

**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 the following portion(s) of 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>
INSTITUTIONAL AND PUBLIC USES	
Social, Cultural, Charitable and Recreational Facilities	
Athletic field Cemetery Golf course Library Park	One (1) 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 (2) such signs per building. In addition, one (1) monument sign ¹ not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. Either the wall sign or the monument sign¹, 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. Either the wall sign or the monument sign ¹ , but not both, may be illuminated.
Community Garden	One (1) nonilluminated identification sign not exceeding eight (8) sq. ft. Maximum height of six (6) ft.
Developmental achievement center	One (1) nonilluminated, flat wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two (2) such signs per building.
Educational arts center	One (1) wall identification sign not exceeding sixteen (16) sq. ft. Maximum height of fourteen (14) ft. or top of wall, whichever is less. On a corner lot, two (2) such signs per building. In addition, one (1) monument sign ¹ not exceeding sixteen (16) sq. ft. in area and six (6) ft. in height. Either the wall sign or the monument sign ¹ , but not both, may be

	illuminated.
<u>Library</u> <u>Park</u>	<u>One (1) 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 (2) such signs per building. In addition, one (1) monument sign¹ not exceeding thirty-two (32) sq. ft. in area and eight (8) ft. in height. Either the wall sign or the monument sign¹, 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. Either the wall sign or the monument sign¹, but not both, may be illuminated. Dynamic changeable copy signs shall be allowed accessory to parks only when located on the same zoning lot as an enclosed recreation center.</u>

Section 2. That the following portion(s) of 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

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

<u>Dynamic signs</u>	<u>No</u>	<u>No</u>	<u>Yes, see Section 543.340</u>	<u>No</u>	<u>No</u>	<u>Yes, see Section 543.340</u>
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Section 3. That the following portion(s) of 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

<i>Industrial Districts Sign Standards</i>	
Signs Attached to Buildings	
Types of signs attached to buildings allowed	
Dynamic Changeable Copy Signs	Yes, see Section 543.330. <u>No</u>
Dynamic signs	Yes, see Section 543.340. <u>No</u>
Freestanding Signs	
Types of freestanding signs allowed	
Dynamic Changeable Copy Signs	Yes, see Section 543.330. <u>No</u>

Section 4. That Chapter 543 of the Minneapolis Code of Ordinances be amended by adding thereto a new Section 535.225, to read as follows::

543.225 Institutional and Public Uses. Notwithstanding the provisions of 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, signage accessory to the following institutional and public uses shall be regulated by the standards of Table 543-1 Specific Standards for Signs in the Residence and OR1 Districts: public libraries, public parks, religious institution places of assembly, and schools (grades K-12).

Section 5. That Section 543.250 of the above-entitled ordinance be amended to read as follows:

543.250. Nonconforming uses. Newly established signs located on accessory to nonconforming nonresidential uses in the Residence and OR1 Districts shall be limited to one (1) nonilluminated, flat wall identification sign, not to exceed sixteen (16) square feet in area and fourteen (14) feet in height. In addition, on a corner lot, two (2) such signs per building, except as otherwise allowed in the manner provided for in Chapter 531, Nonconforming Uses and Structures, governing expansion or alteration of legal nonconforming uses and structures. Newly established signs accessory to nonconforming uses in the

OR2, OR3, Commercial, Industrial, and Downtown Districts shall be subject to the regulations of the district in which it is located.

Section 6. 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. Except in the downtown districts, a dynamic changeable copy sign shall not be part of a projecting 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.* Dynamic changeable copy signs shall have a pitch of not greater than twenty (20) millimeters between each pixel. Special effects, including but not limited to dissolving, fading, scrolling, starbursts and wiping shall be prohibited.

(gh) *Luminance.* Between 7:00 a.m. sunrise and 7:00 p.m. sunset the maximum luminance shall be five thousand (5,000) nits and between 7:00 p.m. sunset and 7:00 a.m. sunrise the maximum luminance shall be five hundred (500) nits. All signs with a dynamic display having illumination by means other than natural light must be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness to comply with this

requirement. Except for Institutional and Public Uses, the dynamic changeable copy sign shall not display messages or be illuminated when the use is closed.

Section 7. 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.~~ Dynamic signs shall be subject to the following location restrictions:

(1) The dynamic sign shall be located on a primary building wall or be part of a freestanding sign. If the dynamic sign is part of a freestanding sign, the dynamic portion shall be part of the continuous display surface of the sign. Except in the downtown districts, a dynamic sign shall not be part of a projecting sign.

(2) The dynamic sign shall be located on a lot of not less than twelve Thousand (12,000) square feet

(3) The dynamic sign shall be no closer than one hundred (100) feet from the nearest residence district or office residence district property line.

(4) The dynamic sign shall be located on a lot that is part of an area of at least six hundred sixty (660) feet of continuous commercial or downtown zoning fronting along the same side of the street as the lot, without interruption by a residence, office residence, or industrial district.

(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.* Dynamic signs shall have a pitch of not greater than twenty (20) millimeters between each pixel. Special effects, including but not limited to dissolving, fading, scrolling, starbursts and wiping shall be prohibited.

(gh) *Luminance.* Between ~~7:00 a.m. sunrise~~ and ~~7:00 p.m. sunset~~ the maximum luminance shall be five thousand (5,000) nits and between ~~7:00 p.m. sunset~~ and ~~7:00 a.m. sunrise~~ the maximum luminance shall be five hundred (500) nits. All signs with a dynamic display having illumination by means other than natural light must be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's brightness to comply with this requirement. Except for Institutional and Public Uses, the dynamic sign shall not display messages or be illuminated when the use is closed.

Section 8. That Section 543.440 of the above-entitled ordinance be amended to read as follows:

543.440. Specific product or brand name signs. *(a) In general.* Signs which mention a specific product or brand name sold or offered on the premises, except identification signs, shall be subject to the following:

- (1) Such signs shall not exceed sixteen (16) square feet in area.
- (2) Not more than two (2) such signs shall be located on a freestanding sign.
- (3) Not more than two (2) such signs per primary building wall.
- (4) Such signs shall be included in the calculation of the total permitted sign area.
- (5) Such signs shall comply with all of the applicable regulations of this zoning ordinance.

(b) Dynamic signs. Dynamic signs shall be exempt from this provision.