



February 24, 2021

Elite Media Group, LLC dba Lindmark Outdoor media
Attn: Trent Lindmark
2700 Technology Place
Norman OK 73071

Upgrade Approved for Digital Display
Sign Registration No.: 14306
East side of US-70, 1 mile south of SH-3

Dear Mr. Lindmark:

This letter is in response to your request to upgrade the above-referenced sign to LED capability. The use of LED technology is sanctioned under the Tri-Vision sign regulations. Although your structure will not be using rotating slats as are used with Tri-Vision signs there are still certain guidelines that coincide with these two types of technology. State and federal laws prohibit moving, flashing or intermittent lights being used on off-premise commercial advertisement, therefore the transformation from one display to the next, will need to occur with static displays, without any type of obvious animation such as fading or scrolling. Each individual display will need to remain in place no less than 8 seconds. You will also need to be cognizant of the brilliance of the lighting so that your sign does not pose a safety risk to the travelling public. Be sure to remain within these guidelines to ensure the compliance of your sign. The regulations pertaining to illumination can be found in the Oklahoma Administrative Code, Title 730:35-5-12 (c).

We have made the necessary changes to reflect the upgrades in our database and documented the files as well.

Respectfully,

Barbara Hoppes

Barbara Hoppes
Branch Manager
Outdoor Advertising Control Branch

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