

Chapter 8 Part 2 Sign Illumination and Movement

8.2.1 Sign Illumination and Movement

- A. Illuminated or non-illuminated on-premises signs are allowed for all non-residential uses (unless specifically authorized), subject to the applicable restrictions set forth within this chapter and the following. Internally illuminated business signs within the Neighborhood, Traditional Neighborhood and Village Form Districts, and within transition zones adjacent to the aforementioned form districts where signs are visible from these form districts shall have opaque backgrounds with translucent letters, symbols and logos. Reader Boards/Changeable Copy Signs, Temporary On-premises Signs are exempt from the previous restriction. Opaque means that the material must not transmit light from an internal illumination source. Outdoor exterior illuminated on-premises signs shall be lighted in accordance with Chapter 4, Part 1, Lighting. Sign lighting shall be subject to the light trespass standards as outlined under Chapter 4, Part 1, Lighting. Incidental signage may be illuminated in accordance with the above listed standards unless specifically stated otherwise within the incidental signage standards.
- B. No sign shall be allowed to be illuminated except as expressly provided herein. Signs which are otherwise allowed to be illuminated are not allowed if the Director shall find that the lighting causes glare or otherwise interferes with the vision of persons operating motor vehicles. All illuminated signs shall be non-flashing and shall be constant in intensity and color with the exception of changing image signs as restricted by paragraph D below are allowed for all non-residentially used property.
- C. Awnings and canopies constructed of translucent materials that are internally illuminated, with the exception of fully shielded lighting fixtures directed down onto non-illuminated ground and/or sidewalk shall be considered attached signs and shall be included as part of the total allowable signage on any one facade of a building as listed in Section 8.3.1. Signs located on an opaque awning or canopy shall be included as part of the total allowable signage area permitted on any one facade of a building as listed in Section 8.3.1 of this chapter. Awning signs and canopy signs may be internally illuminated in accordance with paragraph A above. Exterior lighting is permitted in accordance with Chapter 4, Part 1, Lighting.
- D. Changing image signs (includes electronic changeable copy signs and time and temperature signs) shall conform to the following standards:
 1. Number Permitted on a property: No more than one changing image sign shall be permitted on a property.
 2. All changing image signs under five (5) square feet in area with no more than one line of text shall not exceed a rate of change of once per four (4) seconds.
 3. All changing image signs over five (5) square feet in area and/or with more than one (1) line of text shall not exceed a rate of change of once per 20 seconds.
 4. Changing image signs may be included and shall be integrated within the overall design of a freestanding or attached sign. The amount of an attached or freestanding sign that may be composed of a changing image sign shall be restricted as follows:
 - a. 30% within the Neighborhood, Village and Traditional Neighborhood Form Districts
 - b. 60% within all other form districts.
 5. Changing image signs with a rate of change in excess of the restrictions set forth in numbers 2 & 3 above shall require approval from the Planning Commission or designee. The Planning Commission review shall include at a minimum the following issues:
 - a. Characteristics of the adjacent street (traffic speed, number of lanes, functional class, etc.)

- b. Proximity to another changing image sign or sign with a video display
 - c. Dimensions of the proposed signs
 - d. Number of lines of text
 - e. Proximity to residential development
 - f. Legibility of text
- 6. Freestanding or attached signs that include changing image signs shall not be closer than 300 feet to a residentially zoned district unless the residentially zoned property is used for a non-residential purpose (e.g. church or school) or the changing image sign is not visible to the residentially zoned property.
 - 7. All changing image signs (including signs with a video display method) shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions. The purpose of this auto dimming technology is to decrease the light level output from a day time level to a night time level, which is typically 0.3 footcandles above ambient light levels.
 - 8. Freestanding or attached signs that include changing image signs shall not be located closer than 300 feet to an Olmsted Park boundary or Olmsted Parkway right-of-way.

NOTE: See Section 4.1.3 (Lighting) for lighting standards associated with signs. Signs are subject to the light trespass standards found within Section 4.1.3.

- E. Changing image signs with a video display method shall require a conditional use permit approved by the Board of Zoning Adjustments and shall be prohibited within the neighborhood, traditional neighborhood and village form districts. See Chapter 4, Part 2 for Conditional Use Permit regulations.

NOTE: Paragraph E above is on hold until such time as Metro Council reviews and approves amendments to the LDC related to a conditional use permit for changing image signs with video displays. Currently these signs would not be permitted until such time as LDC amendments are adopted.

F. Moving Signs

Permanent on-premises signs, which revolve, rotate or move shall be permitted on non-residentially used property only and no such sign shall move faster than one cycle every ten (10) seconds. Signs, which revolve, rotate or move shall not be permitted within the Neighborhood, Traditional Neighborhood, Traditional Marketplace Corridor and Village Form Districts.