

CITY OF MIAMI, FLORIDA  
**INTER-OFFICE MEMORANDUM**

TO: Barnaby Min, Esq.  
Zoning Administrator

DATE: July 13, 2011

FROM:   
Francisco J. Garcia  
Planning Director

SUBJECT: Determination No. 2011-01  
Electronic Reader Boards (ERB)

REFERENCES: Request for Determination

ENCLOSURES: Previous Determination

Pursuant to Article 7.1.2.2 of the Miami 21 Code, as amended, which establishes the criteria for "Determination of Use", it is hereby determined that notwithstanding existing restrictions pertaining to flashing and/or animated signs in Miami 21, the zoning ordinance of the City of Miami, the following provisions are hereby set forth for a special class of signs to be known as Electronic Reader Board (ERB) signs which may contain Light Emitting Diode (LED) technology for purposes of frequently updating and efficiently conveying information of value to the general public. The enhanced legibility coupled with their operational ease make the technology ideally suited for the conveyance of information which may be subject to frequent or periodic change. ERB signs shall be regulated as follows:

**Electronic Reader Board (ERB) definition:**

An Electronic Reader Board (ERB) sign is a changeable copy sign which consists in whole or in part of light emitting diodes. ERB signs shall only display an ordered sequence of letters, numbers and/or punctuation marks intended to transmit a message. The message shall refer exclusively to items available on the premises or services provided on the premises.

**Permissibility:**

ERB signs, where available, shall be reviewed by process of Warrant.

**Area Regulations:**

ERB signs are hereby added to the types of signs generally permitted in T5-O, T6-O, CI, CI-HD, D1, D2 and D3 zones. ERB signs shall be implemented according to the Sign Standards contained in Section 6.5 of Miami 21. The maximum area allowed for ERB signs is set forth below. The amount of ERB signage utilized on a building or site shall be deducted from the maximum area allowed in the Sign Standards contained in Section 6.5 of Miami 21.

In addition:

- ERB signs shall not exceed a maximum area of twenty four (24) square feet.
- ERB signs shall not exceed a maximum height of four (4) feet.
- ERB signs shall not exceed a maximum length of twelve (12) feet.
- ERB signs shall not exceed a maximum of two lines of text displayed at once.

**Scrolling:**

- Scrolling text is allowed for ERB signs; however, text shall not be flashing and the display shall not contain any special effects or additional animation beyond scrolling.
- Scrolling speed shall be constant and shall not exceed 5 characters per second.
- Scrolling motion shall be from left to right or from top to bottom and shall be unidirectional as opposed to variable.

**Change of copy:**

- Other than scrolling as set forth above, sign content as defined may be changed no more frequently than once every 10 seconds.

**Content of copy:**

- ERB signs shall only display letters, numbers and punctuation marks, intended to convey a message in narrative form. Said message shall be limited to advertising items available on the premises or conveying information pertinent to services provided on the premises.

**Form of copy:**

- All copy shall be the same single solid color.
- All copy shall be the same font type and size.
- All copy shall contrast sufficiently with the background in order to allow for ease of reading.
- The background shall be a single solid color.

At the next opportunity, this department will initiate a proposed amendment to the Miami 21 Code to appropriately reflect this Determination. Until final action has been taken by the City Commission on the proposed amendment, this Determination shall be binding on all officers and agencies of the City as an interim administrative ruling, and become effective upon the publication of the Determination and conclusion of the applicable appeal period, pursuant to Article 7.1.2.2 a, b, and c, of the Miami 21 Code.

c: Honorable Mayor and Commissioners  
Johnny Martinez, PE., City Manager  
Julie Bru, Esq., City Attorney  
Alice Bravo, PE., Assistant City Manager  
Maria Chiaro, Esq., Deputy City Attorney  
Victoria Mendez, Esq., Assistant City Attorney  
Haydee Wheeler, Director of Neighborhood Enhancement Teams (NET)  
Mariano Fernandez, Director, Building Department  
Vanessa Acosta, Esq., Assistant Director, Building Department  
Anel Rodriguez, Chief of Hearing Boards  
Dakota Hendon, Zoning Office Project Manager