

(2) New or Converted Electronic Changeable Face Outdoor Advertising Signs

Permits for new electronic changeable face outdoor advertising signs or a permit to convert a non-electronic changeable face outdoor advertising sign to an electronic changeable face outdoor sign shall be issued only in accordance with the standards and regulations listed in Table 13.111(2).

TABLE 13.111(2)

| Regulation | New or Converted Electronic Changeable Face Outdoor Advertising Signs |
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| Zoning District Permitted | I-1 and I-2 zoning district, located within 150 feet of the right-of-way of Class I Roads. |
| Location | Located behind the required setback, side, and rear yards of the zoning district. |
| Maximum Sign Face Area | 380 square feet |
| Maximum Height | 50 feet |
| Maximum Number of Sign Faces | One per side of structure, but no more than two sides. |
| Sign Support | Freestanding with unipole construction only. |
| Sign Features | Electronic changeable face or tri-vision |
| Limitations | Only tri-vision signs may have rotating panels, and the panels shall all rotate at the same time, and in the same direction. All other electronic changeable face outdoor advertising signs shall not have any moving or rotating elements. Electronic changeable face outdoor advertising signs shall not contain any fluttering, blinking, or flashing elements, nor any animation, video, audio, pyrotechnic, or bluecasting components. |
| Message Duration | Advertising messages or information shall remain in a fixed, static position for a minimum of (8) seconds. The change sequence must be accomplished within an interval of two (2) seconds or less. |
| Message Type | Off-premise advertising |
| Illumination | Any illumination devices shall be effectively shielded so as to prevent beams or rays of light from being directed at any portion of a street or highway, or any residential use. Illumination intensity or brilliance shall not cause glare or impair the vision of motorists, and shall not interfere with any driver's operation of a motor vehicle. |
| Spacing of Sign to Residential Districts and Institutional Uses | There shall be a minimum spacing of 400 feet between the electronic changeable face outdoor advertising sign and Residential Districts and Institutional uses. Institutional uses include schools, religious facilities, health institutions, colleges and universities, vocational schools, child care centers, government buildings, recreation centers, jails, stadiums and arenas, and civic, social and fraternal associations, or other institutional uses as classified in the Zoning Ordinance. The distance shall be calculated as the shortest measurable distance between the nearest point of the sign to the edge of residential district or to the property line of the institutional use. |
| Spacing to Outdoor Advertising Signs on the Same Side of the Street | There shall be a minimum spacing of 2000 feet between an electronic changeable face outdoor advertising sign and any other electronic changeable face outdoor advertising sign on the same side of the street. There shall also be a minimum of 1,000 feet spacing between electronic changeable face outdoor advertising signs on the same side of the street and any other non-electronic changeable face outdoor advertising signs. The distance shall be measured from the nearest point of the sign as projected to the centerline of the street upon which the sign is intended to be viewed to the nearest point of the other sign as measured to its closest centerline point along the same street. |
| Spacing to Outdoor Advertising Signs on the Opposite Side of the Street | There shall be a minimum spacing of 1000 feet between electronic changeable face outdoor advertising signs on the opposite side of the street. There shall also be a minimum of 500 linear feet spacing between electronic changeable face outdoor advertising signs and non-electronic changeable face outdoor advertising signs on the opposite side of the street. The distance shall be measured from the nearest point of the sign as projected to the centerline of the street upon which the sign is intended to be |

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| | viewed to the nearest point of the other sign as measured to its closest centerline point along the same street. |
| Spacing to Other Outdoor Advertising Signs | No two electronic changeable face outdoor advertising signs within 300 feet of any street right-of-way on the same side of the street shall be spaced less than 2000 feet apart, regardless of the street from which the sign is intended to be viewed. In addition, no electronic changeable face outdoor advertising sign within 300 feet of any street right-of-way on the same side of the street shall be spaced less than 1000 feet apart from any non-electronic changeable face outdoor advertising sign, regardless of the street from which the sign is intended to be viewed. The distance shall be the shortest measured distance between the nearest point of the sign to the nearest point of the other sign. |
| Spacing to Existing Buildings | 20 feet minimum between an electronic changeable face outdoor advertising structure and any existing building. The distance shall be the shortest measured distance between the nearest point of the electronic changeable face outdoor advertising sign to the edge of the building. |
| Spacing to the Principal Use being Advertised | 500 feet minimum, to any part of the principal use being advertised. The distance shall be the shortest measured distance between the nearest point of the sign to the nearest edge of the principal use. |
| Conformity | Electronic changeable face signs shall be conforming in all ways. See also Section 13.112. |
| Tree-Cutting | Vegetation cutting in the public rights-of-way for the purpose of clearing views for signs shall be prohibited unless approved by the City Arborist. |
| Historic District | No outdoor advertising sign shall be located within an historic district, or within 400' of an historic district boundary. |
| System Malfunction | Electronic changeable face outdoor advertising signs shall contain a default design that will freeze the sign in one position if a malfunction occurs. |