

# DIGITAL SIGN APPLICATION - PLANNING AND ZONING DEPARTMENT

## Digital Sign Regulations

- ❑ **Static Display.** Display of message must be static. When the display of a digital sign changes, it must change as rapidly as is technologically feasible with no phasing, rolling, scrolling, flashing, twirling, blending, or in any manner which imitates movement. Exceptions to this rule exist only on the following patriotic holidays:
  - Martin Luther King Jr. Day
  - Memorial Day
  - Labor Day
  - President’s Day
  - Flag Day
  - Election Day
  - Washington’s Birthday
  - Independence Day
  - Veteran’s Day
  
- ❑ **Number of Lines.** Digital signs may display up to a maximum of four (4) lines of characters at one time.
- ❑ **Brightness.** Prior to issuance of a sign permit, the applicant shall provide a written certification from the sign manufacturer that the light intensity has been factory pre-set not to exceed a maximum illumination of 325 foot candles during daylight hours and a maximum illumination of 50 foot candles between dusk to dawn as measured from the sign’s face at maximum brightness. Illuminated signs within the Marine Turtle Conservation Zone shall comply with the requirements of Ordinance 1461 and Article Six of the Zoning Ordinance.
- ❑ **Color.** Text message shall be composed of one (1) color with the background composed of one (1) color. Pictures, logos, images, graphics, and symbols may be displayed from one color to full color.
- ❑ **Duration.** Digital signs shall change no more than one (1) time per ten (10) seconds. The duration of a digital sign may be changed at the discretion of the City Council.
- ❑ **Integrated Sign.** Digital signs shall only be permitted as a portion of an on-premise Detached Sign. The Changeable Copy Sign portion may be separated from the remainder of the sign. If the electronic message center portion of the sign is being utilized after sunset, the existing static portion of the sign must be functioning, illuminated, and readable.
- ❑ Digital signs shall comply with all other applicable provisions of this Ordinance.

By signing below, I hereby certify that I have read the above information and attest that the digital sign will be operated in accordance with the above regulations or be subject to City of Gulf Shores Code Enforcement procedures.

**APPLICANT SIGNATURE:** \_\_\_\_\_ (Print) \_\_\_\_\_ Date: \_\_\_\_\_

**OWNER SIGNATURE:** \_\_\_\_\_ (Print) \_\_\_\_\_ Date: \_\_\_\_\_

If the applicant has any questions or concerns, please contact the following staff members.

STAFF MEMBER	TITLE	TELEPHONE	FAX	EMAIL
Andy Bauer	Director	251.968.1151	251.968.1188	<a href="mailto:abauer@gulfshoresal.gov">abauer@gulfshoresal.gov</a>
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