

ORDINANCE NUMBER 1495 - 16

**DISPLAY AND REGULATION OF ELECTRONIC MESSAGE BOARD SIGNS
WITHIN THE CORPORATE LIMITS OF THE CITY OF MUSCLE SHOALS,
ALABAMA.**

BE IT ORDAINED by the Council of the City of Muscle Shoals, Alabama as follows:

Article I. Chapter 6-Advertising, Article II-Signs Section 6-33-Definitions is amended to include, after the definition of "Electric sign" and before "Garage or yard sale sign, the following definition:

Electronic message board means a sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.

Article II. Section 7, General Sign Regulations, of Ordinance Number 1269-02 adopted by the City Council of Muscle Shoals on April 1, 2002 and as codified in Section 6-37 of the City Code, is amended to include the following:

Section I. Electronic message boards shall use automatic level controls to reduce light levels at night and under cloudy or other darkened conditions, in accordance with the following standards. All electronic or digital display unit message boards shall have installed ambient light monitors, and shall at all times allow such monitors to automatically adjust the brightness level of the electronic message board based on ambient light conditions. Maximum brightness levels shall not exceed 7,500 nits when measured from the sign's face at its maximum brightness, during daylight hours and 500 nits when measured from the sign face, per Table 1 hereafter set out, at its maximum brightness between dusk and dawn, i.e., the time of day between sunset and sunrise.

Sign display technology shall be programmed so that the message or image on the sign changes no more often than every 10 seconds.

Any sign using video technology which malfunctions, fails, or ceases to operate in its usual or normal programmed manner causing therein motion, movement, flashing or ceases to operate in its usual or normal programmed manner causing herein motion, movement, flashing or similar effects, shall be repaired or disconnected within twenty-four (24) hours by the owner or operator of such sign.

The area consisting of electric or electronic message board elements shall no exceed 50% of the total allowable sign.

An electronic message board may only be used to display advertising or information concerning the business or businesses that have a city business privilege specific to the property on which the electronic message board is placed

Section II. Table 1 pertaining to the area and distance of measurement of brightness of said electronic message board signs is adopted and incorporated by reference herein.

TABLE 1

Area of Sign Square Foot	Measurement Distance (Feet)
10	32
15	39
20	45
25	50
30	55
35	59
40	63
45	67
50	71
55	74
60	77
65	81
70	84
75	87
80	89
85	92
90	95
95	97
100	100
110	105
120	110
130	114
140	118
150	122
160	126
170	130
180	134
190	138
200	141
220	148
240	155
250	159

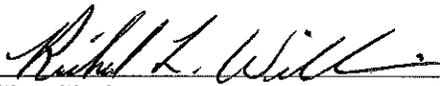
Section III. The Ordinance, and its provisions, shall become effective upon passage and publication or posting pursuant to law or as otherwise provided by law.

Adopted and approved this 26th day of September, 2016.



Council President

ATTEST:



City Clerk

TRANSMITTAL

I hereby certify that the foregoing Ordinance Number 1495 - 16 was passed on the 27th day of September, 2016 by the City Council of the City of Muscle Shoals and was transmitted to the Mayor on the 27th day of September, 2016 at 2:00 o'clock p .m.



City Clerk

APPROVED on 10/3/16 ,2016 at 8:00 o'clock a.m.



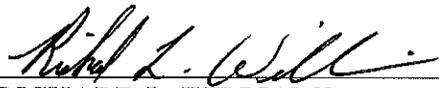
DAVID H. BRADFORD
Mayor of the City of Muscle Shoals, Alabama

CERTIFICATE

I, Richard L. Williams, the City Clerk of the City of Muscle Shoals, Alabama, do hereby certify that the above and foregoing is a true and correct copy of an Ordinance duly passed and adopted by the City Council of the City of Muscle Shoals, Alabama at a regular meeting of the Council held on the 26th day of September 2016 and that said Ordinance is on file in the Office of the City Clerk.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City on this 27th day of September 2016.





RICHARD L. WILLIAMS
CITY CLERK

CERTIFICATE OF POSTING

I, Richard L. Williams, City Clerk for the City of Muscle Shoals, Alabama, hereby certify that the above and foregoing Ordinance was duly and properly adopted by the Council of the City of Muscle Shoals, Alabama at a regular meeting of the said Council held on the 26th day of September 2016 at 6:00 o'clock p.m. in said City.

The said Ordinance has been duly and properly published on this the day of September 2016 by posting a copy of said Ordinance at the Office of the Mayor at City Hall in the City of Muscle Shoals, Alabama; Muscle Shoals Public Library; Muscle Shoals Recreation Building # 1, Gattman Park; and First Metro Bank, Muscle Shoals Branch; being four conspicuous public places lying and being within the City of Muscle Shoals, Alabama, there being no newspaper published and of general circulation in the City of Muscle Shoals, Alabama.

I certify that a copy of the said Ordinance has been posted to the City's website which may be found at www.cityofmuscleshoals.com.

Reasonable steps will be undertaken to maintain the postings for not less than thirty (30) days.

This ^{27th} day of September, 2016.



RICHARD L. WILLIAMS
CITY CLERK