

**City of Port St. Lucie
Chapter 155 Sign Code
&
Chapter 153 Definitions**



Summary:

Proposed amendment to Chapter 155, “Sign Code” and Chapter 153, “Definitions”, of the Code of Ordinances of the City of Port St. Lucie to Add Electric Message Sign regulations and related definitions.



Added Digital Signage:

- Electronic message board signs will be permitted in the Institutional Zoning District.
- Electronic message board signs will be defined as:
A sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means.
- There are restriction in section 155.08 (I) limiting use and providing design criteria.



Added Digital Signage:

- Maximum square footage is 20 SF and is not in addition to the permitted amount of square footage.
- Displays are limited to messages that appear or disappear from the display with no movement or scrolling. In no case shall the display use a flash mode of operation.
- Content shall be non-pictorial, text information and be a maximum of three lines of copy
- Each message must be displayed for a minimum of 6 seconds.

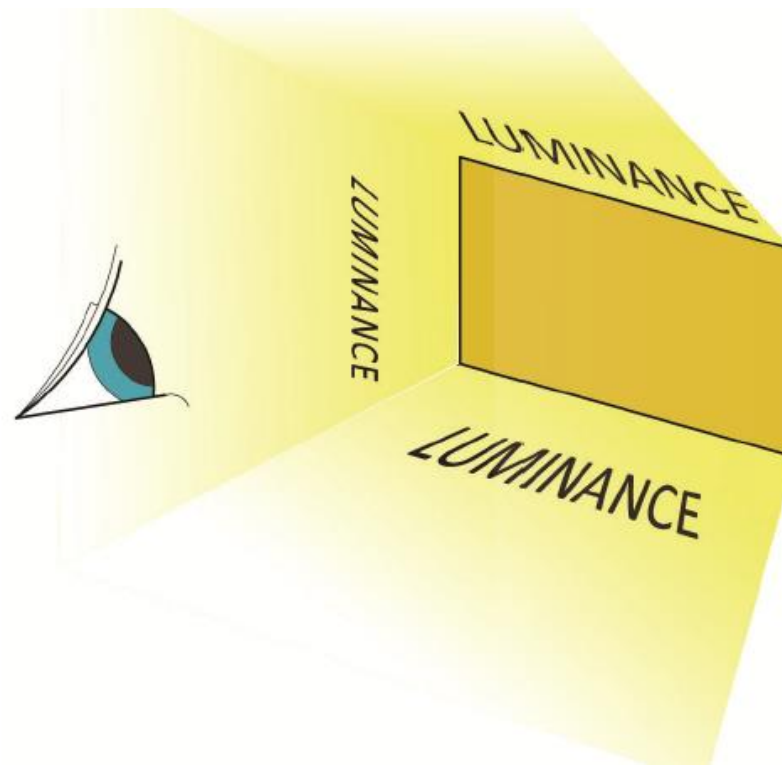


Update to add Digital Signage:

- The signs must be equipped with automatic and manual dimming controls and sensors to be sure at no time the luminance will not be more than 3 nits above ambient light.

Maximum Luminance:

1. Daytime = 10,000 nits
2. Nighttime = 300 NITs (candela per square meter)



Recommendation:

The Planning and Zoning Department finds the proposed text amendment to be consistent with the intent and direction of the City's comprehensive plan and recommends approval.

