

Chapter 134. Zoning

ARTICLE 5. SIGNS

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134-5.1 General

5.1.1 PURPOSE

The sign regulations of this article are intended to balance the following differing, and at times, competing goals:

- A.** To support the desired character of the city, as expressed in adopted plans, policies and regulations;
- B.** To promote an attractive visual environment;
- C.** To accommodate the effective use of signs as a means of identification and communication for businesses, organizations and individuals;
- D.** To provide a means of way-finding for visitors and residents;
- E.** To prohibit signs of such excessive size and number that they obscure one another to the detriment of the economic and social well-being of the city and its residents, property owners and visitors;
- F.** To protect the public health, safety and welfare by minimizing hazards for motorized and nonmotorized traffic;
- G.** To minimize the possible adverse effects of signs on nearby public and private property; and
- H.** To provide broadly for the expression of individual opinions through the use of signs on private property.

134-5.2 Findings

In conjunction with the adoption of the regulations of this article and the purposes set forth in 134-5.1.1, the city council makes all of the following findings:

5.2.1 Unlike oral speech, signs may cause harm by taking up space, obstructing views, distracting motorists, displacing alternative uses of land, and endangering the safety of persons or property. The city has a substantial and compelling interest in all of the purposes set forth above and has a substantial and compelling interest in regulating signs in a way that avoids or reduces the harms caused by signs.

5.2.2 Regulation of the size, height, number and spacing of signs throughout the city is necessary to protect the public safety, to assure compatibility of signs with surrounding land uses, to enhance the business and economy of the city, to protect the public investment in the streets and highways, to maintain the tranquil environment of residential areas, to promote industry and commerce, to eliminate visual clutter and blight, to provide an aesthetically

appealing environment, to provide ample, meaningful opportunities for persons who desire to display information by means of a sign to have their information seen and understood, and to provide for the orderly and reasonable display of advertising and other messages for the benefit of all persons.

5.2.3 These regulations do not apply to every form and instance of visual speech that may be displayed anywhere within the zoning jurisdiction of the city. Rather, they are intended to regulate those forms and instances that are most likely to meaningfully affect one or more of the purposes set forth in 134-5.1.1.

5.2.4 These regulations do not entirely eliminate all of the harms that may be created by the installation and display of signs. Rather, they strike an appropriate balance that preserves ample channels of communication by means of visual display while still reducing and mitigating the extent of the harms caused by signs.

5.2.5 Some signage has a single targeted function that makes identifying such signs by name or description difficult if not impossible without referring to the sign's function. Whenever a sign is described, in part, by referring to the function it serves, the provisions of this section that limit such a sign are designed to be neutral with respect to the content of the speech appearing on the subject sign.

5.2.6 These regulations are neither intended nor designed to restrict or control signs for the purpose of promoting or stifling any messages that might appear on them.

5.2.7 SCOPE AND APPLICABILITY

All signs on private property are subject to the regulations of this article and all other applicable provisions of this zoning ordinance. Signs in the public right-of-way are not subject to the regulations of this article.

5.2.8 CONTENT NEUTRALITY

- A.** Any sign allowed under this article may contain, in lieu of any other message or copy, any lawful noncommercial message that does not direct attention to a business operated for profit, or to a product, commodity or service for sale or lease, or to any other commercial interest or activity, as long as the sign complies with all size, height, location and other applicable requirements of this article.
- B.** The purpose of this "content neutrality" provision is to avoid any inadvertent favoring of commercial

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Prohibited Signs and Sign Characteristics

speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message.

- C.** This provision does not create a right to increase the total amount of signs on a lot or allow the substitution of an off-premise advertising sign for hire for an on-premise sign.

134-5.3 Prohibited Signs and Sign Characteristics

The following signs and sign characteristics are prohibited:

- 5.3.1** Signs for which a required permit has not been issued;
- 5.3.2** Signs located and maintained in such a manner as to constitute a nuisance as provided in the municipal code;
- 5.3.3** Signs that advertise an activity, business, product or service no longer conducted on the lot on which the sign is located;
- 5.3.4** Signs or other attention-getting devices that contain or consist of banners, balloons, posters, pennants, ribbons, streamers, spinners or other similarly moving devices, except as expressly allowed in this article;
- 5.3.5** Signs that swing or otherwise noticeably move as a result of wind pressure because of the manner of their suspension or attachment;
- 5.3.6** Off-premise advertising signs;
- 5.3.7** Signs that encroach more than 18 inches on or over a street right-of-way or a required setback;
- 5.3.8** Signs that extend more than 4 feet above the roofline of the building to which they are attached, except in cases where roof signs are expressly allowed;
- 5.3.9** Electronic display signs and multi-vision signs that do not comply with applicable operational regulations;
- 5.3.10** Electronic display signs used as window signs in violation of [134-5.8.9](#);
- 5.3.11** Search lights, strobe lights, rotating beacon lights, flashing lights that are visible from public right-of-way, except as otherwise expressly allowed by this article or required by law;
- 5.3.12** Signs located in or obstructing a required parking or loading space, or that otherwise obstruct vehicular or pedestrian access or circulation, or that pose any other hazard to motorized or nonmotorized travel;
- 5.3.13** Signs that obstruct any fire escape, required exit, window or door opening used as a means of egress;
- 5.3.14** Signs that interfere with an opening required for ventilation, except that signs may cover transom windows when not in violation of applicable building and fire safety codes;
- 5.3.15** Signs affixed directly to a tree, utility pole or traffic control device;
- 5.3.16** Signs that obstruct, impair, obscure, interfere with the view of, or that may be confused with, any authorized traffic control sign, signal, or device;
- 5.3.17** Sign displays with a brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any pedestrian, cyclist, or person operating a motor vehicle;
- 5.3.18** Signs attached to or painted on an inoperable or unlicensed vehicle (motorized or non-motorized);
- 5.3.19** Signs attached to or painted on a licensed motor vehicle if the sign:
- A.** Directs attention to a business, service, commodity, or activity offered or sold on the premises and
 - B.** The vehicle is parked within 25 feet of the street right-of-way;
- 5.3.20** Pole signs except as expressly allowed by the regulations of this article;
- 5.3.21** Non-historic painted signs;
- 5.3.22** Signs located within the public right-of-way unless an obstruction permit is obtained pursuant to Chapter 102; and
- 5.3.23** Signs located on public property that are not owned by or otherwise permitted by the city.

134-5.4 Regulations of General Applicability

5.4.1 SETBACKS, SEPARATION AND SPACING

- A.** Unless otherwise expressly stated in the sign regulations of this article, all freestanding signs must be set back at least 20 feet from all lot lines.

- B. All projecting signs, roof signs and freestanding signs must be separated from all other roof signs, projecting signs and freestanding signs by a minimum distance of 30 feet.
- C. Signs with an area of more than 250 square feet that are visible from N-zoned lots must be separated from the N-zoned lot by a minimum distance of 200 feet.

5.4.2 ILLUMINATION

- A. The lighting or illumination of any sign must be effectively shielded to prevent glare or light from being directed at any portion of the travel lanes of any street or be of such low intensity or brilliance so as to not cause glare or to impair the vision of motorists or interfere with any driver's operation of a motor vehicle.
- B. Except for authorized electronic display signs, the illumination on the face of any allowed illuminated sign must be by constant light and may not exceed 70 foot candles measured at a distance of 2 feet from the face of the sign. See [134-5.8.7](#) for supplemental regulations that apply to electronic and multi-vision displays.

5.4.3 LOTS WITH MULTIPLE FRONTAGES

Lots with frontage on 2 or more streets are allowed the same number of signs and the same amount of sign area on each street frontage as allowed on a single frontage. The sign allowance earned on one street frontage may not be transferred to another street frontage.

5.4.4 PLACEMENT OF WALL SIGNS

- A. Up to 50% of the area of signs permitted on the basis of occupant frontage may be placed on building walls other than the frontage wall from which such sign area was earned.
- B. Illuminated signs may not be placed on a wall facing an N or NX district.

5.4.5 DIRECTIONAL SIGNS

Directional signs may be approved through the type 1 zoning exception procedures of section [134-6.5](#) for multi-tenant or multi-unit developments. Such signs are allowed only when the community development director determines that the location of the identified business or activity precludes placement of a sign that is visible to motorists and pedestrians along the highest (traffic) volume street that provides access to the subject development and when the result of the approval will be in keeping with the stated purposes of this article

and of this subsection. The intent of this directional sign authorization is to provide flexibility in overcoming the locational and visibility challenges of some sites, not to allow an overall increase in the amount of signage allowed or encourage a proliferation of signs within the area.

134-5.5 Signs Allowed in All Districts

5.5.1 INTEGRAL SIGNS

Non-illuminated signs carved into the subject building or made of bronze, aluminum, or other similar permanent material and made an integral part of the building to which they are attached are allowed in all zoning districts. Such signs may not exceed 4 square feet in area.

5.5.2 DRIVEWAY SIGNS

- A. One sign may be installed at each driveway serving a lot occupied by an allowed nonresidential use or residential use with more than 15 dwelling units or 50 residents. Such signs must be located within 10 feet of the intersection of the driveway and the street right-of-way and may not exceed 4 square feet in area or 5 feet in height.
- B. Off-street parking areas with a capacity of more than 10 vehicles, multi-tenant developments and uses on lots exceeding 50,000 square feet in area may display internal site driveway signs. Such signs must be located within 10 feet of an internal site driveway or drive aisle and may not exceed 12 square feet in area or 8 feet in height.
- C. Driveway signs are subject to the illumination requirements of the district in which they are located.
- D. Signs painted on or installed flush with the driveway surface are not be subject to the regulations in this subsection.

5.5.3 DRIVE-THROUGH SIGNS

Drive-through signs are permitted on the site of any allowed drive-through use, subject to the regulations of this subsection.

- A. **Location.** Drive-through signs must be located within 10 feet of a drive-through lane.
- B. **Type**
Drive-through signs must be monument signs.
- C. **Number and Dimensions**
One primary drive-through sign not to exceed 36 square feet in area or 8 feet in height is allowed per order station up to a maximum of 2 primary drive-

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Signs Allowed in All Districts

through signs per lot. One secondary drive-through sign not to exceed 15 square feet in area or 6 feet in height is allowed per lot.

D. Residential Separation. Drive-through signs must be set back at least 25 feet from N-zoned lots.

E. Visibility. Drive-through signs must be oriented to be visible by motorists in allowed drive-through lanes.

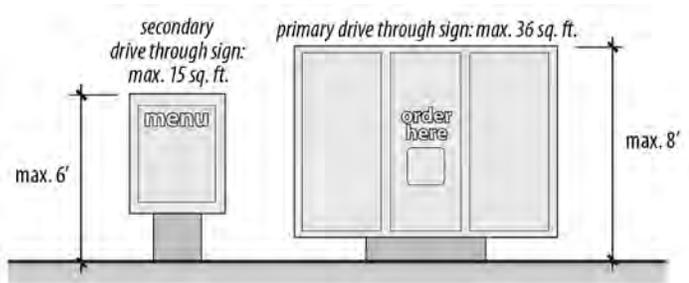


Figure 5.10-A. Drive-through Sign (illustration will be revised to match monument sign definition--i.e., base as wide as face)

5.5.4 WINDOW SIGNS

Non-illuminated signs displayed inside a window or on a window (decal or painted) are allowed in all zoning districts. Such signs may not exceed 8.5 inches by 11 inches in size in N or NX districts and may not cover more than 25% of the window in all other districts. This size limitation also applies to neon and similar signs inside the window.

5.5.5 RESERVED

5.5.6 TEMPORARY SIGNS¹

The following temporary signs are allowed with the consent of the subject property owner.

A. Real Estate Signs. One temporary sign is allowed per frontage on each lot or portion of a lot that is actively being marketed for sale, rental or lease. Such signs may not exceed 12 square feet in area in A, N, and NX districts or 32 square feet in area in all other districts. Freestanding real estate signs may not exceed 8 feet in height in any district.

B. Construction Signs. Temporary signs are allowed on lots on which building or construction is actively occurring, as evidenced by a valid building permit. Such signs may not exceed may not exceed 32 square feet in area in A, N, and NX districts or 100 square feet in area in all other districts. Freestanding

construction signs may not exceed 8 feet in height in any district. Temporary construction signs must be removed within 10 days of the issuance of a certificate of occupancy.

C. Yard Signs. Yard signs are allowed on all lots in addition to other allowed signs. A maximum of one yard sign is allowed per lot, except that on lots greater than 10,000 square feet in area one yard sign is allowed per 10,000 square feet of lot area, Such signs may not exceed 12 square feet in area or 8 feet in height.

D. Yard Sale Signs. One temporary sign is allowed on each lot when the subject property owner is opening the property to the public. Such temporary yard signs may not be used more than 5 days per calendar year in an N or NX district or on more than 10 days per calendar year in any other zoning district. Such signs may not exceed 6 square feet in area or 4 feet in height.

E. Promotional Signs

1. Temporary promotional signs are allowed on lots on which a business or organizational promotion is actively occurring. Such signs are in addition to other allowed signs.
2. Temporary promotional signs may not exceed 24 square feet in area.
3. Unless expressly approved through the type 2 zoning exception procedures of section [134-6.6](#), no more than one permit allowing the use of up to 4 temporary promotional signs for up to 30 consecutive days may be issued in a single calendar year.

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¹ Staff comments provided on initial draft suggested alternative approach to temporary signs. If desired, such changes can be incorporated after further, follow-up discussion.

134-5.6 Signs in A, N, and NX Districts

5.6.1 APPLICABILITY

The regulations of this subsection apply in A and N zoning districts.

5.6.2 PERMITTED SIGN

Monument signs and wall signs are permitted in A, N, and NX districts, in addition to those signs identified in section [134-5.5](#).

5.6.3 ILLUMINATION

- A.** Signs on A- or N-zoned lots may be illuminated only by indirect illumination.
- B.** Electronic displays are expressly prohibited in A, N, and NX districts.

5.6.4 MAXIMUM NUMBER, AREA AND HEIGHT

The maximum number, area and height of signs allowed in A, N, and NX districts may not exceed the limits established in [Table 5.6-1](#).

TABLE 5.6-1. SIGNS IN A, N, AND NX DISTRICTS

Principal Use	Maximum		
	No. Permitted	Area (sq. ft.)	Height (ft)
RESIDENTIAL USES			
Household Living			
1 – 7 units	Only those signs allowed in all districts (see 134-5.5)		
8 – 15 units	1	4	8
16 + units	1	24	8
Group Living			
1 – 49 residents	1	4	8
50+ residents	1	24	8
PUBLIC, CIVIC, & INSTITUTIONAL USES			
Permitted Uses	Option A: 1 per building and 1 per street frontage	24 each	8
	Option B: in lieu of multiple signs, 1 single sign	75	8

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Signs in DX, X, I and P Districts

134-5.7 Signs in DX, X, I and P Districts

5.7.1 APPLICABILITY

The regulations of this section apply in DX, X, I and P districts.

5.7.2 PERMITTED SIGN TYPES

The sign types identified in [Table 5.7-1](#) are allowed in DX, X, I and P zoning districts in addition to those signs identified in section [134-5.5](#).

5.7.3 WALL SIGNS

A. Maximum Number and Area. The maximum number and area of all wall signs allowed in DX, X, I and P districts may not exceed the limits established in [Table 5.7-1](#).

B. Supplemental Regulations

1. Wall signs may not cover windows or other building openings.
2. Wall signs may not cover significant architectural building features, such as sculptural elements, cornices, expression lines or similar features.



Figure 5.10-B. Wall Sign Example

5.7.4 MONUMENT SIGNS

A. Maximum Number and Area. The maximum number and area of all monument signs allowed in DX, X, I and P zoning districts may not exceed the limits established in [Table 5.7-1](#).

B. Maximum Height. Monument signs are subject to the following height limits, as measured from grade to the highest point on the sign:

1. If located at or within 25 feet from the front lot line, the sign may not exceed 8 feet in height.
2. If located more than 25 feet from the front lot line, the sign may not exceed 15 feet in height.

C. Sign Base

1. The sign base must have a height of at least 2 feet or 25% of the overall sign height, whichever is greater.
2. The sign base must be at least as wide as the sign face.

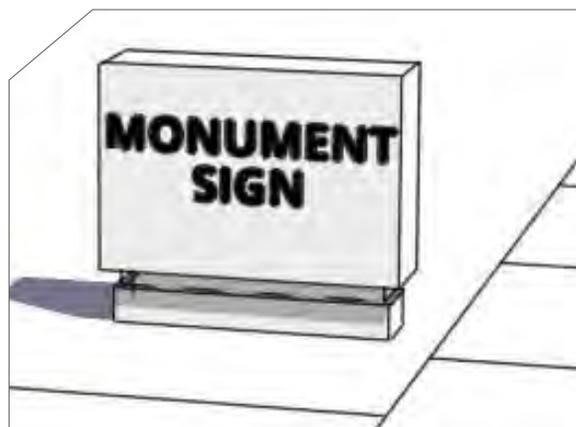


Figure 5.10-C. Monument Sign Example (illustration will be revised to match definition--i.e., base as wide as face)

5.7.5 PROJECTING SIGNS

A. Maximum Number and Area. The maximum number and area of all projecting signs allowed in DX, X, I and P districts may not exceed the limits established in [Table 5.7-1](#).

B. Supplemental Regulations

1. In calculating the area of a projecting sign, the area of the largest sign face must be counted twice.
2. The encroachment of any projecting sign into the public right-of-way is subject to chapter 102 of the municipal code.



Figure 5.10-D. Projecting Sign Example

5.7.6 AWNING AND CANOPY SIGNS

A. Non-illuminated awnings or canopies with no more than 6 square feet of sign (copy) area on awning or canopy may be used in addition to wall signs. Other awning signs or canopy signs may be substituted for allowed wall signs, provided that the total combined number of wall signs, projecting signs, awning signs and canopy signs may not exceed the maximum number of wall signs allowed in accordance with [Table 5.7-1](#).

B. Awning and canopy signs that encroach into the public right-of-way are subject to chapter 102 of the municipal code.



Figure 5.10-E. Awning Sign Example

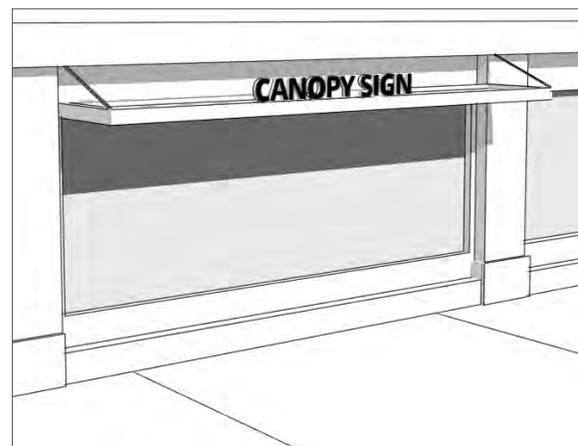


Figure 5.10-F. Canopy Sign Example

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Signs in DX, X, I and P Districts

5.7.7 ROOF SIGNS

A. Maximum Number, Area and Height. The maximum number, area and height of all roof signs allowed in DX, X, I and P districts may not exceed the limits established in [Table 5.7-1](#).

B. Supplemental Regulations

1. The back (non-display side) of roof signs must be effectively shielded from view by the building wall, by backing the sign against another sign face, or by painting the exposed back of the sign a color that generally matches the color of the building.
2. Roof signs may not cover windows or other building openings.
3. Roof signs may not cover significant architectural building features, such as sculptural elements, cornices, expression lines or similar features.



Figure 5.10-G. Roof Sign Example

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TABLE 5.7-1. SIGNS IN DX, X, I AND P DISTRICTS

	DX1	DX2 DXR	MX1 MX2	MX3	CX	RX	EX I	P	
PERMITTED SIGN TYPES									
Wall	●	●	●	●	●	●	●	●	
Monument	●	●	●	●	●	●	●	●	
Projecting	●	●	●	●	●	●	●	●	
Roof	●	●	—	—	●	—	●	—	
WALL SIGNS: MAXIMUM NUMBER AND AREA									
Maximum Number per Occupant	2	2	2	2	2	2	2	2	
Maximum Total Sign Area (sq. ft.)	2 per linear foot of building frontage for floors 1-3	1.25 per linear foot of building frontage for floors 1-3					2 per linear foot of building frontage for floors 1-3		
Maximum Area of Any Single Sign	200 sq. ft.	100 sq. ft.	100 sq. ft.	200 sq. ft.	200 sq. ft.	100 sq. ft.	200 sq. ft.	200 sq. ft.	
Other Regulations	See 134-5.7.3								
MONUMENT SIGNS: MAXIMUM NUMBER, AREA AND HEIGHT									
Maximum Number per Street Frontage	1	1	1	1	1	1	1	1	
Maximum Sign Area (sq. ft.)	25	25	1 per linear foot of street frontage or 75 feet, whichever is less	75	75	15	1 per linear foot of street frontage or 75 feet, whichever is less	75	
Maximum Height (ft.)	8	8	8	8; 15 if setback at least 20 feet		8	8	8; 15 if setback at least 20 feet	
PROJECTING SIGNS									
Maximum Number	May be used in-lieu of wall signs or in addition to wall signs, but the total number of wall signs, projecting signs and roof signs may not exceed the maximum number of wall signs allowed in accordance with this table.								
Maximum Sign Area	Same as apply to wall signs								
Maximum Projection	May not project more than 7 feet from the wall of the building to which they are attached.								
Minimum Vertical Clearance	Must be mounted to provide at least 9 feet vertical clearance above the sidewalk, driveway or other ground surface beneath the sign								
Other Regulations	See 134-5.7.5								
AWNING AND CANOPY SIGNS									
Regulations	See 134-5.7.6								
ROOF SIGNS									
Maximum Number	May be used in-lieu of wall signs or in addition to wall signs in those districts that expressly allow roof signs, but the total number of wall signs, projecting signs and roof signs may not exceed the maximum number of wall signs allowed in accordance with this table.								
Maximum Sign Area	Same as apply to wall signs								
Maximum Height	Mounted height of a roof sign may not exceed 8 feet. The combined height of a roof sign and the building upon which the sign is mounted may not exceed the maximum height limit of the subject zoning district or the subject building type.								
Other Regulations	See 134-5.7.7								
ELECTRONIC AND MULTI-VISION DISPLAYS									
Regulations	See 134-5.8								

Table Notes: ● = Permitted, subject to compliance with all applicable regulations of this article | — = Prohibited

134-5.8 Electronic and Multi-Vision Displays

5.8.1 APPLICABILITY

The regulations of this section apply to electronic displays and multi-vision displays.

5.8.2 WHERE ALLOWED

Electronic displays and multi-vision displays may be incorporated into allowed monument signs in accordance with the regulations of this section.²

5.8.3 MAXIMUM AREA

No more than 24 square feet of a sign's allowed sign area may be devoted to an electronic display or multi-vision display.

5.8.4 DISPLAY TYPE

Signs may not display full-motion video or otherwise use multiple pictures or graphics in a series of frames to give the illusion of motion or video unless such sign is located on a lot occupied by a major event center and the sign has been approved in accordance with the type 2 zoning exception procedures. This provision is intended to prohibit television screens, plasma screens, LED screens and holographic displays and other technology used to display video images.

5.8.5 DWELL TIME

The images and messages displayed on electronic displays and multi-vision displays must have a minimum dwell time of at least 8 seconds before changing to the next image or message. This dwell time regulation supersedes any more restrictive regulation applicable to a previously approved electronic display or multi-vision display..

5.8.6 TRANSITION

The transition or change from one message to another must occur in one second or less and involve no animation or special effects.

5.8.7 ILLUMINATION

A. The brightness of any electronic display or multi-vision display may not exceed a maximum illumination of 5,000 candelas per square meter (nits) during daylight hours and a maximum illumination of 500 candelas per square meter (nits) between dusk to dawn, as measured from the brightest element on the sign's face.

² This appears to prohibit use of electronic and multi-vision displays on any sign other than a monument sign. Is that the intent? There is an express prohibition for window signs, but none for wall or projecting signs.

B. Electronic displays must be equipped with a light detector/photocell that automatically adjusts the display's brightness according to natural ambient light conditions.

5.8.8 SEPARATION FROM RESIDENTIAL

A. Electronic displays and multi-vision displays are prohibited within 100 feet of:

1. Any lot in an N or NX district that is used for residential purposes or is vacant, or
2. Any lot in a non-N-or-NX district that is occupied by one or 2 dwellings units.

B. These separation distance requirements do not apply if the electronic or multi-vision display is not visible from the referenced district, area or lot

C. Required separation distances must be measured horizontally in a straight line from the nearest point on a sign face to the nearest point of the protected district or lot.

5.8.9 WINDOW SIGNS

An electronic display sign may not be used as a window sign.

5.8.10 TRANSITIONAL PROVISIONS

A. In lieu of compliance with the regulations of [134-5.8.4](#), [134-5.8.5](#), and [134-5.8.6](#), electronic displays under 24 square feet in area that were in place before June 1, 2014, under authority of a sign permit are subject to the following regulations until June 1, 2024 or such earlier time as the electronic components of the display are replaced. This provision does not prevent the replacement of up to 50% of the sign's individual components as part of normal maintenance of the sign.

B. No such sign may display multiple pictures or images in a series of frames so as to give the illusion of motion or video, except that:

1. Such signs may be used to display a series of images consisting of pictures, graphics, text or a combination thereof, provided that the entire display is static for at least 2 seconds between changes of image, and the change of images is instantaneous.
2. Such signs may be used to display text that scrolls in one direction (vertically or horizontally) at a rate that is legible to the average person. Any change in the direction of scrolling must be separated by an intervening display of a static image for at least 2 seconds. The scrolling text can be combined with a background image that

is static for at least 2 seconds between changes, and instantaneously changes between images.

5.8.11 FUTURE AMENDMENTS

The city reserves the right to amend the regulations that apply to electronic displays and multi-vision displays for which a permit was issued after June 1, 2014, regardless of size. Issuance of a permit for an electronic sign or multi-vision display does establish a right for continued operation of the sign in accordance with the regulations then in effect. No permit may be issued for a new electronic sign or multi-vision display without a written acknowledgment by the owner or tenant of the premises that they have received notice that the future use of the sign is subject to all applicable regulations, as amended from time to time.

- b. Signs consisting of individual letters and/or elements must be measured as one sign when the distance between the letters and/or elements is less than the largest dimension of the largest sign letter (see Figure 5.10-K).³

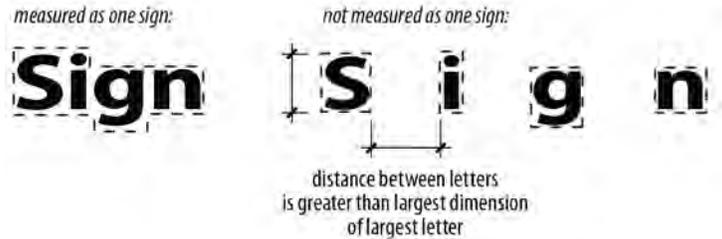


Figure 5.10-K. Signs Consisting of Individual Letters

134-5.9 Sign-Related Measurements

5.9.1 SIGN AREA

1. Signs Enclosed in Frames or Cabinets

The area of a sign enclosed in a frame, box or cabinet is determined based on the outer dimensions of the frame or cabinet surrounding the sign face (see Figure 5.10-H).

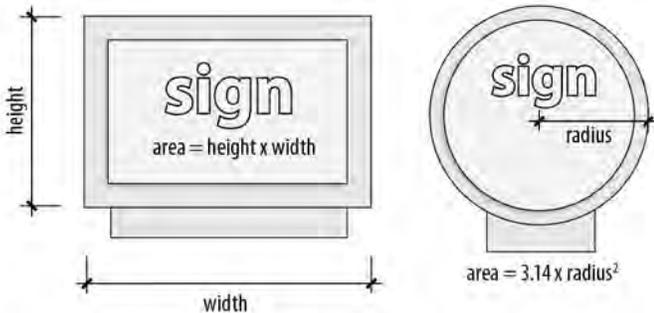


Figure 5.10-H. Area of Sign Enclosed in Frame or Cabinet

2. Channel (Individual) Letter Signs

- a. The area of a sign comprised of individual letters or elements attached directly to a building wall is determined by calculating the area of the smallest rectangle that can be drawn around the letters and/or elements (see Figure 5.10-J).



Figure 5.10-J. Area of Channel (Individual) Letter Sign

3. Multi-Sided Signs

Unless otherwise expressly stated, when the sign faces of a multi-sided sign are parallel or within 30 degrees of parallel, only one side is counted for the purpose of determining the area and number of signs. If the sign faces are not parallel or within 30 degrees of parallel, each sign face is counted as a separate sign (see). If the size of one size face is larger than another, the size

- 3 This provision and illustration to be revised per late comment received from BB.

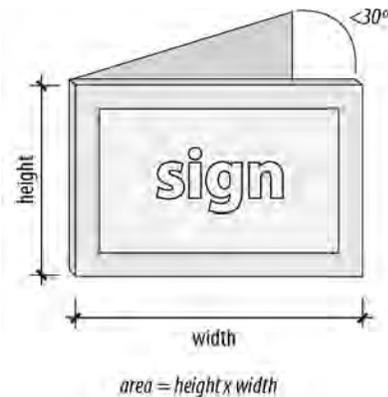
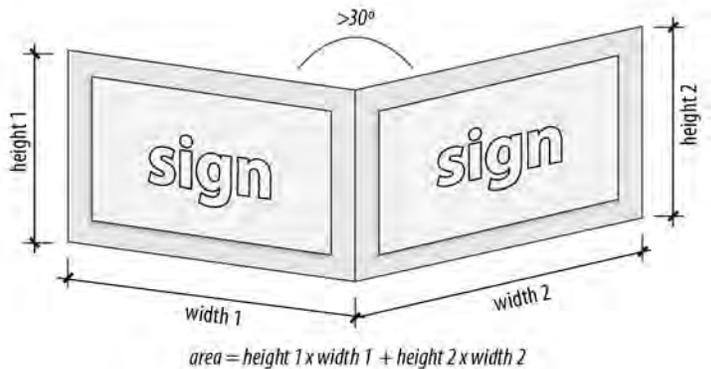


Figure 5.10-I. Area of Multi-Sided Sign

134-5. SIGNS

Nonconforming Signs

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of largest sign face is the area of the sign (see [Figure 5.10-I](#)).

4. Non-planar Signs

Spherical, free-form, sculptural or other non-planar sign area is measured as 50% of the sum of the areas using only the 4 vertical sides of the smallest 4-sided polyhedron that will encompass the sign structure. Signs with greater than 4

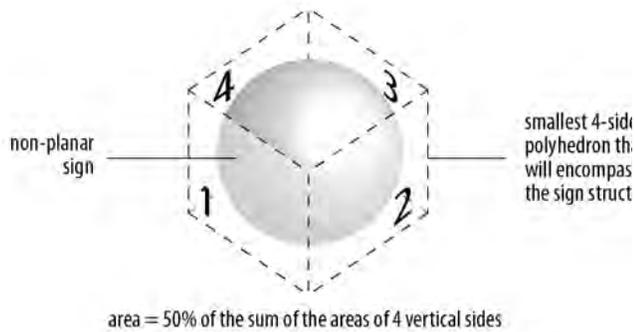


Figure 5.10-L. Area of Non-Planar Sign

polyhedron faces are prohibited (see [Figure 5.10-L](#)).

5.9.2 SIGN HEIGHT

The height of a sign is measured as the vertical distance

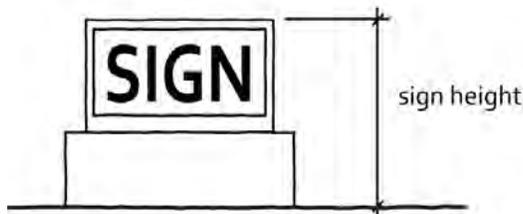


Figure 5.10-M. Sign Height

from ground level at the base of the sign to the highest point of the sign (see [Figure 5.10-M](#)).

5.9.3 SETBACK, SPACING AND SEPARATION DISTANCES

Unless otherwise expressly stated, required setback, spacing and separation distances between signs must be measured in a straight line from the nearest points on the respective signs or sign structures. Required separation distances between signs and zoning districts, area or lots must be measured in a straight line from the nearest point on the sign structure to the nearest point of the subject district, area or lot.

5.9.4 ILLUMINATION AND LUMINANCE

A. Foot-Candles. Sign illumination in foot-candles is measured 2 feet from the sign face.

B. Nits. For the purpose of verifying compliance with maximum brightness level limits expressed in nits (candelas per square meter), brightness levels must be measured with the dynamic display set to run full white copy with a luminance meter positioned at a location perpendicular to the sign face center. When taking the luminance reading, the sign face must be the only subject visible in the viewfinder.

5.9.5 WINDOW AREA

The area of a window includes only the glass or glazed elements of the window. Frames, mullions and similar features are not counted as part of the window area (see [Figure 5.10-N](#)).

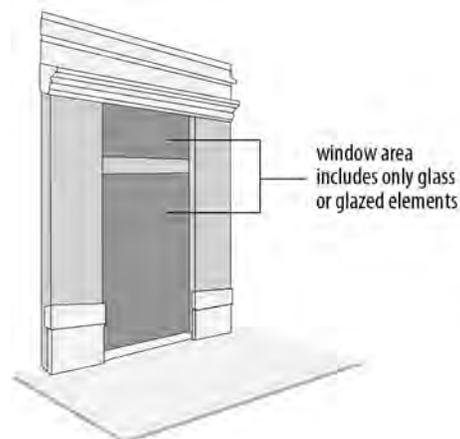


Figure 5.10-N. Window Area

134-5.10 Nonconforming Signs

See section [134-7.6](#).