



**CITY EXPERIENCE**  
Planning Office

**DATE:**  
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**TO:**  
Tulsa City Councilors

**FROM:**   
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## **City Council initiation of zoning code amendments to add provisions for Electronic Message Center (EMC) signs**

The City of Tulsa Zoning Code was updated in 2016. The previous zoning code included provisions for both dynamic displays and electronic message centers (EMCs). Dynamic displays are defined as elements of a sign that display words, symbols, figures, images, or messages that can be electronically or mechanically changed by remote or automatic means. EMCs are more limited by only allowing the display of letters or numbers. The Code adopted in 2016 maintained provisions for dynamic displays, but the definition and regulations for EMCs were not carried forward. This omission resulted in all digital displays as a component of a sign being classified as a "dynamic display".

EMCs can be utilized to present text or numbers as a static message without frequent transitions which can be useful for the purpose of displaying certain information such as the time, temperature, or price information. The most common application for these signs has been the display of gas prices as fuel stations transition from manual, changeable copy signs, to digital displays.

The proposed change to the Tulsa Zoning Code would add a definition for electronic message centers (EMCs) and provide supplemental regulations to ensure appropriate size, location, and brightness standards; separate from the provisions for dynamic displays.

A business representative contacted Councilor Lakin who agreed to sponsor the item for Council consideration to add proposed amendments related to electronic message centers in the City of Tulsa Zoning Code.

If the City Council chooses to initiate the amendments, the Planning Office will draft the amendment to the zoning code and bring it to the TMAPC and City Council for consideration.