

CITY OF CASSELBERRY CITY COMMISSION MEETING

Monday, May 13, 2024
3:00 PM

95 Triplet Lake Drive, Casselberry, FL
32707

TO THE PUBLIC: Persons are advised that, if they decide to appeal any decision made at these meetings/hearings, they will need a record of the proceedings and for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, per Section 286.0105, Florida Statutes. Persons with disabilities needing assistance to participate in any of these proceedings should contact the A.D.A. Coordinator, 48 hours in advance of the meeting at (407) 262-7700, ext. 1150.

This is a public meeting, and the public is invited to attend. The agenda is subject to change. Please be advised that one (1) or more members of any of the City's Advisory Boards may be in attendance and may participate in the discussions at the meeting.

WORKSHOP AGENDA

- 1. Call to Order**
- 2. Roll Call**
- 3. Discussion Items**
 - A. Electronic Messaging Center Discussion**
- 4. Citizens' Comments**
- 5. Adjournment**

Date

Donna G. Gardner, CMC
City Clerk

May 13, 2024 | City Commission | Workshop

Electronic Messaging Centers (EMC)

An Opportunity to Discuss Performance Standards and Regulations for Electronic Messaging Centers (EMC) and Provide Direction to Staff to Update the Sign Code





GENERAL

- All signs are subject to the First Amendment.
- Digital signs vary greatly, including
 - animated signs
 - electronic changeable message signs
 - flashing signs or displays
 - moving signs, scrolling displays
 - traveling displays
- Cities can reasonably regulate aspects of digital signage but cannot regulate content.
 - Acceptable regulations include location, zoning district, lot size, etc.

GENERAL

- Disadvantages to EMCs:
 - Many lawsuits regarding digital sign regulation.
 - Changing technology can make sign codes obsolete.
 - Electronic signs are proliferating because they are much cheaper than they used to be.
- All signs distract a driver, but digital signs are uniquely featured to distract drivers, and to draw the eye.
- Review the cumulative effect of allowing digital signage to avoid an "advertising theatre" or to "carnivalize" the public viewscape.

CONSIDERATIONS

1. Duration of messages/speed of changeover.

- The Zeigarnik effect - a driver's desire to read an entire message before it changes
- Impose minimum message durations
- Display time should be related to the roadway speed
- Run-on moving displays prohibited (marquee-type messaging)
- Suggest requiring a dark time between images for safety to prevent driver distraction

CONSIDERATIONS

2. Motion, animation, and video.

- City may prohibit motion or limit it to specific areas or characteristics, including:
 - a. Static display only, with no transition between images;
 - b. Static display with fade or dissolve transitions;
 - c. Static display with scrolling effects;
 - d. Full animation and video and blinking.

CONSIDERATIONS

3. Brightness.

- Brightness of signs usually measured through “nits”
- The sun is 6500 nits; common nighttime limit is 500 nits
- Dimming mechanism for dark days and nights
- Enforcement through light meter and visual inspection

CONSIDERATIONS

4. Sign placement and spacing.

- Can affect driver awareness if placed too close together
- Suggest to set distance requirements from roadway curves, interchanges, official signs and other digital signs
- Suggest a require a minimum road frontage to obtain an electronic sign

CONSIDERATIONS

5. Size of signs.

- Too big, and it obstructs views and distracts.
- Too small, and it takes longer to read and encourages message sequencing, creating more distraction for drivers.
- Suggest a portion of the sign is limited to dynamic imagery or suggest a maximum size

CONSIDERATIONS

6. Text size and legibility.

- Signs that are difficult to read invite increased driver focus
- Regulations can, for example, require minimum text sizes varying with the road speed

7. Colors.

- Additional colors can be an aesthetic and safety concern.
- Limit the background color to white or black?

CONSIDERATIONS

8. Permissibility.

- Allowed by right or as a conditionally approved use?
- Permitted throughout the City? Only in non-residential zoning districts?

ADDITIONAL CONSIDERATIONS

- Safety
- Code enforcement challenges
- Prohibit ads in the signs (off-site signage)
- Window signage included?
- Proliferation and difficulty in rolling back the regulations
- Need “fail-safe” system for emergencies/loss of power
- Signs for multi-tenant buildings/plazas