

**City of Pensacola**  
**New Ordinance proposal for the “City Message Center” at Palafox and Garden St**

1. Definition:
  - a. The City Message Center is a digital display that is located on city-owned property or city-approved parcel(s).
  - b. Has (at least) two of the spots reserved for the exclusive use of the City for the promotion of City programs, civic elections, city-centered public service announcements, public works updates, public health initiatives, or local events that are sponsored by the city.
  - c. Financial compensation in the form of annual payments will be provided to the city by the Outdoor Advertising Company that manages the display on behalf of the City.
2. Location:
  - a. The Message Center will be located on the north side of the intersection of Garden Street and Palafox Street, centrally installed over the median walkway in the park of Palafox Street.
3. Display Images and Frequency:
  - a. No movement or flashing elements will be allowed per FDOT rules and regulations.
  - b. All “spots” will have a minimum dwell time of 6 seconds and will not feature any animation, movement, or transition effects of any kind. Static images only.
4. Size and Height:
  - a. The Message Center will be single-sided and no larger than 240 square feet as measured by display size.
  - b. The structure shall be no taller than 22 feet to the top of the structure and have a minimum height above ground level of 10 feet to the bottom of the display.
5. Facade:
  - a. The City Message Center must be consistent and harmonious with the decor and architecture of the surrounding area, as approved by the Mayor.
  - b. A custom and backlit “City of Pensacola” logo will be included, prominently displayed on the display structure.
6. Structure:
  - a. All structural and wind load requirements for an outdoor advertising sign would apply to the City Message Center
7. Cap and Replace Provisions:
  - a. At least three (3) credits for the same size, or larger, outdoor advertising display(s), within the City limits, must be surrendered for the ability to build and operate the Message Center on behalf of the City. Alternatively, outdoor advertising signage within the City limits, meeting the equivalent of three (3) times the display’s square footage, would be required to be dismantled and permits surrendered.