

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

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

Section 1. That Section 544.20 (13) (d) of the above-entitled ordinance be amended to read as follows:

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

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

- d. *Limited Access Roadway Opportunity Billboard District.* Flashing off-premise signs shall be permitted in ~~this~~ these areas, only: on Interstate 94, ~~north of Broadway,~~ and on Interstate 35-W, north of ~~Hennepin~~ 31st Street East, provided (i) the messages and/or imagery are displayed in a static manner for a minimum of eight (8) seconds, and (ii) flashing signs shall be a minimum of two thousand five hundred (2,500) feet from any other off-premise flashing sign reading to the same directional traffic. ~~The credits required pursuant section 544.60(c) for any flashing off-premise signs to be located in this area shall be demonstrated by the applicant to have been removed only from the area located north of the following: from the western boundary of the city along Broadway Avenue North (including signs on both sides of Broadway) thence to the northeasterly bank of the Mississippi River, thence along the northeasterly bank of the River to Interstate 94, thence following the northern boundary of the right-of-way of Interstate 94 to the easterly boundary of the city~~ Flashing off-premise signs permitted pursuant to this section shall comply with all applicable provisions of this ordinance, except that existing nonconforming off-premise signs in the areas described in this section shall be allowed to be converted to flashing off-premise signs and shall not be subject to section 531.50, expansion or alteration of nonconforming uses and structures, for the conversion, so long as the dimensions, height and orientation of the sign match the conditions that preceded the conversion, the sign meets the requirements of this section and the applicant complies with the credit requirements of section 544.60 (c).