**BACKGROUND AND PURPOSE**

Seattle Municipal Code Chapter SMC 23.55, Signs, regulates signage. Section 23.55.005 includes the provisions for video display signs. Chapter 23.84.A includes a definition for changing image display sign.

- Changing image signs are defined as a sign, including a sign using a video display method, which changes its message or background by means of electrical, kinetic, solar or mechanical energy, not including message board signs.
- Video display method is a method of display characterized by real-time, full-motion imagery of at least television quality.
The purpose of this rule is to clarify that any sign, including but not limited to changing image signs, that is capable of video display must comply with Section 23.55.005.

RULE

Any sign, including but not limited to changing image signs, capable of using video display methods shall comply with the provisions of Section 23.55.005, in addition to any other applicable sign regulations.