AN ORDINANCE
OF THE
CITY OF MINNEAPOLIS

By Benson

Amending Title 20, Chapter 544 of the Minneapolis Code of Ordinances relating to Zoning Code: Off Premise Advertising Signs and Billboards

CHAPTER 544. OFF-PREMISE ADVERTISING SIGNS AND BILLBOARDS

ARTICLE I. GENERAL PROVISIONS

Section 1. That Section 544.10 of the above titled ordinance be amended to read as follows:

544.10. Purpose. Regulations governing off-premise advertising signs and billboards are established to minimize the visual blighting effects caused by off-premise advertising signs and billboards by regulating their location, size, height and spacing, luminance and frequency of image change; to encourage the removal of signs and billboards that do not conform to the regulations of this chapter; and to protect the public health, safety and welfare.

Section 2. That Section 544.20 of the above titled ordinance be amended to read as follows:

544.20. General provisions. The following provisions shall apply to all off-premise signs ~~advertising signs and billboards~~, except as otherwise provided:

(1) *Minimum commercial/industrial zoning.* Except as provided in section 544.60, no off-premise signs ~~advertising sign or billboard~~ shall be located on a site that is not part of an area of at least one thousand three hundred twenty (1,320) feet of continuous, parallel, commercial or industrial zoning fronting along both sides of the county-state aid roadway, municipal-state aid roadway, or state trunk highway from which the off-premise sign ~~or billboard~~ is intended to be read, without interruption by a residence or office residence zoning district, as allowed by Table 544-1, General Billboard District Standards. The following factors shall be considered in determining the roadway or roadways from which a sign ~~or billboard~~ is intended to be read:

a. The angle of the off-premise sign ~~or billboard~~ to the roadway.

b. The duration of the view of the message from the roadway.

c. The distance the off-premise sign ~~or billboard~~ is from the roadway.

d. Obstructions to the view of the message from the roadway.

(2) *Off-premise s~~S~~igns next to residence districts.* Except as provided in section 544.60, no off-premise sign ~~or billboard~~ shall be located within the required spacing from a residence or office residence zoning district fronting on either side of the roadway from which the off-premise sign ~~or billboard~~ is intended to be read. Spacing shall be measured from the closest residence or office residence district boundary to a line projected from the nearest point of the off-premise sign ~~or billboard~~ perpendicular to the roadway.

(3) *Off-premise s~~S~~igns next to parks.* No off-premise sign ~~advertising sign or billboard~~, except ~~an off-premise sign~~ where designated by the heritage preservation commission or ~~an off-premise sign~~ where determined to be a contributing feature in an historic district, shall be located within three hundred (300) feet of a parkway or a public park of three (3) acres or more.

(4) *Historic preservation districts.* No off-premise sign ~~advertising sign or billboard~~, ~~except a sign designated by the heritage preservation commission or a sign determined to be a contributing feature in a historic district,~~ shall be located on any historic preservation-site or within any historic preservation district designated by the city council, except where designated by the heritage preservation commission or determined to be a contributing feature in an historic district.

(5) *Central riverfront.* No off-premise ~~advertising~~ sign ~~or billboard~~, ~~except a sign designated by the heritage preservation commission or a sign determined to be a contributing feature in a historic district,~~ shall be allowed in any commercial or downtown zoning district within the area bounded by I-35W, Plymouth Avenue North, Washington Avenue and the Mississippi River, except where designated by the heritage preservation commission or determined to be a contributing feature in an historic district.

(6) *Shoreland and Mississippi River Critical Area Overlay Districts.* All off-premise ~~advertising~~ signs ~~and billboards~~ located within the Shoreland and Mississippi River Critical Area Overlay Districts shall be subject to the provisions of Chapter 551, Overlay Districts.

(7) *Measurement of spacing between off-premise signs.* Required spacing shall be measured as follows in subsections a. and b. below. For the purpose of measuring spacing, the off-premise ~~advertising~~ sign ~~or billboard~~ shall be the face displaying the copy or message and shall not include the structural members, frame or edge. The ~~following~~ same factors shall be considered in determining the roadway or roadways and the direction or directions from which an off-premise sign ~~or billboard~~ is intended to be read as in (1) above. ~~: The angle of the sign or billboard to the roadway; the duration of the view of the message from the roadway; the distance the sign or billboard is from the roadway; and the obstructions to the view of the message from the roadway.~~

a. *General billboard district.* Required spacing between ~~advertising~~ signs ~~or billboards~~ shall apply to all off-premise signs ~~or billboards~~ on either side of the roadway that are intended to be read from the same direction. Spacing shall be measured by projecting a

line from the nearest points of the off-premise signs ~~or billboards~~, and measuring the distance between those points.

b. *Opportunity billboard districts.* Required spacing between off-premise signs ~~advertising signs or billboards~~ shall apply only to signs ~~or billboards~~ on the same side of the roadway that are intended to be read from the same direction. Spacing shall be measured by projecting a line from the nearest points of the off-premise signs ~~or billboards~~ perpendicular to the roadway or roadways from which they are intended to be read, and measuring the distance along the roadway between those points.

(8) *Minimum lot frontage.* Minimum lot frontage shall be measured along the roadway from which the off-premise sign ~~advertising sign or billboard~~ is intended to be read, measured between side lot lines of the zoning lot. In the L~~l~~imited A~~a~~ccess R~~r~~oadway O~~o~~pportunity D~~d~~istrict, lot frontage shall be measured parallel to the right-of-way of the limited access roadway. Only one (1) off-premise sign ~~advertising sign or billboard~~ shall be allowed on a zoning lot. For the purposes of this chapter, a railroad right-of-way shall not constitute a zoning lot for purposes of minimum lot frontage.

(9) *Maximum off-premise sign area.* The maximum off-premise sign area shall apply to each side of ~~a~~ the sign structure, whether a single-sided, back-to-back or v-type sign. Off-premise s~~S~~igns shall not include more than two (2) sides and may not include more than one (1) sign face per side.

(10) *Calculating the height of an off-premise sign.* The height of off-premise signs ~~advertising signs or billboards~~ shall be calculated as the vertical distance from the natural grade measured at a point either at the curb level or ten (10) feet away from the front center of the sign, whichever is closer, to the upper-most point of the sign. In the case of a rooftop sign, the height of the off-premise sign above the roof shall be measured from the surface of the roof at the lowest point of mounting.

(11) *Temporary extensions.* Temporary extensions shall be prohibited in the General Billboard District. Off-premise signs ~~Advertising sign or billboard~~ ~~faces located~~ in the O~~o~~pportunity B~~b~~illboard D~~d~~istricts may have temporary extensions ~~beyond the basic face extending~~ of not more than six (6) feet from the top, eighteen (18) inches from the sides, and fifteen (15) inches from the bottom, up to a maximum of twenty-five (25) percent of the ~~basic~~ sign ~~face~~, provided that temporary extensions shall be completely removed not later than ninety (90) days after installation and the total combined period of temporary extensions for a sign ~~face~~ shall not exceed one hundred eighty (180) days per year.

(12) *Lighted off-premise signs.* All lighted off-premise signs shall comply with the performance standards governing lighting contained in Chapter 535, Regulations of General Applicability. Off-premise signs that employ electronic devices shall be subject to the applicable provisions of the zoning district where the sign is located, as established by Table 544-1, General Billboard District Standards, Table 544-2, Opportunity Billboard District Standards, or Table 544-3, Downtown Entertainment Billboard District Standards. Illuminated

off-premise signs shall not exceed the maximum luminance standard provided in the applicable billboard district in which it is located.

~~(13) *Flashing signs*. Flashing, blinking or animated signs, including but not limited to traveling lights or other means not providing constant illumination, shall be prohibited except in the downtown opportunity billboard district. Such signs shall be allowed in the downtown opportunity billboard district, provided flashing signs containing changing written messages shall be limited to the news, weather, time or other public service messages, and provided further that the vertical dimension of such changing written message shall not exceed four (4) feet.~~

(13) *Flashing or Animated off-premise signs*.

a. *Downtown Entertainment Billboard District*. Flashing, blinking, and/or animated off-premise signs, including but not limited to traveling lights or other means not providing constant illumination, shall be permitted in the downtown entertainment billboard district.

b. *Downtown Entertainment Area*. Flashing off-premise signs shall be permitted in this area provided the messages and/or imagery are displayed in a static manner for a minimum of 10 seconds; and such that no more than 6 advertisements are displayed per minute. Animated off-premise signs shall be prohibited in the downtown entertainment area. The area consisting of those properties with frontage along the north side of Hennepin Avenue between Tenth Street and Fifth Street, and those properties with frontage along the south side of Hennepin Avenue between Ninth Street and Sixth Street shall be considered the downtown entertainment area for purposes of this section.

c. *Downtown Opportunity Billboard District*. Flashing and/or blinking off-premise signs shall be permitted in the Downtown Opportunity Billboard District provided that outside the Downtown Entertainment Billboard District and Downtown Entertainment Area flashing signs containing changing written messages shall be limited to the news, weather, time or other public service message with a vertical dimension that shall not exceed two (2) feet.

(14) *Roof signs.* Off-premise r~~R~~oof signs shall not project beyond the face of any wall of the building on which they are mounted.

(15) *Moving signs.* Off-premise s~~S~~igns with moving or swinging parts or elements shall be prohibited except in the D~~d~~owntown ~~opportunity~~ Entertainment B~~b~~illboard D~~d~~istrict. Off-premise signs with moving or swinging parts or elements shall not project beyond the zoning lot.

(16) *Painted wall signs.* No off-premise signs ~~advertising sign or billboard~~ shall be painted on the exterior of a building.

(17) *Backs of signs.* The back ~~Backs~~ of each off-premise sign ~~advertising signs and billboards~~, including all parts of the off-premise sign structure and any temporary extensions, shall be painted a dark or neutral color and shall be well maintained. The structure of an off-

premise sign, whether freestanding or mounted on a building or other structure, shall include a framing system consisting of painted black anodized steel. A sign that is integrated into the façade or elevation of the building such that the sign is framed by the structure is exempt from this provision.

(18) *Orientation of sign faces.* All off-premise signs consisting of ~~advertising signs or billboards~~ ~~with their faces~~ back-to-back or parallel design shall be ~~have~~ no greater ~~distance~~ than eight (8) feet apart ~~between the faces~~. All off-premise signs ~~or billboards~~ shall be designed with faces at an angle ~~shall have~~ no greater ~~angle~~ than thirty-five (35) degrees. Off-premise w~~W~~all signs shall be mounted parallel to the building and shall not project more than fifteen (15) inches from the building. Freestanding off-premise signs shall conform to the yard requirements for a structure, and shall not be oriented to face residential or office-residence districts.

(19) *Obstruction.* No off-premise sign ~~advertising sign or billboard~~ shall be located in such a manner as to obscure or otherwise interfere with the effectiveness of an official traffic sign, signal or device, or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic.

(20) *Off-premise s~~S~~igns on bus shelters.* The provisions of this chapter shall not apply to off-premise ~~advertising~~ signs placed on public transit, bus shelters and benches as specifically permitted by ordinance or franchise.

(21) *Roadway classification.* The classification of roadways shall be shown on the map entitled "Roadway Classification" maintained by the city engineer, as amended from time to time, which is incorporated into this chapter by reference and made a part hereof.

(22) *Prohibited off-premise signs*. Freestanding off-premise signs are prohibited in B4 Districts.

Section 3. That Section 544.30 of the above titled ordinance be amended to read as follows:

544.30. Nonconforming off-premise signs. The following provisions shall apply to nonconforming off-premise signs ~~advertising signs and billboards~~:

(1) Off-premise signs ~~Advertising signs and billboards~~ lawfully existing at the time of adoption of this chapter which do not conform to the regulations of this chapter may continue to exist, but shall not be enlarged~~.~~, relocated, or altered to include electronic lighting devices, except in compliance with this chapter.

(2) Maintenance and repair, including replacement, restoration, improvement, and changing of off-premise sign messages is allowed. Conversion of an existing non-conforming off-premise sign shall be subject to provisions of this chapter. Following damage or destruction, replacement of a nonconformity shall mean that the off-premise sign face or sign structure, if reinstated with a nonconformity as allowed under the terms of this chapter, shall be

reconstructed to match the conditions that preceded damage or destruction. Nonconformities that are completely or substantially reconstructed that include changes to the placement or design, including use of electronic elements or animation, of the off-premise sign face or sign structure shall be subject to section 531.50, Expansion or alteration of nonconforming uses and structures. A new painted wall sign with changed advertising copy or graphics painted over an existing painted wall sign shall be prohibited by this chapter.

(3) Off-premise ~~Advertising~~ signs and sign structures which are moved shall be brought into compliance with all applicable regulations of this chapter.

(4) A nonconforming off-premise sign which is damaged or destroyed by any cause or means to the extent that the cost of restoration exceeds one-half (1/2) of its replacement cost and no building permit for reconstruction or replacement of the nonconforming structure is applied for within one hundred eighty (180) days of date the property is damaged or destroyed, shall not be reconstructed except in conformity with all applicable regulations of this chapter. When a building permit to reconstruct or replace the nonconforming off-premise sign face or sign structure in its pre-existing design and not enlarge, relocate or expand the nonconforming off-premise sign face or sign structure is applied for within one hundred eighty (180) days of the date the property is damaged or destroyed, such permit shall be approved notwithstanding the cost of the restoration and its relationship to the market value of the structure. Use of electronic device or animation for these off-premise signs shall be subject to all applicable regulations of this chapter. Reasonable conditions may be imposed by the zoning administrator to mitigate any newly created impact on adjacent property.

(5) A nonconforming off-premise ~~advertising~~ sign which is discontinued for a continuous period of ~~more than~~ one (1) year shall be deemed to be abandoned and may not thereafter be reestablished or resumed except in conformity with all applicable regulations of this chapter.

544.40. More restrictive provisions to apply. If a provision of this chapter conflicts with Chapter 109, Signs and Billboards, of the Minneapolis Code of Ordinances, or with any other ordinance or other provision of law, the more restrictive provision shall apply.

ARTICLE II. GENERAL BILLBOARD DISTRICT

Section 4. That Section 544.50 of the above titled ordinance be amended to read as follows:

544.50. General B~~b~~illboard D~~d~~istrict. Off-premise ~~Advertising~~ signs ~~and billboards~~ shall be permitted along county-state aid roadways, municipal-state aid roadways and state trunk highways in all commercial and industrial zoning districts~~, not located within an opportunity billboard district,~~ subject to the standards in Table 544-1, General Billboard District Standards, and all other applicable regulations of this zoning ordinance.

Table 544-1 General Billboard District Standards

General Billboard District	
Minimum commercial or industrial zoning	The off-premise sign shall be located within a minimum of ~~At least~~ 1,320 feet of continuous ~~parallel~~ commercial or industrial zoning along and parallel to both sides of the roadway from which the ~~billboard~~ off-premise sign is intended to be read ~~not located within an opportunity billboard district~~.
Minimum lot frontage	50 feet; one (1) sign per zoning lot
Maximum sign area	300 square feet
Maximum sign height	~~35 feet from grade; if located on a roof,~~ The top of the off-premise sign shall not exceed ~~be more than~~ 25 feet above the roof. ~~except no~~ No off premise sign shall be placed on the roof of any building exceeding two stories in height or where the roof is more than 28 feet above grade. ~~building that is more than two stories in height, or where the roof is more than 28 feet above grade shall have a billboard on its roof~~
Lighted sign	Permitted subject to luminance regulation; not facing R or OR districts.
Luminance*	Maximum of 7000 nits from 6:00 am to 9:00 pm; and maximum of 500 nits from 9:00 pm to 6:00 am.
Animated signs	Not Permitted
Flashing signs	Not Permitted
Freestanding signs	Not Permitted
Minimum sign spacing	~~600~~ 660 feet from a residence or office residence district; 1,000 feet from ~~a billboard~~ an off-premise sign on either side of the roadway

* 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).

ARTICLE III. OPPORTUNITY BILLBOARD DISTRICTS

Section 5. That Section 544.60 of the above titled ordinance be amended to read as follows:

544.60. Opportunity B~~b~~illboard D~~d~~istricts.

(a) *Establishment and restrictions.* This section establishes the following opportunity billboard districts:

1) *Limited Aaccess Rroadway Oopportunity Bbillboard Ddistrict.* The Llimited Aaccess Rroadway Oopportunity Bbillboard Ddistrict shall comprise areas within six hundred sixty (660) feet of limited access roadway where continuous commercial or industrial zoning extends at least one thousand three hundred twenty (1,320) feet along and parallel to the limited access roadway without interruption by a residence or office residence zoning district. The six hundred sixty (660) foot spacing distance shall be measured from the right-of-way for the limited access roadway perpendicular to the flow of traffic. ~~No advertising sign or billboard intended to be read from, or which can be read from, a limited access roadway shall be constructed or structurally altered within six hundred sixty (660) feet of such limited access roadway, except as provided in this section.~~ Any off-premise sign constructed or structurally altered within six hundred sixty (660) feet from such limited access roadway shall comply with the provisions of this section and shall be subject to all applicable regulations of this zoning ordinance.

2) *Downtown Oopportunity Bbillboard Ddistrict.* The Ddowntown Oopportunity Bbillboard Ddistrict shall comprise the area bounded by the Mississippi River, I-35W, I-94, and I-394/Third Avenue North (extended to the river), except that in no case shall an off-premise sign ~~or billboard~~ be constructed or structurally altered along or within three hundred (300) feet of either side of Nicollet Avenue between Washington Avenue and Ninth Street South, between LaSalle Avenue and Marquette Avenue ~~between~~ from Ninth Street South ~~and~~ to Grant Street, or north of Washington Avenue extending to Mississippi River. ~~No advertising sign or billboard shall be constructed or structurally altered within the downtown opportunity billboard district except as provided in this section and subject to all other applicable regulations of this zoning ordinance.~~ Any off-premise sign constructed or structurally altered within the Downtown Opportunity Billboard District shall comply with the provisions of this section and subject to all applicable regulations of this zoning ordinance.

(b) *Opportunity Bbillboard Ddistrict Sstandards.* ~~Advertising~~ Off-premise signs ~~and billboards~~ shall be permitted in the Oopportunity Bbillboard Ddistricts, subject to the standards in Table 544-2, Opportunity Billboard District Standards, and all other applicable regulations of this zoning ordinance. If a provision of one (1) ~~opportunity billboard~~ district conflicts with a provision of another ~~opportunity billboard~~ district, the more restrictive provision shall apply. The appropriate ~~billboard~~ district ~~and~~ standards shall be determined by the zoning administrator at the time of application for a permit to construct or structurally alter an off-premise sign ~~or billboard~~.

(c) *Additional conditions.* Prior to issuance of a permit to construct or structurally alter any ~~advertising~~ off-premise sign ~~or billboard~~ within any Oopportunity Bbillboard Ddistrict, the applicant shall remove, or establish to the satisfaction of the zoning administrator, nonconforming off-premise sign area credits equivalent to the removal of two (2) square feet of nonconforming ~~advertising~~ off-premise sign face area from qualifying locations for each one (1) square foot of total off-premise sign face area proposed, pursuant to the provisions of section

544.80; or in the case of an electronic off-premise signs, the applicant shall remove, or establish to the satisfaction of the zoning administrator, nonconforming off-premise sign area credits equivalent to the removal of four (4) square feet of nonconforming off-premise sign face area from qualifying locations for each one (1) square foot of total off-premise sign face area proposed, pursuant to the provisions of section 544.80.

Table 544-2 Opportunity Billboard District Standards

	Downtown Opportunity Billboard District	**Limited Access Roadway Opportunity Billboard District**
Minimum commercial or industrial zoning	At least 1,320 feet of continuous parallel commercial or industrial zoning along both sides of the roadway from which the ~~billboard~~ off-premise sign is intended to be read	At least 1,320 feet of continuous commercial or industrial zoning along and parallel to the limited access roadway from which the ~~billboard~~ off-premise sign is intended to be read, or ~~from which the billboard~~ can be read
Minimum lot frontage	50 feet for an off-premise sign not exceeding 300 square feet; 100 feet for an off-premise sign over 300 square feet; one (1) off-premise sign per zoning lot	50 feet for an off-premise sign not exceeding 300 square feet; 100 feet for an off-premise sign over 300 square feet; one (1) off-premise sign per zoning lot
Maximum off-premise sign area	672 sq. ft. plus up to 25% temporary extension of the basic off-premise sign face	672 sq. ft. plus up to 25% temporary extension of the basic off-premise sign face
Maximum off-premise sign height	~~35 feet from grade; if located on a roof~~, The top of the off-premise sign shall not exceed ~~be more than~~ 35 feet above the roof.~~, except no building that is more than three stories in height or where the roof is more than 40 feet above grade shall have a billboard on its roof~~ No off premise sign shall be placed on the roof of any building exceeding three stories in height or where the roof is more than 40 feet above grade.	35 feet from grade.~~; I~~ If located on a roof, the top of the off-premise sign shall not exceed ~~be more than~~ 35 feet above the roof.~~, except no building that is more than three stories in height or where the roof is more than 40 feet above grade shall have a billboard on its roof (*).~~ No off premise sign shall be placed on the roof of any building exceeding three stories in height or where the roof is more than 40 feet above grade.*
Freestanding off-premise signs	Not Permitted	Permitted
Lighted sign	Permitted subject to luminance provision	Permitted subject to luminance provision

Luminance**	Maximum of 7000 nits from 6:00 am to 9:00 pm; and maximum of 500 nits from 9:00 pm to 6:00 am.	Maximum of 7000 nits from 6:00 am to 9:00 pm; and maximum of 500 nits from 9:00 pm to 6:00 am.
Flashing signs	Not Permitted except as provided in Section 544.20(13)	Not Permitted
Animated signs	Not Permitted except as provided in Section 544.20(13)	Not Permitted
Minimum off-premise sign spacing	200 feet from a residence or office residence district 1,000 feet from ~~a billboard~~ an off-premise sign on the same side of the roadway	600 feet from a residence or office residence district located along and on the same side of the limited access roadway; 1,000 feet from ~~a billboard~~ an off-premise sign on the same side of the roadway

~~(*)~~* A sign in excess of height limits may be allowed as a conditional use in the Limited Access Roadway Opportunity Billboard District, subject to the provisions of Chapter 525.
** 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).

Section 6. That Section 544.70 of the above titled ordinance be amended to read as follows:

544.70. Special downtown spacing provision. In order to allow structural alteration or reconstruction of existing ~~advertising~~ off-premise signs ~~and billboards~~ in the D~~d~~owntown O~~o~~pportunity B~~b~~illboard D~~d~~istrict that may not meet the one thousand (1,000) foot spacing requirement of the district, the required spacing between existing off-premise signs ~~and billboards~~ may be reduced by one (1) foot for each two (2) square feet, or four (4) square feet in case of electronic signs, of nonconforming ~~advertising~~ off-premise sign face area removed by the applicant from qualifying locations, pursuant to the provisions of section 544.80. In no case may the required spacing be reduced to less than five hundred (500) feet. This special spacing provision applies only to existing ~~advertising~~ off-premise sign ~~and billboard~~ locations in the D~~d~~owntown O~~o~~pportunity B~~b~~illboard D~~d~~istrict and only where the structurally altered or reconstructed off-premise sign ~~or billboard~~ is located on or within one hundred (100) feet of the zoning lot where the original off-premise sign was located immediately before such alteration or reconstruction. This special spacing provision does not apply to any L~~l~~imited A~~a~~ccess R~~r~~oadway O~~o~~pportunity B~~b~~illboard D~~d~~istrict or to any G~~g~~eneral B~~b~~illboard D~~d~~istrict.

Section 7. That Section 544.80 of the above titled ordinance be amended to read as follows:

544.80. Nonconforming sign area credits. The zoning administrator shall maintain an account of removals of nonconforming ~~advertising~~ off-premise sign face area from qualifying

locations, and shall maintain a record of such nonconforming off-premise sign area credits used. Removal of the off-premise sign face shall include removal of all parts of the sign structure, including footings, and shall include removal of all nonconforming ~~advertising~~ off-premise signs ~~and billboards~~ on the affected zoning lot. Nonconforming off-premise sign area credits may be reserved and used only by the original owner of the credits within five (5) years of the removal of the nonconforming ~~advertising~~ off-premise sign face area. Qualifying locations are: A location that is not any part of a G~~g~~eneral B~~b~~illboard D~~d~~istrict or O~~o~~pportunity B~~b~~illboard D~~d~~istrict.

ARTICLE IV. DOWNTOWN ENTERTAINMENT BILLBOARD DISTRICTS

Section 8. That Section 544.90 of the above titled ordinance be amended to read as follows:

544.90. Downtown Entertainment Billboard District.

(a) *Establishment and restrictions.* This section establishes the following Downtown Entertainment Billboard District:

(1) *Downtown E~~e~~ntertainment B~~b~~illboard D~~d~~istrict.* The D~~d~~owntown E~~e~~ntertainment B~~b~~illboard D~~d~~istrict shall comprise the area bounded by Sixth Street ~~South~~ North, Second Avenue North, Seventh Street North between First and Second Avenue North, First Avenue North between Seventh and Eighth Street North, Eighth Street North between First Avenue North and Hennepin Avenue. Off-premise ~~Billboards and advertising~~ signs constructed in this district shall not be subject to the requirements of 544.60 ~~(a) (2), 544 (b) and (c),~~ and 544.70.

(b) *Additional conditions.* Off-premise ~~advertising billboards and~~ signs lawfully existing at the time of the adoption of this ordinance shall not be included in the calculation of the total amount of off-premise ~~advertising~~ signage allowed under Table 544-3 Downtown Entertainment Billboard District.

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

	Downtown Entertainment Billboard District
Maximum off-premise sign area	The off-premise sign face shall not exceed the square footage equal to 10 times the building perimeter as measured at the foundation wall, subject to 544.~~7~~90(b)
Maximum off-premise sign height	~~56 feet, or 4 stories; i~~ If located on a roof, the top of the off-premise sign shall not exceed ~~be more than~~ 45 feet above the roof.~~, except that no building that is more than 4 stories in height or where the roof is higher than 56 feet above grade shall have a billboard on its 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 56 feet above grade.*
Lighted signs	Permitted subject to luminance provision.
Free-standing signs	Not Permitted.
Luminance*	Maximum of 7000 nits from 6:00am to 9:00pm; and maximum of 500 nits from 9:00pm to 6:00am.
Animated signs	Permitted
Flashing signs	Permitted
Minimum sign spacing	~~None~~ One off-premise sign per zoning lot subject to provisions of Section 544.70

* 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).