

**AN ORDINANCE  
OF THE  
CITY OF MINNEAPOLIS**

By Schiff

**Amending Title 20, Chapter 543 of the Minneapolis Code of Ordinances relating to Zoning Code: On-Premise Signs.**

The City Council of the City of Minneapolis do ordain as follows:

Section 1. That Section 543.50 of the above-entitled ordinance be amended to read as follows:

**543.50. Prohibited signs.** The following signs shall be prohibited in all zoning districts, except as otherwise specified in this chapter:

- (14) Dynamic changeable copy signs, except in the C2 District, the downtown districts, and as allowed for schools and religious institutions as specified in Table 543-1.
- (15) Dynamic signs, except in the downtown districts.

Section 2. That Table 543-1 of the above-entitled ordinance be amended to read as follows:

**Table 543-1 Specific Standards for Signs in the Residence and OR1 Districts**

<i>Use</i>	<i>Sign Standards</i>
<b>INSTITUTIONAL AND PUBLIC USES</b>	
<b>Educational Facilities</b>	
<b>Social, Cultural, Charitable and Recreational Facilities</b>	
Athletic field Cemetery Golf course Library Park	One wall identification sign not exceeding thirty-two (32) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two such signs per building. In addition, one (1) freestanding ground monument sign <sup>1</sup> not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. <del>Either the wall sign or the monument sign<sup>1</sup>, but not both, may be a dynamic changeable copy sign. The dynamic changeable copy sign portion of the sign shall not exceed sixteen (16) sq. ft.</del> Either the wall sign or the ground monument sign <sup>1</sup> , but not both, may be illuminated.

Section 3. That Table 543-2 of the above-entitled ordinance be amended to read as follows:

**Table 543-2 Specific Standards for Signs in the OR2, OR3 and Commercial Districts**

<b>Zoning District Sign Standards</b>						
	<b>OR2, OR3</b>	<b>C1</b>	<b>C2</b>	<b>C3A</b>	<b>C3S</b>	<b>C4</b>
<b>Signs Attached to Buildings</b>						
<b>Types of signs attached to buildings allowed</b>						
Dynamic Changeable Copy Signs	<del>Yes, see Section 543.330.</del>					
<u>Dynamic Changeable Copy Signs</u>	<u>No</u>	<u>No</u>	<u>Yes, see Section 543.330</u>	<u>No</u>	<u>No</u>	<u>No</u>
Dynamic Sign	<del>No</del>	<del>No</del>	<del>Yes, see Section 543.340.</del>			
<b>Freestanding Signs</b>						
<b>Types of freestanding signs allowed</b>						
Dynamic Changeable Copy Signs	<del>Yes, see Section 543.330.</del>					
<u>Dynamic Changeable Copy Signs</u>	<u>No</u>	<u>No</u>	<u>Yes, see Section 543.330</u>	<u>No</u>	<u>No</u>	<u>No</u>

Section 4. That Table 543-4 of the above-entitled ordinance be amended to read as follows:

**Table 543-4 Specific Standards for Signs in the Industrial Districts**

<b>Industrial Districts Sign Standards</b>	
<b>Signs Attached to Buildings</b>	
<b>Types of signs attached to buildings allowed</b>	
Dynamic Changeable Copy Signs	<del>Yes, see Section 543.340.</del>
Dynamic signs	<del>Yes, see Section 543.340.</del>
<b>Freestanding Signs</b>	
<b>Types of freestanding signs allowed</b>	
Dynamic Changeable Copy Signs	<del>Yes, see Section 543.340.</del>

Section 5. That Section 543.330 of the above-entitled ordinance be amended to read as follows:

**543.330. Changeable copy sign, dynamic.** (a) *In general.* The dynamic changeable copy sign shall be limited to letters or numbers only. The background of the dynamic changeable copy sign shall be black and the text shall be colored.

(b) *Number of signs.* There shall not be more than one (1) dynamic changeable copy sign located on a zoning lot.

(c) *Location.* The dynamic changeable copy sign shall be located on a primary building wall or be part of a freestanding sign. If the dynamic changeable copy sign is part of a freestanding sign, the dynamic changeable copy portion shall be part of the continuous display surface of the sign.

(d) *Size.* The maximum size of the dynamic changeable copy sign shall be sixteen (16) square feet. Dynamic changeable copy signs shall be included in the calculation of the total permitted sign area.

(e) *Height.* Notwithstanding Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts, the maximum height of a dynamic changeable copy sign attached to a building shall be fourteen (14) feet, or top of wall, whichever is less.

(f) *Duration of message.* The copy of the dynamic changeable copy sign shall remain static for a period of not less than one (1) hour. The transition from one message to the next shall be direct and immediate without any special effects.

(g) *Image characteristics and transition.* Special effects, including but not limited to dissolving, fading, scrolling, starbursts and wiping shall be prohibited.

(gh) *Luminance.* Between 7 a.m. and 7 p.m. the maximum luminance shall be 5,000 nits and between 7 p.m. and 7 a.m. the maximum luminance shall be 500 nits. Except for Institutional and Public Uses, the dynamic changeable copy sign shall not display messages or be illuminated when the use is closed.

Section 6. That Section 543.340 of the above-entitled ordinance be amended to read as follows:

**543.340. Dynamic signs.** (a) *In general.* Except where allowed as-of-right in the Downtown Entertainment Area, dynamic signs may be allowed as a conditional use, subject to the provisions of Chapter 525, Administration and Enforcement, and the following:

(b) *Number of signs.* There shall not be more than one (1) dynamic sign located on a zoning lot.

(c) *Location.* The dynamic sign shall be located on a primary building wall.

(d) *Height.* Notwithstanding ~~Tables 543-2, Specific Standards for Signs in the OR2, OR3 and Commercial Districts, Table 543-3, Specific Standards for Signs in the Downtown Districts, and 543-4, Specific Standards for Signs in the Industrial Districts,~~ the maximum height of a dynamic sign attached to a building shall be fourteen (14) feet, or top of wall, whichever is less.

(e) *Size.* Dynamic signs shall not exceed thirty-two (32) square feet. Dynamic signs shall be included in the calculation of the total permitted sign area.

(f) *Duration of message.* The sign message shall remain static for a period of not less than ~~eight (8)~~ sixty (60) seconds. The transition from one message to the next shall be direct and immediate without any special effects.

(g) *Image characteristics and transition.* Special effects, including but not limited to dissolving, fading, scrolling, starbursts and wiping shall be prohibited.

(gh) *Luminance.* Between 7 a.m. and 7 p.m. the maximum luminance shall be 5,000 nits and between 7 p.m. and 7 a.m. the maximum luminance shall be 500 nits. Except for Institutional and Public Uses, the dynamic sign shall not display messages or be illuminated when the use is closed.