

City of Crystal River, Code of Ordinances, Appendix A – Land Development Code
Chapter 12.-Signs, Section 12.00.13, Sub-Section 5

5. *Electronic message signs.* Notwithstanding any other provisions contained within this chapter, Electronic Message Signs shall only be permitted on properties with frontage along U.S. Highway 19 or State Road 44 in Public Institutional (PI) and High Intensity Commercial Zoning Districts (CH) (including individual businesses, shopping centers, malls, and commercial centers), subject to the following:
- 1) The sign display must remain static for a minimum of seven (7) minutes. The change of display, message or copy must be "instantaneous" with no fading or special effects.
 - 2) Messages must be fully displayed on a single rotation and not continued as sequential interval messages;
 - 3) Animated signs are prohibited;
 - 4) Flashing lights, traveling messages, animation, scrolling or other movement is prohibited.
 - 5) Interactive displays including, but not necessarily limited to, recognition based on electronic key codes, phone calls or texting, facial recognition or automated license plate recognition shall not be permitted.
 - 6) Emission of sound or odor is prohibited.
 - 7) Maximum brightness levels for an Electronic Message Sign display shall not exceed 0.3 foot candles above ambient light levels measured at a distance of two hundred (200) feet perpendicular from the base of the sign.
 - 8) Electronic message sign displays must have automatic brightness control keyed to ambient light levels, to ensure that illumination of the sign display shall be adjusted as ambient light conditions change. Upon request of city, a sign owner shall provide city with acceptable evidence that the sign complies with these illumination standards. Such evidence shall consist of testing by an independent third party using a foot candle meter or similar testing device.
 - 9) Electronic message sign displays shall be programmed to go dark if there is a malfunction.
 - 10) Traffic control devices and related governmental signs which are necessary for public health, safety and welfare are exempt from this paragraph.
 - 11) The total surface area of any electronic message sign authorized by this Section shall not exceed forty (40) square feet.
 - 12) Only one (1) electronic message sign shall be permitted per property, regardless of the number of businesses operating on said property.
 - 13) Electronic message signs for identification of individual tenants or businesses in malls, shopping centers or multi-tenant buildings shall not be permitted.
 - 14) Electronic message signs shall not be permitted as wall signs, portable signs, vehicle signs, vehicle mounted or trailer mounted signs, and shall not otherwise be permitted to be affixed to any building.

By signing my name below, I certify that I have read the above regulations. My signature also certifies my understanding of and agreement with the above regulations. A photocopy of this document is as valid as the original.

Business Owner/Applicant

Date

Print Name