

**§ 10-2.1814. Public zone requirements.**

In all "P" Public and Institutional zones, any new sign or change to existing sign, other than a change of copy, that exceeds 30 square feet in area shall be subject to Planning Commission Design Review (Section 10-2.2502). Any new sign or change to existing sign, other than a change of copy, that is 30 square feet or less in area shall be subject to Administrative Design Review (Section 10-2.2500). Any electronic message display sign, regardless of sign area, shall be subject to Planning Commission Design Review.

- (a) Electronic message displays. Electronic message displays may be permitted, subject to Planning Commission Design Review (Section 10-2.2502), and provided all of the following standards are met.
  - (1) The electronic message display shall be on a site having a live performance theater with a seating capacity of not less than 1,000 seats or on a site having a school;
  - (2) The electronic message display for a live performance theater shall not be located adjacent to or directed towards any street other than a major arterial as identified in the master plan of streets in the Transportation and Circulation section of the General Plan;
  - (3) Electronic message displays shall be limited to the display of information relating to interests or activities of the theater or school on the site on which the sign is located, and shall not function as a "billboard" as defined in Section 10-2.402 of this chapter;
  - (4) The electronic message display shall be incorporated into a high-quality decorative structure compatible with the architectural design of the building(s) on the site;
  - (5) The maximum height of the sign structure containing the electronic message display shall be 30 feet above the adjacent sidewalk grade along the street frontage;
  - (6) The electronic message display component of the sign structure for a live performance theater shall not exceed 120 square feet in area per sign face. The electronic message display component of the sign structure for a school shall not exceed 60 square feet in area per sign face;
  - (7) No more than one electronic message display shall be permitted on a site. The electronic message display may be single-faced or double-faced;
  - (8) The electronic message display shall be an electronic LED (Light Emitting Diode) screen;
  - (9) The pixel pitch of the LED electronic message display shall be 25.4 millimeters or less except that at a school site the pixel pitch of the LED electronic message display shall be 34 millimeters or less if the sign area per face is 40 square feet in area or less;
  - (10) The color of the text in the electronic message display shall have the appearance of white on a black background, except that the use of additional colors may be permitted subject to specific conditions approved pursuant to Planning Commission Design Review;
  - (11) The message shall not flash on and off. A message shall remain fixed for a minimum of

eight seconds. Fading in or out, or scrolling of text shall be permitted as transitions;

- (12) The electronic message display shall not be operated between the hours of 12:00 a.m. and 6:00 a.m. Notwithstanding the foregoing, any electronic message display located adjacent to or directed towards any street other than a major arterial as identified in the Master Plan of Streets in the Transportation and Circulation section of the General Plan shall not be operated during the hours from 8:00 p.m. to 6:00 a.m.;
- (13) The electronic message display shall be maintained in good operating condition and external appearance at all times;
- (14) The electronic message display shall not result in unacceptable light intensity and glare impacting surrounding property;
- (15) The Planning Commission may impose additional, or more restrictive, requirements as necessary to limit impacts on surrounding property.

(Ord. 2756 c.s., eff. January 18, 1996, as amended by § 9, Ord. 2884 c.s., eff. May 2, 2002, § 2, Ord. 2899 c.s., eff. March 20, 2003, § 2, Ord. 2984 c.s., eff. June 2, 2006, and § 2, Ord. 3036 c.s., eff. June 5, 2009)