

## MEMO

**To: City of Spring Hill**  
**From: Camiros, Ltd.**  
**Date: April 25, 2018**

### Re: Electronic Signs

Discussions of the public draft of the Unified Development Code (UDC) indicate that there may be support for allowing electronic signs. The following regulations provide a basis for permissions for allowing such signs.

#### D. Electronic Message Sign

1. Electronic message signs are permitted as follows:
  - a. For non-residential uses in the C-4 and C-5 Districts located on sites of one acre or more.
  - b. In the IC District.
  - c. The following uses in any district: Conservation Area, Cultural Facility, Educational Facility - Primary or Secondary, Educational Facility - University or College (public or private), Government Office/Facility, Public Park, Places of Worship
  - d. Gas stations in any district are permitted an electronic message sign to display copy graphic that is required to be displayed by law, such as fuel prices. Such display copy graphic may only change when the information required to be displayed by law, such as fuel prices, changes.
2. Electronic message signs are only allowed as freestanding monument signs, and are subject to the requirements for that sign type within the district.
3. Electronic message signs must be integrated into an overall sign structure, the majority of the sign area being designated for non-electronic message sign copy. The electronic component is limited to a maximum of 45% of the total area of a sign. The remaining sign area must be no less than 55% of the total sign area and must contain non-changeable copy. Blank walls or monument bases and associated structures are not counted in this calculation.
4. Pictures and graphics are permitted as static images and may be multi-colored. Text must be one color displayed on a dark background.
5. Electronic message signs must display static text messages only, with no animation or effects simulating animation, motion, or video. Any scrolling, flashing, spinning, revolving, or shaking animation, or movement of the message or any component of the sign is prohibited, including lighting that simulates motion. Any message change sequence must be accomplished immediately by changing from one screen to another without transition by means of, for example, fade or dissolve mode. Video display screens are prohibited unless specifically authorized elsewhere by this Code.
6. No electronic message sign may be within 150 feet of any residential property, measured as a straight line.
7. No electronic message sign may be less than 75 feet from any other electronic message sign, on or off-site.
8. Electronic message sign must be turned off during non-business hours.
9. Only one electronic message sign per lot is permitted.

10. Each message or image displayed on an electronic message sign may change only once a day. A change must be scheduled before 9:00AM each day. In cases of emergency notification, such as weather emergencies and Amber alerts, this restriction does not apply.

11. Electronic message signs cannot operate as a commercial off-premise sign, that is to direct attention to a specific business, product, service, entertainment event or activity, or other commercial activity that is not sold, produced, manufactured, furnished, or conducted at the property upon which the sign is located. This does not include public service messages. A real estate sign for a real estate office that displays its own property listings is not considered a commercial off-premise sign.

12. The maximum brightness of electronic signs is limited to 5,000 nits when measured from the sign's face at its maximum brightness, during daylight hours, and 500 nits when measured from the sign's face at its maximum brightness between dusk and dawn, i.e., the time of day between sunset and sunrise. All electronic message signs must have an ambient light meter and automatic dimmer control that produces a distinct illumination change from a higher allowed illumination level to a lower allowed level for the time period between one-half hour before sunset and one-half hour after sunrise. The signs dimmer control must automatically adjust the brightness based on current weather conditions to a maximum illumination not to exceed 0.3 footcandles over the ambient lighting conditions (day or night).

13. An electronic sign must contain a default mechanism to show a "full black" image or turn the sign off in case of malfunction, or must be manually turned off within 12 hours of a reported malfunction.

14. The electronic message portion of a sign is prohibited from being taller than the non-changeable regular copy sign.

15. Electronic message signs must be one sided or have back to back faces, approximately parallel.

16. The conversion of a manual changeable copy sign, tri-panel, or other non-electronic message type sign, to an electronic message sign constitutes a new sign for the purposes of these regulations. Such conversions require full compliance with all applicable provisions.

***A graphic illustrating these standards will be provided if such signs are incorporated into the UDC.***