

Proposed Text Amendment

The proposed text amendment put forth by P+Z Staff updates the language of the Sign Regulations for Business Zones, specifically Section 6-168(b), in order to allow logos to be illuminated. The current language only defines “lettering” in what can be illuminated. It is clear the intent of the Sign Regulations for Business Zones is to keep the background of signs non-illuminated, while allowing for illumination of the foreground. It follows that both lettering and logos can be part of the foreground and should therefore both be permitted to be illuminated. The amendment adds the words “and/or logos” to current language. Illumination of the background of signs will continue to be prohibited.

Amend Section 6-168 (b) of the Building Zone Regulations as follows (bold to be added):

Sec. 6-168. ILLUMINATED SIGNS.

(a) A sign may be illuminated if illumination is confined to, or directed to, the surface of the sign. Flashing, rotating, or intermittent illumination, or neon illumination or other similar exposed illumination, including unshielded incandescent, LED or fluorescent bulbs shall not be permitted. The sign shall be so designed and shielded that the light sources cannot be seen from any adjacent residential zone or from the street. (5/4/2005, 4/24/2013)

(b) Interior illumination of a sign shall not be permitted unless such illumination is confined to letters **[and/or logos]**.

(c) The Building Official shall be guided by the opinion of the Traffic Division of the Police Department in administering this Section. (4/24/2013)

(d) Electronic message signs which are typically programmable and have changing or scrolling messages on display screens using LED, LCD, plasma, or functionally equivalent technology are not permitted. (4/24/2013)