

Relevant Development Standards in the LDR that are “Significant” to the Proposal

(6) Variable Message Boards.

- (a) Variable message boards will only be permitted in the C-C or C-H zoning districts, and only in conjunction with a legally permitted freestanding sign or billboard.
- (b) Each message shall remain fixed for a minimum of ten (10) seconds.
- (c) When a message is changed, such change shall occur within three (3) seconds.
- (d) Messages shall not be illuminated by blinking, scrolling, intermittent, or flashing lights.
- (e) Submittal of a complete sign application and receipt of proper permit in accordance with Section 230-5.
- (f) A billboard owner may apply for approval of one variable message billboard sign face after the removal of at least four (4) existing billboard sign faces and their related sign structures from the City of Valdosta. Such sign shall be considered a replacement billboard and shall be subject to the requirements of Section 230-9(E)(5)(a) and (d). Furthermore, such replacement billboard shall be placed no closer than 5,000 feet from another such billboard containing a variable message board, measured in a radius from the nearest other billboard containing a variable message board. The sign area of the new variable message board may not exceed the sign area of the largest of the billboard sign faces that were removed. Billboards removed under this provision shall be deleted from the City’s inventory of billboards and shall not be replaced other than as provided in this paragraph (6).
- (g) Illumination of a variable message sign face shall not exceed the following brightness limits measured as candelas per square foot:

Color	Candelas / square foot	
	Day	Night
Red Only	200	67
Green Only	400	133
Amber Only	300	100
Blue Only	500	210
Full color	400	170

The City Engineer may require an applicant for a variable message board to provide a letter from an electrical engineer licensed in the state of Georgia, that these light levels will not be exceeded by the applicant’s variable message board sign prior to issuing a permit for such sign.