

# Narrative Letter

## Use Permit Request

We are requesting a use permit for our Watchfire message center. My customer owns Wash Werks at 2060 W. Broadway Rd. Mesa, AZ 85202.

Watchfire full color led signs are designed for a maximum day brightness of 10,000 NITs and a maximum night brightness of 750 NITs. (Adjustable to any value). Typical brightness is 30% of maximum depending on the message content. A nit is a measure of luminance and normally used to express the brightness of LEDs.

Watchfire signs offers zoning friendly software to comply with local codes. Upon request the software can be preset to match the brightness, hold time, and transition settings mandated by those codes. The proposed Watchfire led sign for will be configured for instantaneous changes between frames (no special effects) and hold times not less than one hour, eliminating the possibility of displaying graphics and animations. The nighttime brightness level, sunset to sunrise, will be configured not to exceed 300 Nits. The provided Ignite software allows the customer to schedule content when to display.

We are proposing to have the copy change once every 5 minutes on the message center.

Thanks for your consideration

Jeff Spence



P: 602.278.6286 | C: 623-866-9759 | [web](#) | [map](#)