

City of Sylvania LED Sign Message Policy

(Resolution No. 16-2010)

The purpose of the LED community sign located at Main and Monroe streets is to inform the general public of Sylvania-related events, services and activities that may be of interest or affect the community population at large.

Criteria for General Operation:

1. The sign will scroll entire messages at 4-5 second intervals, during the hours of 6:00 am – 1:00 am, 7 days a week. The current time and temperature shall be the only message displayed from 1:01 am – 5:59 am.
2. Messages shall be displayed in a steady or static mode (no flashing, sequential or blinking lights will be permitted). No animations (moving pictures) will be permitted.
3. Color logos and graphics may be displayed along with a text message with approval.
4. The entire message shall appear on/off the sign at the same time. One message can appear and will be in static modes for 4-5 seconds then a different message will appear and stay in static mode for 4-5 seconds.
5. Rotating messages on the sign may be interrupted for special circumstances or event information.
6. Sign messages shall be worded in a general manner and cannot provide any commercial advertising and/or names of local officials.
7. The City of Sylvania shall be responsible for all maintenance and upkeep of the sign, landscaping and adjunct features.
8. All message requests shall be submitted by application to the Office of the Mayor or his/her designee, and include the name of the organization, contact person, address, telephone number and the exact message they are requesting to display.
9. The order in which messages appear will be at the discretion of the Mayor and City Council with dates of the event and submission of application taken into account.
10. Staff reserves the right to edit/abbreviate for clarity, the size of the message to be displayed.
11. Messages may appear up to 2 weeks on the sign.
12. Applications must be submitted at least ten (10) working days prior to the requested start date of message.

Criteria for Acceptable Messages:

1. Special city and non profit programs, cultural events, services and activities.
2. Hours of operation and dates of city office closings.
3. City-sponsored events and activities.
4. City-wide emergency announcements, homeland security notices and public notifications (water restrictions, public safety issues, etc.).
5. Current time and temperature.

6. Non profit and governmental notices.
7. Recognition of significant Sylvania team championships or achievements shall be subject to approval.
8. Downtown Sylvania-related events, activities, parades, programs and promotions that benefit the entire community.

Messages Not Permitted:

1. Messages for events that will benefit private individuals.
2. Messages recognizing political parties or candidates.
3. Recognition of elected officials.
4. Messages requested by individuals, private businesses and for profit organizations or clubs.