

**Attachment A  
PLANNING COMMISSION APPROVED LANGUAGE**

**Repeal Chapter 7, Section 705.2, Off-Premise Signs, and replace it with the following amended and reformatted language to read as follows:**

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Section 705.2. - Off-Premise Signs. \*1

**A. LOCATION RESTRICTIONS**

1. ~~(Existing 705.2.A.15) outdoor advertising~~ **OFF-PREMISE** structures shall be located only in G-3, A-1, or A-2 districts and shall be located on **LY ON ARTERIAL STREETS AS DESIGNATED ON THE STREET CLASSIFICATION MAP OR LOCATED WITHIN THREE HUNDRED (300) FEET OF THE RIGHT-OF-WAY AND ORIENTED TO THE FOLLOWING PERMITTED FREEWAYS:**
  - a. **INTERSTATE 17;**
  - b. **INTERSTATE 10;**
  - c. **INNER SR (LOOP) 202;**
  - d. **SR 143;**
  - e. **THE WESTERN SR (LOOP) 101 TO CAMELBACK ROAD;**
  - f. **OFF-PREMISE SIGNS ARE A PROHIBITED USE ON ALL OTHER EXISTING AND FUTURE FREEWAYS WITHIN THE CITY LIMITS AND SHALL NOT BE REORIENTED TO OBTAIN FREEWAY VISIBILITY.**
  
2. ~~(Existing 705.2.A.13) outdoor advertising~~ **OFF-PREMISE STRUCTURES MAY ALSO BE LOCATED IN A PLANNED UNIT DEVELOPMENT (PUD) WHEN ORIENTED AND WITHIN THREE HUNDRED FEET OF A FREEWAY AS IDENTIFIED IN SECTION 705.2.A.1. OFF-PREMISE ADVERTISING STRUCTURES LOCATED IN A PUD MUST COMPLY WITH ALL STANDARDS IN 705.2.**
  
3. ~~(Existing 705.2.A.14) an arterial street as designated on the street classification map or shall be located within three hundred feet of the mainline of Interstate 17 within the City limits and the mainline of Interstate 10 from the end of Interstate 17 to the eastern City limits. The mainline of a freeway shall not include ramps to or from that freeway. \*3 \*4~~
  
4. 3. ~~(Existing 705.2.A.7) No outdoor advertising~~ **OFF-PREMISE** structure shall

be erected within the following locations:

- a. In or within ~~one~~ **TWO** thousand **(2000)** feet of the boundaries of the Phoenix or South Mountain Preserves.
- b. In any historic preservation district.
- c. Within ~~two hundred fifty feet of the centerline of any scenic corridor~~ **ZONING OVERLAY** or drive adopted by the City of Phoenix.
- d. **ANY ARTERIAL STREET WHERE THE SIGN FACE IS ORIENTED TO A FREEWAY NOT SPECIFIED IN SECTION 705.2.BA.1** In any redevelopment area, except for an area bounded on the east by 7th Street, north by Washington Street, the west by 1st Avenue, and the south by an irregular boundary from Madison Street to Buchanan Street, known as the Jefferson Street Master Sign Plan Area, or neighborhood conservation area designated by the City of Phoenix. \*6

5. 4. (*Existing 705.2.A.8*) Any **OFF-PREMISE** outdoor advertising structure erected within the following locations shall require a use permit:

- a. Within ~~two hundred fifty~~ **FIVE HUNDRED (500)** feet of the boundary of any historic preservation district.
- b. In or within two hundred fifty feet **(250)** of a **SPECIAL PLANNING DISTRICT PLANS** special OR **NEIGHBORHOOD CONSERVATION DISTRICT** conservation district.
- c. **IN ADDITION TO THE PROVISIONS OF SECTION 307,** Findings of approval shall include:
  - (1) Compliance **COMPATIBILITY** with proposed **EXISTING** redevelopment plans, **SPECIAL PLANNING DISTRICT PLANS, NEIGHBORHOOD CONSERVATION DISTRICT PLANS OR HISTORIC PRESERVATION DISTRICT PLANS;**
  - (2) Relation to public open areas and parks;
  - ~~(3)~~ Relation to historic preservation areas;
  - ~~(4)~~ (3) Relation to significant public view or vistas.
  - ~~(5)~~ (4) **IMPACT TO ADJACENT RESIDENTIAL USES.**

9. ~~No freeway sign may be erected along any freeway, expressway, or parkway designated on the street classification map unless fifty percent or more of the footage on that side of and said roadway the nearest intersecting arterial streets is zoned C-2, C-3, A-1, and A-2, or Commerce Park. \*4~~

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6. 5. ~~(Existing 705.2.A.25) Notwithstanding other contained herein,~~ **WITH THE EXCEPTION OF RESIDENTIAL USES WITHIN A PLANNED UNIT DEVELOPMENT (PUD) no part of any outdoor advertising OFF-PREMISE structure located in a C-3 district shall MAY be located closer than seventy-five feet FIVE HUNDRED (500) FEET from a residential district AND RESIDENTIAL USE. AN UNDEVELOPED A VACANT RESIDENTIALLY ZONED LOT SHALL BE TREATED AS A RESIDENTIAL USE.**

B. ~~District requirements for off-premise signs.~~

1. ~~General. The type of signs permitted, and the regulation of the number, placement, and use of signs is hereby established in the following table:~~
2. ~~General overview of off-premises districts of permitted signs. \*2~~

#### OUTDOOR ADVERTISING

Zoning District	*a
RE-43 - R-5, P.A.D. 1—15, R-O, C-O	Not permitted
Resort	Not permitted
S-1, S-2	Not permitted
PCD	Not permitted
PSC/RSC, C-1, C-2, Commerce Park	Not permitted
C-3, A-1, A-2	See Section 705.2 for height, spacing, placement requirements

~~\*aOutdoor advertising structures shall be located only in C-3, A-1, or A-2 districts and shall be located on an arterial street as designated on the street classification map or shall be located within three hundred feet of Interstate 17 within the City limits and Interstate 10 from the end of Interstate 17 to the eastern City limits. \*4~~

#### **B. SETBACKS/SPACING/HEIGHT/AREA**

1. ~~(Existing 705.2.A.11) (Existing 705.2.A.13) **WITH THE EXCEPTION OF FREEWAY SIGNS WHICH REQUIRE NO SETBACK, An ALL OFF-PREMISE** outdoor advertising structure~~s~~, when on [a] corner lot, shall maintain a setback **OF A MINIMUM OF TWENTY FIVE (25) FEET** from **ALL PROPERTY LINES ADJACENT TO PUBLIC RIGHT-OF-WAY(S)** the street equal to or greater than the front yard setback of any residence district (RE-43 through R-5) which adjoins the lot. This setback shall not be required if the residence district is on an arterial street. \*4~~
2. ~~(Existing 705.2.A.12) No outdoor advertising structure shall be located within the following distances from a right-of-way:~~
  - a. ~~For arterial streets, fifteen feet for a junior outdoor advertising structure and twenty five feet for all other outdoor advertising structures. \*4~~
  - b. ~~For all other streets ten feet.~~
3. ~~(Existing 705.2.A.13) No setback is required for a freeway sign.~~
4. ~~(Existing 705.2.A.14) No part of such sign structure, walkway or catwalk, shall be erected closer to a street than the front line of any building within one hundred feet; provided, however, that when an advertising structure is erected between two buildings within one hundred feet of the advertising structure, no part of said structure shall be erected closer to any street line than a line drawn between the front corners of the nearest two buildings, except when a sign is erected between two such buildings and the sign face and support columns are totally contained within three feet or less of the building nearest the street, only that building setback need be maintained.~~
5. 2. ~~(Existing 705.2.A.16) Spacing standards for outdoor advertising **OFF-PREMISE** structures shall be: **ONE THOUSAND (1000) FEET FROM ONE STRUCTURE TO ANOTHER. MEASUREMENT SHALL BE FROM THE VERTICAL EDGE OF THE SIGN FACE CLOSEST TO THE SIGN FACE OF THE STRUCTURE TO WHICH IS BEING MEASURED.**~~
  - a. ~~No portion of an outdoor advertising structure when located on an arterial street, shall be closer to any other outdoor advertising structure than as established by the following tables: \*4~~

**SPACING STANDARDS IN FEET FOR OUTDOOR ADVERTISING STRUCTURES IN C-3 DISTRICTS**

From	To		
	Junior	Poster	Bulletin

Junior	300	300	400
Poster	300	500	600
Bulletin	400	600	750

SPACING STANDARDS IN FEET FOR OUTDOOR ADVERTISING STRUCTURES IN A-1 AND A-2 DISTRICTS

From	To		
	Junior	Poster	Bulletin
Junior	300	300	400
Poster	300	500	600
Bulletin	400	600	1,000

~~When spacing is measured across zoning district boundaries, the larger applicable distance shall be used.~~

- ~~b. No portion of a freeway sign shall be closer than one thousand feet from another such structure located on the same side of the freeway or expressway except as provided in subsection c, below.~~
- ~~c. A freeway sign may be less than one thousand feet from another outdoor advertising structure under the following conditions:
 
  - ~~(1) The other sign structure is within three hundred feet of a freeway or expressway; it is located on a lot abutting an arterial street; and any face of the sign which is oriented to the freeway or expressway makes an angle of less than thirty degrees with the freeway or expressway; or \*4~~
  - ~~(2) The other sign structure is located more than three hundred feet from the freeway or expressway; provided no portion of the sign structures shall be erected closer than as established in subsection a, above.~~~~
- ~~d. Double face and "V" shape signs and two signs side by side shall be considered as single structures for determining spacing. When erected side by side, total area of both signs, including spacing between the faces, shall not exceed the maximum area allowed for any one such sign.~~
- ~~e. For spacing purposes between billboards, when two such signs lie parallel to and within three feet of opposite walls of a building and so long as no part of either sign projects beyond any portion of the nearest parallel walls, they shall be considered as a single sign structure.~~

6. 3. (*Existing 705.2.A.17*) Except as provided for double-face and "V" shape signs, no such structure face area, or combination of sign structure face area shall the following amounts: **THE MAXIMUM SQUARE FOOTAGE OF PERMITTED OFF-PREMISE SIGNS IS AS SHOWN IN THE TABLE BELOW:**

	Sign Face (square feet)	Embellishments	Total Maximum Area (square feet)
<del>POSTER</del>			
<del>C-3 district except freeway signs</del> <b><u>POSTER</u></b>	378 sq. ft.	20%	450 sq. ft.
<del>BULLETIN</del>			
<del>A-1, A-2 districts, and all freeway signs</del> <b><u>BULLETIN</u></b>	672 sq. ft.	20%	785 sq. ft.

7. 4. (*Existing 705.2.A.22*) **HEIGHTS FOR OFF-PREMISE STRUCTURES SHALL BE AS FOLLOWS:**

- a. Maximum heights for outdoor advertising **OFF-PREMISE** structures shall be as follows: **FORTY-EIGHT (48) FEET IN HEIGHT.**
- b. **FREEWAY SIGNS MAY BE INCREASED UP TO SEVENTY (70) FEET IN HEIGHT SUBJECT TO MEETING THE STANDARDS OF SECTION 307 FOR USE PERMITS IN ADDITION TO THE FOLLOWING:**
- (1) **THE ADDITIONAL HEIGHT IS NECESSARY BECAUSE OF AN ELEVATED FREEWAY, OVERPASS, BUILDING OR OTHER PHYSICAL OBSTRUCTION THAT IMPEDES SIGN FACE VISIBILITY;**
  - (2) **THE ADDITIONAL HEIGHT IS THE MINIMUM HEIGHT NECESSARY TO ENSURE SIGN FACE VISIBILITY.**

- a. ~~In C-3 districts, maximum height shall be thirty-five feet or the height of the nearest building within twenty-five feet of the sign, whichever is less; provided that if the nearest building within twenty-five feet exceeds thirty-five feet in height, the sign shall be no more than forty-five feet high or the height of the building, whichever is less, and provided that the sign does not project beyond the walls closest and most parallel to the sign. This provision shall apply only where at least fifty percent of the frontage within one-quarter mile on either side of the sign is zoned C-3, A-1, or A-2. Otherwise, the maximum height shall be twenty-five feet or the height of the nearest building within twenty-five feet of the sign, whichever is less; provided that if the nearest building within twenty-five feet exceeds twenty-five feet in height, then the sign shall be no more than thirty-five feet high or the height of the building, whichever is less and provided that the sign does not project beyond the walls closest and most parallel to the sign.~~
- b. In A-1 and A-2 districts, maximum height shall be forty-eight feet.
- c. Maximum height for freeway sign shall be forty-eight feet in C-3, A-1, and A-2 districts.

A- C. Special requirements for off-premise signs.

1. Sign permits for outdoor advertising ~~OFF-PREMISE~~ structures shall conform to the general requirements for sign permits ~~S~~ as established by Section 705.B except as provided herein and in Section 705.2.~~CG~~. \*3 \*4
  - a. If the application is for an outdoor advertising ~~OFF-PREMISE~~ sign and if the applicant is not the property owner, written authorization from the PROPERTY owner to erect the proposed sign or a sworn statement that the applicant has written authorization from the PROPERTY owner to erect the proposed sign, **OR A COPY OF AN EASEMENT WHICH IS RECORDED WITH THE COUNTY RECORDER SHOWING THAT THE SIGN OWNER OWNS THE EASEMENT UNDER THE SIGN,** shall be attached to the application. Where there exist conflicting claims concerning authorization from the property owner, no permit shall be issued until the conflict is resolved by the applicants. When conflicting claims arise after the issuance of a permit but before work is commenced, the permit shall be suspended until the conflict is resolved by the parties.
2. There shall be no more than a total of two **(2)** support columns for any outdoor advertising **OFF-PREMISE** sign.

3. Access ladders to maintenance platforms shall be constructed or maintained in such a position as not to project beyond a visual envelope established by structural elements or projections of the sign face and trim to the ground as viewed from a plane parallel to the face of the sign.
4. Other than support columns, maintenance walkways, embellishments, ends, cross bracing, tops or bottoms of parallel or V-shaped signs, no back braces, torque arms, stringers, panel attachments or similar structural elements or accessories shall be exposed. If not covered by a sign face, screening of such elements shall be colored similarly to the remaining portions of the signs.
5. A third face may be used to screen a V-shape sign so long as it conforms to the remaining provisions of this ordinance and so long as that face is oriented to an arterial street when used for advertising. The area of said face shall not be counted toward the maximum allowed area so long as each end is not farther than five (5) feet from its adjacent face. \*4
6. For the purpose of rotation of sign faces, an ~~outdoor advertising~~ **OFF-PREMISE** structure may be left exposed for a period of not more than sixty days.
7. *(Existing Code 705.2.A.18-Rewrite 705.2.A.17)* Embellishments may extend not more than five and one-half (5.5) feet above or below the horizontal edges and three (3) feet beyond any vertical edge of the sign structure face area.
8. *(Existing Code 705.2.A.21)* ~~outdoor advertising~~ **OFF-PREMISE** signs shall not be erected upon the roof of any building, nor shall any sign be partially or totally supported by the roof or roof structure of any building.
9. *(Existing Code 705.2.A.24)* No part of any sign structure, except the sign copy, shall be painted in an enamel or gloss paint, or a color with a reflectivity of more than twenty percent, or with a metallic color. In addition hues of red, orange, yellow, or purple shall not be used.

10. ~~(Existing Code 705.2.A.26) Changing copy on a legal sign, bulletin board, outdoor advertising sign, display encasement, or marquee; or maintenance where no structural changes are made; or the changing of the interchangeable letters on signs designed for them. However, repainting of painted wall signs when more than fifty percent of the copy has been removed shall require that written notice of the proposed repainting be received by the Planning and Development Department at least three days prior to repainting.~~ **COPY CAN BE CHANGED AND NON-STRUCTURAL MAINTENANCE CAN BE DONE ON A LEGAL SIGN, BULLETIN BOARD, OFF-PREMISE SIGN, DISPLAY ENCASEMENT, OR MARQUEE. THIS ALSO ALLOWS FOR COPY CHANGES UTILIZING INTERCHANGEABLE LETTERS ON SIGNS DESIGNED FOR THAT PURPOSE. WALLS PAINTED WITH SIGN COPY SHALL REQUIRE WRITTEN NOTICE OF THE PROPOSED REPAINTING BE RECEIVED BY THE PLANNING AND DEVELOPMENT DEPARTMENT AT LEAST THREE DAYS (3) PRIOR TO REPAINTING THE WALL SIGN WHEN MORE THAN FIFTY (50) PERCENT OF THE COPY WILL BE REMOVED.** Change on any sign when an increase in square footage occurs, shall require a permit. The nonconforming status of a sign shall not be affected by the repainting.

#### **D. LANDSCAPE**

1. ~~(Existing 705.2.A.23) LandscapingE.~~
- a. LandscapingE shall be provided with the erection of a **N** billboard **OFF-PREMISE SIGN** on any lot not occupied by permanent structures, outdoor uses or parking.
  - b. LandscapingE shall equal fifteen **FORTY-EIGHT (48)** square feet for each lineal foot of sign face to a maximum of seventy-five **(75)** percent of the area of the lot.
  - c. The landscapingE shall **BE PLACED WHERE THERE IS THE MOST COMMUNITY BENEFIT AND SHALL** consist of **ONE TREE, FIVE SHRUBS AND** ground cover and **OF** living plant materials **FOR EACH THREE HUNDRED (300) SQUARE FEET OF REQUIRED LANDSCAPE AREA**, a plan for which shall be submitted in conjunction with the application for a permit in accordance with Section 705.D. Landscaped area shall be provided with a permanent watering system and all plant materials shall be maintained in a living condition.

#### **E. ILLUMINATION/DIGITAL STANDARDS**

1. *(Existing 705.2.A.10)* ~~outdoor advertising~~ **OFF-PREMISE** signs may be internally illuminated, indirectly illuminated, or directly illuminated.
2. *(Existing 705.2.A.19)* Intermittent or flashing illumination or animation may be permitted subject to a use permit. Automatic panel changes (Trivision) are permitted.
3. **ELECTRONIC MESSAGE DISPLAYS ARE PERMITTED SUBJECT TO OBTAINING A USE PERMIT IN ACCORDANCE WITH THE PROVISIONS OF SECTION 307 AND SATISFYING THE FOLLOWING CONDITIONS:**
  - a. **THE SIGN COPY IMAGE SHALL BE STATIC WITH NO ANIMATION AND WITH NO FLASHING, BLINKING, OR MOVING LIGHTS;**
  - b. **IN THE TRANSITION BETWEEN COPY CHANGES, THERE SHALL BE NO SENSE OF MOVEMENT FROM ONE IMAGE TO THE NEXT;**
  - c. **NETWORK TIME SHALL BE MADE AVAILABLE ON THE DIGITAL SIGN FACES TO THE CITY OF PHOENIX FOR EMERGENCY MESSAGING – MESSAGES TO OVERRIDE ALL COPY FOR ONE HOUR, THEN DISPLAY FOR EIGHT (8) SECONDS IN EVERY MINUTE AS LONG AS NEEDED;**
  - d. **IN THE EVENT OF AN ELECTRONIC MALFUNCTION THE SIGN SHALL BE SHUT OFF UNTIL REPAIRS HAVE BEEN MADE TO RESTORE THE ELECTRONIC MESSAGING SYSTEM;**
  - e. **THE SIGN COPY CHANGES SHALL NOT OCCUR MORE FREQUENTLY THAN EVERY EIGHT (8) SECONDS, UNLESS OTHERWISE SPECIFIED BY THE ZONING ADMINISTRATOR;**
  - f. **DIMMER ON SIGN SHALL BE SET IN THE EVENING HOURS (FROM SUNSET TO 11:00 P.M.) NOT TO EXCEED 300 NITS FOR SIGNS THAT ARE FOURTEEN (14) FEET BY FORTY-EIGHT (48) FEET AND THREE HUNDRED FORTY TWO 342 NITS FOR SIGNS THAT ARE TEN (10) FEET BY THIRTY (30) FEET TO ENSURE COMPLIANCE WITH CURRENT ORDINANCE STANDARD FOR ILLUMINATION, UNLESS OTHERWISE SPECIFIED BY THE ZONING ADMINISTRATOR;**

**g. FROM 11:00 P.M. UNTIL SUNRISE ALL SIGN ILLUMINATION SHALL BE EXTINGUISHED AND SIGN SHALL BE EQUIPPED WITH AUTOMATIC DEVICE TO ASSURE COMPLIANCE. THE ONLY EXCEPTION TO THIS STIPULATION WILL BE FOR AMBER ALERTS AND OTHER GOVERNMENTAL EMERGENCIES, UNLESS OTHERWISE SPECIFIED BY THE ZONING ADMINISTRATOR.**

4. *(Existing 705.2.A.20)* On any lot contiguous to a residential zoning district **AND RESIDENTIAL USE** (RE-43 through ~~R-5~~ **R-2** and P.A.D.-1 through P.A.D.-~~15~~**12**) or separated there from only by a street or alley, no such illuminated sign structure may be placed in such manner that any portion of the face of the sign is visible at or behind the existing or required yard setback, whichever is the greater of the adjacent residential lot. **AN UNDEVELOPED A VACANT LOT SHALL BE TREATED AS A RESIDENTIAL USE.**

5. *(Existing 705.2.A.27)* Lighting for outdoor advertising **OFF-PREMISE** structures shall be shielded in accordance with Section 23-100 of the Municipal Code unless: 1) the structure exceeds three hundred one (**301**) square feet per sign face; 2) consists of panels which are designed to be removed from the top of the sign board; and 3) is equipped with an automatic device which shuts off the fixture between 11:00 p.m. and sunrise. For such signs, the lighting may consist of no more than four bottom-mounted individual fixtures (or lamps) which produces a maximum of forty thousand (**40,000**) lumens per fixture, and where no more than one thousand seventeen (**1117**) lumens per fixture spills or is cast beyond the sign face.

a. outdoor advertising **OFF-PREMISE** structures may use florescent fixtures. These fixtures must be mounted at the top of the sign structure and must be partially shielded so that the candlepower per one thousand (**1000**) lamp lumens does not numerically exceed twenty-five (**25**) (two and one-half (**2.5**) percent) at an angle of ninety (**90**) degrees above nadir (horizontal), and one hundred (**100**) (ten (**10**) percent) at a vertical angle of eighty (**80**) degrees above nadir. This applies to any lateral angle around the luminaire.

**F.G.** Special Requirements For Groundsheet Signs. Groundsheet signs are permitted in the A-1 and A-2 Zoning Districts located within the boundaries of 35th Avenue and the eastern City limits along Van Buren Street on the north; from Van Buren Street to Interstate 10 (I-10) along the eastern City limits; along the centerline of I-10 and Interstate 17 (Maricopa Freeway) from the eastern City limits to 19th Avenue; from 19th Avenue south to Broadway Road; along Broadway Road on the south between 19th and 35th Avenues; and along 35th Avenue between Broadway Road and Van Buren Street, subject to the following restrictions: +5

1. There shall be a minimum property size of four (4) undeveloped VACANT acres, +5
2. There shall be a maximum sign area of six (6) acres, +5
3. Signs shall not be located within two thousand (2,000) feet of another sign, +5
4. Signs shall be screened to eliminate legibility from adjacent roadways, freeways, or adjacent properties, +5
5. Screening shall be provided on all sides of the property on which the sign is located as follows: +5
  - a. Fences: A six (6) foot high solid fence shall be built in compliance with the applicable provisions of Sections 507.Tab A. and 703 of the Phoenix Zoning Ordinance and consistent with all setback requirements. +5
  - b. Landscaping: Shall be in conformance with the standards for the Underlying Zoning District and Sections 507.Tab A. and 703 of the Zoning Ordinance, as approved by Planning and Development Department. +5
6. The illumination of signs is prohibited. +5
7. The sign and associated structures shall be constructed as follows: +5
  - a. The materials used must be non-reflective, and +5
  - b. The materials used must be flame retardant and environmentally safe, as approved by Planning and Development Department, and +5
  - c. The materials used must be permeable so as to allow rainwater to pass through the sign and associated structures to allow drainage per grading and drainage plans approved by the Fire and Planning and Development Departments, and +5
  - d. To be securely fastened to the ground or support structure, subject to plans approved by the Planning and Development Department, and +5

- e. The height of three (3) feet above natural grade shall not be exceeded, as approved by the Planning and Development Department, and +5
  - f. No more than one (1) advertisement, logo or message is permitted per sign. +5
8. Prior to issuance of the sign permit, the Zoning Administrator or his or her designee shall review the permit to ensure compliance with the requirements of Sections 705.2.C.1 through 705.2.C.7. +5
9. In addition to appropriate sign permits, all necessary structural plan approvals and permits must be obtained prior to the installation of the sign or any associated structures. +5

**G.D.** Nonconforming off-premises signs. \*5

1. It shall be unlawful to hereafter erect, construct, alter, maintain, or use any sign in violation of any provisions contained herein, except as provided in this section.
2. No nonconforming ~~outdoor advertising~~ **OFF-PREMISE** sign shall be moved, altered, re-erected, relocated or replaced unless brought into compliance with screening and projecting ladder requirements of Section 705.2.A. 3 and 4, except as provided in this section. The area of the sign is **MAY** not **BE** increased. ~~except any nonconforming outdoor advertising sign which is permitted for seven hundred sixty-eight square feet may be increased to seven hundred eighty-five square feet.~~
3. ~~No nonconforming outdoor advertising sign shall be moved or relocated such that any part of the structure, including walkways and catwalks, is closer to a street than the front line of any building within one hundred feet; provided, however, that when an advertising structure is erected between two buildings each within one hundred feet of the advertising structure, then no part of said structure shall be erected closer to a street than a line drawn between the front corners of the nearest two buildings; unless the outdoor advertising sign maintains the spacing requirements of Sections 705.2.A.2 through 27.~~

**3. NOTWITHSTANDING ANY OTHER PROVISION OF THIS CHAPTER AND ORDINANCE, A LEGAL NONCONFORMING SIGN THAT IS LOCATED ON A PARCEL OF PROPERTY WHICH IS SEVERED FROM A LARGER PARCEL OF PROPERTY AND ACQUIRED BY A PUBLIC ENTITY FOR PUBLIC USE BY CONDEMNATION, PURCHASE, OR DEDICATION, MAY BE RELOCATED ON THE PROPERTY THAT WAS NOT ACQUIRED WITHOUT EXTINGUISHING THE LEGAL NONCONFORMING STATUS OF THAT SIGN PROVIDED THAT THE NONCONFORMING SIGN:**

- a. IS NOT INCREASED IN AREA OR HEIGHT;**
- b. REMAINS STRUCTURALLY UNCHANGED EXCEPT FOR REASONABLE REPAIRS OR ALTERATIONS;**
- c. IS PLACED IN THE MOST SIMILAR POSITION POSSIBLE ON THE REMAINING PROPERTY THAT IT OCCUPIED PRIOR TO THE RELOCATION;**
- d. IS RELOCATED IN A MANNER SO AS TO COMPLY WITH ALL APPLICABLE SAFETY REQUIREMENTS. AFTER RELOCATION PURSUANT TO THIS SUBSECTION, THE LEGAL NONCONFORMING SIGN SHALL BE SUBJECT TO ALL PROVISIONS OF THIS SECTION IN ITS NEW LOCATION.**

~~4. In order to promote a general upgrading of the visual environment of the City through a reduction in numbers or improvements in appearance, location, appropriateness of scale, or relation to adjacent development, a nonconforming outdoor advertising structure may be altered or rebuilt notwithstanding the provisions of Sections 705.1.C.1.c.3, 705.2. C.2, 705.2.C.3 and Sections 705.2.A.2 through 27 upon the securing of a use permit.~~

- ~~a. In addition to the standards enumerated in Section 307 for the granting of a use permit, the Zoning Administrator or Board of Adjustment must also make a finding that one or more of the following actions proposed to be taken by the applicant in relation to the altered or rebuilt outdoor advertising structure will improve the visual environment:
  - ~~(1) Reductions in size, height, changes in configuration, angle or construction which will bring the structure into greater compatibility with the size and scale of nearby buildings.~~
  - ~~(2) Improvements in appearance through placement of the sign, additions of landscaping, improvements in lighting.~~~~

- (3) Removal of other nearby outdoor advertising structures when located no farther than the following distances from the subject structure:

Junior: 400 feet.

Poster: 500 feet.

Bulletin: 750 feet.

- b. In no event shall relief, in accordance with this subsection, permit alteration or re-erection of a sign not in compliance with the other provisions of this section

**4. A REDUCTION IN THE NUMBER OF NONCONFORMING BOARDS WILL PROMOTE A BETTER VISUAL ENVIRONMENT IN THE CITY. A NONCONFORMING BOARD LOCATED ON A CITY STREET OR ON A PERMITTED FREEWAY CAN BE REBUILT TO A DIGITAL SUBJECT TO THE USE PERMIT STANDARDS IN SECTION 307, IN ADDITION TO THE FOLLOWING:**

- a. **REMOVAL OF TWELVE HUNDRED (1200) SQUARE FEET OF EXISTING NONCONFORMING OFF-PREMISE SIGNS WITHIN THE CITY LIMITS FOR EACH DIGITAL FACE REQUESTED;**
- b. **IF THE PARCEL HAS NO LANDSCAPING ALONG THE STREET FRONTAGE, A MINIMUM FIVE (5) FOOT LANDSCAPE STRIP CONSISTING OF ONE (1) TWO-INCH CALIPER TREE FOR EVERY THIRTY (30) FEET ON CENTER ALONG WITH FIVE (5) SHRUBS AND GROUND COVER FOR EVERY TREE SHALL BE PROVIDED ALONG THE STREET FRONTAGE, INCLUDING A PERMANENT WATER SUPPLY. IF LANDSCAPE IS IMPRACTICAL THAN THIS REQUIREMENT MAY BE SATISFIED BY INSTALLING A DECORATIVE POLE COVER.**

**5. A NONCONFORMING OFF-PREMISE SIGN NOT REQUESTING A DIGITAL, MAY BE REBUILT SUBJECT TO THE USE PERMIT STANDARDS IN SECTION 307, IN ADDITION TO THE FOLLOWING:**

- a. **REDUCTION IN SIZE, HEIGHT, CHANGE IN CONFIGURATION, ANGLE OR CONSTRUCTION WHICH BRINGS THE STRUCTURE INTO GREATER COMPATIBILITY WITH THE SIZE OF ADJACENT BUILDINGS WITHIN THE CONTEXT AREA;**
- b. **IMPROVEMENT IN PLACEMENT, ADDITION OF LANDSCAPING, IMPROVEMENTS TO LIGHTING.**

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