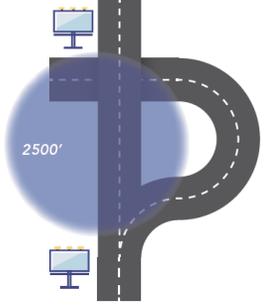
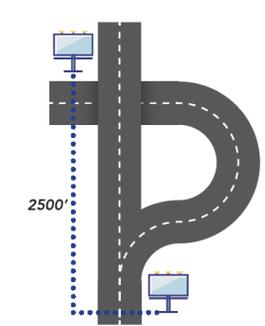
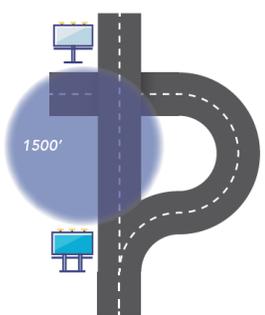
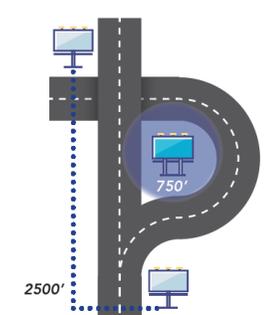


Sec. 90-709 OFF-PREMISES ADVERTISING SIGNS

- (1) Off-premises advertising signs shall be located on property abutting a freeway and shall not be placed beyond 300 feet of the freeway right-of-way. A 300-foot setback shall be required from the intersection of any freeway access or egress and the intersecting street.
- (2) A drawing with specifications prepared and sealed by a registered engineer or architect of the state shall be filed with the city prior to the issuance and approval of a permit and construction. For clarity of intent, "construction" within this section shall include conversion.
- (3) Off-premises advertising signs may be constructed to a maximum size of 672 square feet per face, provided they are located within 100 feet of a freeway right-of-way. Any off-premises advertising sign placed farther than 100 feet from the freeway right-of-way shall not exceed 300 square feet per face.
- (4) No off-premises advertising sign structure shall be constructed, or converted, closer than 750 feet to another off-premises advertising sign structure in any direction. No two off-premises advertising sign structures located on the same side of a freeway may be closer than 1,500 feet. No off-premises LED advertising sign structure or other structures utilizing electronic messaging technologies shall be constructed closer than 2,500 feet to another off-premises LED advertising sign structure or other structures utilizing electronic messaging technologies and facing the same direction of travel. Distances are to be measured along the freeway right-of-way line. Refer to the *Distance Requirements Graphic*.
- (5) Off-premises advertising signs shall not exceed the building height restrictions for the zone where erected.
- (6) Off-premises advertising signs located adjacent to a major thoroughfare shall be at least 500 feet from any residential district.
- (7) Tri-vision off-premises advertising signs are allowed, but message changes may occur no less than seven seconds apart.
- (8) Off-premises advertising signs may incorporate an electronic message center (EMC), subject to the following:
 - (a) No permit shall be issued for an off-premise advertising sign structure utilizing digital technology unless the permit applicant demonstrates that six non-conforming sign structures located within the city boundaries are demolished.
 - (b) All signs meet the distance requirements established in 90-709 (4).
 - (c) The entire sign face shall be a moving image display and shall only convey a single product or message at any one time.
 - (d) Except for the change from one display to the next, which shall be instantaneous, each individual sign display shall be stationary. No elements of the display may move, flash or scroll, except to change from one display to the next.
 - (e) Displays may change no less than seven seconds apart. Each change shall be a fade from one display to the next, with the duration of the transition (fade-out/fade-in) no less than one-half of a second.
 - (f) Maximum brightness of an EMC shall not exceed 0.2 foot candles above ambient light.
 - (g) All signs regulated under this section shall possess and utilize automatic dimming controls set to automatically adjust to the limits defined in this section.
 - (h) Owners of signs regulated under this section shall submit an initial third-party certification for each sign verifying the sign is equipped with a sensor or other device that automatically determines the ambient light and is programmed to automatically adjust according to ambient light conditions, and that the sign is programmed to comply with the 0.2 footcandle measurements.
 - (i) Sign owners shall, at the city's request, provide a report from a third party testing agency documenting that the light emitted from the sign meets the minimum illumination standard defined in this section. The certified report shall be submitted within 15 days of the written request from the city. A certified report is valid for a period of 90 days. The third party testing agency shall adhere to the city's accepted procedures for testing which are provided by the Building Inspections Department.
 - (j) In addition to the above requirements, signs allowed under this section shall be configured to default to a static display in the event of mechanical failure.

DISTANCE REQUIREMENTS GRAPHIC

Distance Requirements Between Signs	
 Digital Billboard	 Static Billboard
	<p><i>Digital billboards must be a minimum of 2500' apart when on the same side of the road</i></p>
	<p><i>Digital billboards must be a minimum of 2500' apart when on opposite sides of the road and facing the same direction</i></p>
	<p><i>A digital billboard must be a minimum of 1500' apart from a static billboard when on the same side of the road and facing the same direction</i></p>
	<p><i>A static billboard must be a minimum of 750' apart from all other billboards in all directions when on the opposite side of the road facing a different direction</i></p>