

**AN ORDINANCE
OF THE
CITY OF MINNEAPOLIS**

By Goodman

**Amending Title 20, Chapter 544 of the Minneapolis Code of Ordinances
Relating to Zoning Code: Off-Premise Signs and Billboards**

Section 2. That Table 544-3 of the above-entitled ordinance be amended to read as follows:

Table 544-3 Downtown ~~Billboard~~ Entertainment Billboard District

	General standards	<u>Standards for regional sports arena</u>
Maximum off-premise sign area	The off-premise sign shall not exceed the square footage equal to ten (10) times the building perimeter as measured at the foundation wall, subject to 544.90(b)	<u>Signs applied flat on the roof and which are intended to be primarily viewed from above shall not be included in calculating the total sign area of the site.</u>
Maximum off-premise sign height	If located on a roof, the top of the off-premise sign shall not exceed forty-five (45) feet above the roof. No off-premise sign shall be placed on the roof of any building exceeding four stories in height or where the roof is more than fifty-six (56) feet above grade.*	<u>Signs attached to the wall or roof of a regional sports arena may extend as high as twenty (20) feet above the top of the building wall.</u>
Lighted signs	Permitted subject to luminance provision.	
Freestanding Signs	Not Permitted	<u>One (1) freestanding sign not exceeding fifty (50) feet in height shall be allowed. The sign may have signage on up to two sides with a maximum of one thousand two hundred (1,200) square feet of signage on each</u>

		<u>side. If the sign includes both on-premise and off-premise advertising, the total amount of signage shall not exceed one thousand two hundred (1,200) square feet on each side.</u>
Luminance*	Maximum of seven thousand (7,000) nits from 6:00 a.m. to 9:00 p.m.; and maximum of five hundred (500) nits from 9:00 p.m. to 6:00 a.m.	
Animated signs	Permitted	
Flashing signs	Permitted	
Minimum sign spacing	None	

*Luminance is the physical measure of brightness or light emanating from an object with respect to its size. The unit of measurement for luminance is nits, which is the total amount of light emitted from a sign divided by the surface area of the sign (candela per square meter).