on one square foot area; Lux is the metric equivalent of a Footcandle. In contrast, a Candela Meter / NIT Gun (~\$3,000) measures the amount of light emanating from a specific light source (luminance). A NIT gun measures candelas (a measure of luminance or brightness) per meter squared (also known as "NITS"), which is a measure of the brightness emanating from a specific light source. It excludes ambient light (which may include light from many sources) from the measurement. Standard NIT levels and/or utilization of a NIT gun are not a part of the OAAA recommended brightness guideline.

OAAA Washington, DC Headquarters | 1850 M Street, N.W., Suite 1040 | Washington, D.C. 20036 Phone: (202) 833-5566 | Fax: (202) 833-1523  
[www.oaaa.org](http://www.oaaa.org)