Meeting Date: **4/14/2016**

Report Type: Staff/Discussion

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City of SACRAMENTO 12

City Council Report
915 I Street, 1st Floor
www.CityofSacramento.org

Title: Ordinance Adding Section 15.148.920 to the Sacramento City Code Relating to Signs for Large Entertainment Venues (M16-003) [Passed for Publication 04/05/2016; Published 04/08/2016]

Location: Citywide

Recommendation: Pass an Ordinance adding Section 15.148.920 to the Sacramento City Code, Relating to Signs for Large Entertainment Venues.

Contact: Sandra Yope, Senior Planner, (916) 808-7158, Community Development Department; Desmond Parrington, AICP, ESC Project Manager, (916) 808-5044, Office of the City Manager

Presenter: Desmond Parrington, AICP, ESC Project Manager, (916) 808-5044, Office of the City Manager

Department: Community Development Dept / Office of the City Manager

Division: Current Planning

Dept ID:

Attachments:

1-Description/Analysis

2-Ordinance (Clean)

3-Ordinance (Redline)

City Attorney Review

Approved as to Form
Joseph Cerullo
4/6/2016 3:47:31 PM

Approvals/Acknowledgements

Department Director or Designee: Ryan Devore - 3/31/2016 5:27:45 PM

Description/Analysis

Issue Detail: City Code chapter 15.148 (Signs) does not allow signs for large entertainment or sports venues beyond those that are generally allowed in the zone. Nor does chapter 15.148 allow for creative signage that uses new technologies (e.g., digital signs) generally found at large entertainment venues in other jurisdictions. Accordingly, the proposed ordinance amends chapter 15.148 by adding new section 15.148.920, which specifically identifies allowed signage for large single-space entertainment venues (i.e., auditoriums, arenas, stadiums) based on the number of permanent fixed seats. Among other things, the new section does the following:

- Allows for large attached digital signs that may display general advertising for hire (to help with sponsorships of the venues)
- Identifies the allowed sign types and the allowed number of each sign type for the primary tenant and a secondary tenant
- Allows one aerial-view sign for each venue
- Defines terms unique to the new section
- Regulates the hours of operation for digital displays, to regulate light and glare at night
- Requires Design Director or Preservation Director approval of sign permits for digital displays, with any decision from a Design Director or Preservation Director hearing appealable to the Planning and Design Commission or Preservation Commission respectively*

The new section allows for appropriate signage to identify large venues that serve as landmark destinations and have multiple entryways. It thus authorizes dynamic and creative signage that will energize the venues and the areas surrounding them. Existing venues that will benefit from these changes include the Community Center Theater, Memorial Auditorium, and the Golden One Center. Future venues such as a soccer stadium or a new performing-arts center will also benefit.

Staff presented the proposed changes to the Law and Legislation Committee on March 8. The Committee members raised several questions and concerns, including the following:

- The appropriate size of digital signs for large venues
- Whether future signage on the soccer stadium might affect development in the Railyards
- The permanence of rights for digital signage if the signage becomes problematic in the future

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* As presented to the City Council on April 5, the new section required review by the Design Director only. Staff subsequently revised the new section by adding review by the Preservation Director, as well. See the attached redlined version of the ordinance showing the revisions.

- What aerial view signs would look like to surrounding buildings
- The appropriate level of brightness or luminosity for digital signage

As a result of this discussion, staff revised the ordinance by doing the following:

- Reducing the size of digital signs from 350 to 150 square feet for smaller entertainment venues (2,000 to 10,000 permanent seats)
- Requiring a distance of at least 150 feet between the two 700-square-foot digital displays allowed for larger entertainment venues (more than 10,000 permanent seats)
- Placing a 10-year time limit on sign permits for digital signs
- Providing that no more than 30% of a roof area may be used for aerial signage
- Conferring with sign-design and lighting experts to confirm that the light levels used in the ordinance (i.e., foot-candle and candela levels) are appropriate and are used by other jurisdictions in their sign ordinances (the light levels used were also cited as a "best practice" by the American Planning Association in its February 2016 article on signage)

Staff believes that these revisions to the ordinance, coupled with the Design Director or Preservation Director review process, provide an appropriate level of oversight and regulation by balancing the desire for exciting signage with the need to protect surrounding uses from light and glare.

Policy Considerations: Sign regulations are used to preserve and improve the appearance of the city as a place in which to live; to safeguard and enhance property values; to protect public and private investment in buildings and open spaces; and to promote the public health, safety, and general welfare.

Economic Impacts: Not applicable.

Environmental Considerations: The Master Environmental Impact Report (Master EIR) for the 2035 General Plan evaluated the cumulative effects of signage allowed within the city. The new section would allow signage for large venues and would not result in any significant cumulative effect not considered in the Master EIR. Each digital display allowed by the new section would be subject to review and approval by the Design Director or Preservation Director, which would include review of the individual display's environmental effects. No new significant effect would result, and no additional review is required by the California Environmental Quality Act. (14 Cal. Code Regs. § 15061(b)(3).)

Sustainability: Not applicable.

Commission/Committee Action: The proposed ordinance was presented to the Law and Legislation Committee on March 8, 2016. The Committee forwarded the proposed ordinance to the City Council with its recommendation of approval, although several Committee members

also requested that staff conduct additional research on the questions and concerns noted above.

Rationale for Recommendation: Large entertainment venues have unique signage needs because of their size and the nature of their use. Chapter 15.148 does not currently accommodate these venues. The proposed ordinance authorizes signage that will enable these venues to be more recognizable and successful.

Financial Considerations: Not applicable.

Local Business Enterprise (LBE): Not applicable.

ORDINANCE NO. 2016-XXX

Adopted by the Sacramento City Council
April 14, 2016

AN ORDINANCE ADDING SECTION 15.148.920 TO THE SACRAMENTO CITY CODE, RELATING TO SIGNS FOR LARGE ENTERTAINMENT VENUES

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

SECTION 1.

Section 15.148.920 is added to the Sacramento City Code to read as follows:

15.148.920 Signs for large entertainment venues.

A. The following definitions apply in this section:

"Aerial-view sign" means a sign that meets both of the following criteria: it is on the roof of a building or structure, approximately parallel with the roof plane; and it is intended to be viewed from overhead.

"Digital display" means a sign face, building face, or any building or structural component that displays images through the use of grid lights, cathode-ray projections, light-emitting diodes (LEDs), plasma screens, liquid-crystal displays (LCDs), fiber optics, or other electronic media or functionally equivalent technology.

"Director" means the design director (defined in section 17.108.050) or the preservation director (defined in section 17.108.170), as appropriate.

"Large entertainment venue" means a permanent building or structure that is used primarily for entertainment (including sporting events and cultural events); is the primary use of the site; and has at least 2,000 fixed permanent seats within a single auditorium, arena, or stadium.

"Primary user" means the person who has the right to use the largest portion of a large entertainment venue, measured in square feet of floor area.

"Secondary user" means the person who has the right to use the second largest portion of a large entertainment venue, measured in square feet of floor area.

"Suspended sign" means a double-face sign that hangs from a bracket or support attached underneath a building projection, eave, canopy, awning, or colonnade.

B. Large entertainment venues with 2,000 to 10,000 fixed permanent seats are allowed the following signage:

1. Digital displays

a. A digital display must be a permanently attached sign.

b. One digital display is allowed for the primary user. No digital signs are allowed for the secondary user.

c. The maximum display area is 150 square feet.

d. General advertising for hire is allowed.

e. Digital displays must meet the following criteria:

i. A digital display may show only a series of still images, each displayed for at least 8 seconds. The still images may not be animated (i.e., move or present the appearance of motion) and may not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination.

ii. Digital displays must use either an instant transition between still images or a fading transition with a transition time between still images of not less than 1 second and not more than 2 seconds. A digital display must not go blank during a transition.

iii. The maximum pixel pitch of a digital display is 16 mm.

iv. Digital displays must be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot-candles above ambient lighting. Digital displays must transition smoothly at a consistent rate from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset. An automatic photometric sensor must be provided for automatic dimming.

v. Upon the request of the chief building official or his or her designee, the display owner, at the owner's expense, shall have a city-approved testing agency measure the brightness of a digital display as follows:

Step One. Measure the display's brightness at night and during the day by focusing on the direct center of the display

from a point that is 6 feet above grade and 20 feet away from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display). If brightness so measured exceeds 450 candelas per square meter during the night or 7,500 candelas per square meter during the day, then the display's illumination must be adjusted so that it does not exceed 450 or 7,500 candelas, as applicable.

Step Two. Determine the "measurement distance" using the following formula (the "display area" in the radicand is the area of the display in square feet):

$$Measurement\ Distance\ (in\ feet) = \sqrt{Display\ Area\ x\ 100}$$

Step Three. Use the following formulas to calculate the display's maximum allowed brightness at night and during the day:

Nighttime Maximum Brightness
$B_n = 180{,}000 \div D^2$

B_n = the maximum brightness allowed at night

D = the measurement distance calculated in Step Two

Daytime Maximum Brightness
$B_d = 3{,}000{,}000 \div D^2$

B_d = the maximum brightness allowed during the day

D = the measurement distance calculated in Step Two

Step Four. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the applicable maximum brightness calculated in Step Three, then the display's illumination must be adjusted so that it does not exceed that maximum brightness.

f. The hours of operation for digital displays are from dawn to 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and from dawn to midnight on Friday and Saturday.

g. Based on new or updated information or studies, the city council may amend the standards and other provisions in this section to mitigate effects on the visual environment or on residential properties or other sensitive receptors; to reduce driver distractions or other hazards to traffic; or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.

h. Digital displays are subject to approval by the director. As part of this process, the director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the director (i) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the digital display; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law. A permit issued for a digital display under this subsection B.1.h expires 10 years after the date of issuance, and upon expiration of the permit the digital display must be removed unless a new permit has been obtained for the continued use of the digital display.

2. Aerial-view signs

a. One permanent aerial-view sign is allowed for the primary user. No aerial-view signs are allowed for the secondary user.

b. An aerial-view sign may not project beyond the roof or parapet edge.

c. A maximum of 30% of roof surface area is allowed for signage.

d. Light fixtures may not be mounted above, or extend above, roof-mounted structures or the parapet. The source of the light must not be visible from adjacent properties or from a public street or public sidewalk, and the sign lighting must not produce a glare on adjacent properties or on public streets or public sidewalks. An aerial-view sign may transition between colors with a transition time of not less than 1 second and with each color displayed for at least 8 seconds, but it must not go blank during a transition and may not use flashing, scintillating, blinking, or traveling lights or

any other means not providing constant illumination. The hours of operation for illumination of aerial-view signs are from dawn to 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and from dawn to midnight on Friday and Saturday.

3. Attached signs

   a. Four attached flat signs are allowed for the primary user. One attached flat sign is allowed for the secondary user. The face of an attached sign must be within 10 degrees of parallel to the face of the large entertainment venue to which it is attached. Individual attached signs may not be combined to create the effect of a single large attached sign.

   b. The maximum area of each attached sign is 45 square feet.

   c. The maximum vertical dimension of each attached sign is 3 feet.

4. Projecting signs

   a. Two projecting signs are allowed for the primary user. One projecting sign is allowed for the secondary user. A projecting sign must be attached to the primary structure of the large entertainment venue and not attached to a cantilevered structure. Projecting signs must be at least 150 feet apart (measured horizontally from the points of attachment to the large entertainment venue).

   b. The area of each projecting sign for the primary user must not exceed 200 square feet. The area of the projecting sign for the secondary user must not exceed 45 square feet.

   c. The maximum vertical dimension of each projecting sign is 35 feet.

   d. The maximum width of each projecting sign for the primary user is 6 feet. The maximum width of the projecting sign for the secondary user is 3 feet.

   e. The minimum height of each projecting sign is 10 feet, measured from the bottom of the sign to the sidewalk or ground.

5. Suspended signs

   a. The primary user is allowed three suspended signs. The secondary user is allowed one suspended sign.

   b. The maximum area of each suspended sign is 16 square feet.

c. The maximum vertical dimension of each suspended sign is 4 feet.

d. The minimum height of each suspended sign is 8 feet, measured from the bottom of the sign to the sidewalk or ground.

6. Each sign or digital display must be integral in design to the architectural style of the large entertainment venue to which it is attached. The secondary user's signs must be consistent in materials and design with the primary user's signs.

C. Large entertainment venues with more than 10,000 fixed permanent seats are allowed the following signage:

1. Large digital displays

a. A digital display must be a permanently attached sign.

b. Two digital displays are allowed for the primary user. No digital displays are allowed for secondary users.

c. Digital displays must be at least 150 feet apart (measured using the closest edges of the two digital displays) when on the same façade or street frontage.

c. The maximum display area is 700 square feet.

d. General advertising for hire is allowed.

e. Digital displays must meet the following criteria:

i. The images on a digital display may be animated (i.e., move or present the appearance of motion) and may use flashing, scintillating, blinking, or traveling lights or any other similar means of providing illumination.

ii. If a digital display shows a series of still images, then each image must be displayed for at least 8 seconds. Digital displays must use either an instant transition between still images or a fading transition with a transition time between still images of not less than 1 second and not more than 2 seconds. A digital display must not go blank during a transition.

iii. The maximum pixel pitch of a digital display is 16 mm.

iv. Digital displays must be equipped with a sensor or other device that automatically adjusts the brightness of the

display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot-candles above ambient lighting. Digital displays must transition smoothly at a consistent rate from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset. An automatic photometric sensor must be provided for automatic dimming.

v. The maximum brightness of any digital display is 450 candelas per square meter during the night and 7,500 candelas per square meter during the day. The brightness of a digital display must be measured as follows, at the display owner's expense, by a testing agency approved by the chief building official or his or her designee:

Step One. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and 20 feet away from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display).

Step Two. Use the following formula to determine the "measurement distance" (the "display area" in the radicand is the area of the display in square feet):

$$Measurement\ Distance\ (in\ feet) = \sqrt{Display\ Area\ x\ 100}$$

Step Three. Use the following formulas to calculate the display's equivalent maximum brightness during the day and at night:

Equivalent Maximum Nighttime Brightness
$B_n = 180{,}000 \div D^2$

B_n = the equivalent maximum nighttime brightness
D = the measurement distance calculated in Step Two

Equivalent Maximum Daytime Brightness
$B_d = 3{,}000{,}000 \div D^2$

B_d = the equivalent maximum daytime brightness
D = the measurement distance calculated in Step Two

Step Four. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the relevant equivalent maximum brightness calculated in Step Three, then the display's illumination must be adjusted so that it does not exceed that equivalent maximum brightness.

f. The hours of operation for digital displays are from dawn to midnight on Sunday, Monday, Tuesday, Wednesday, and Thursday and from dawn to 2:00 a.m. the following day on Friday and Saturday.

g. Based on new or updated information or studies, the city council may amend the standards and other provisions set forth in this section in order to mitigate effects on the visual environment or on residential properties or other sensitive receptors; to reduce driver distractions or other hazards to traffic; or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.

h. Digital displays are subject to approval by the director. As part of this process, the director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the director (i) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the digital display; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law. A permit issued for a digital display under this subsection C.1.h expires 10 years after the date of issuance, and upon expiration of the permit the digital display must be removed unless a new sign permit has been obtained for the continued use of the digital display.

2. Aerial-view signs

a. One permanent aerial-view sign is allowed for the primary user. No aerial-view signs are allowed for the secondary user.

b. An aerial-view sign may not project beyond the roof or parapet edge.

c. A maximum of 30% of roof surface area is allowed for signage.

d. Light fixtures may not be mounted more than 5 feet above, or extend more than 5 feet above, roof-mounted structures or the parapet. The sign lighting must not produce a glare on public streets or public sidewalks. An aerial-view sign may transition between colors with a transition time of not less than 1 second and with each color displayed for at least 8 seconds, but it must not go blank during a transition and may not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination.

3. Attached signs

a. Nine attached flat signs are allowed for the primary user. One attached flat sign is allowed for the secondary user. The face of an attached sign must be within 10 degrees of parallel to the face of the large entertainment venue. Individual attached signs may not be combined to create the effect of a single large attached sign.

b. The maximum area of each sign is 45 square feet.

c. The maximum vertical dimension of each sign is 3 feet.

4. Projecting signs

a. Three projecting signs are allowed for the primary user. One projecting sign is allowed for the secondary user. A projecting sign must be attached to the primary structure of the large entertainment venue and not attached to a cantilevered structure. Projecting signs must be at least 300 feet apart (measured horizontally from the points of attachment to the large entertainment venue).

b. The area of each projecting sign for the primary user must not exceed 400 square feet. The area of the projecting sign for the secondary user must not exceed 60 square feet.

c. The maximum vertical dimension of each projecting sign is 55 feet.

d. The maximum width of each projecting sign for the primary user is 8 feet. The maximum width of the projecting sign for the secondary user is 4 feet.

e. The minimum height for each projecting sign is 10 feet, measured from the bottom of the sign to the sidewalk or ground.

5. Suspended signs

    a. The primary user is allowed five suspended signs. The secondary user is allowed one suspended sign.

    b. The maximum area of each suspended sign is 16 square feet.

    c. The maximum vertical dimension of each suspended sign is 4 feet.

    d. The minimum height of each suspended sign is 8 feet, measured from the bottom of the sign to the sidewalk or ground.

6. Each sign or digital display must be integral in design to the architectural style of the large entertainment venue to which it is attached. The secondary user's signs must be consistent in materials and design with the primary user's signs.

ORDINANCE NO. 2016-XXX

Adopted by the Sacramento City Council
April 14, 2016

AN ORDINANCE ADDING SECTION 15.148.920 TO THE SACRAMENTO CITY CODE, RELATING TO SIGNS FOR LARGE ENTERTAINMENT VENUES

BE IT ENACTED BY THE COUNCIL OF THE CITY OF SACRAMENTO:

SECTION 1.

Section 15.148.920 is added to the Sacramento City Code to read as follows:

15.148.920 Signs for large entertainment venues.

A. The following definitions apply in this section:

"Aerial-view sign" means a sign that meets both of the following criteria: it is on the roof of a building or structure, approximately parallel with the roof plane; and it is intended to be viewed from overhead.

"Digital display" means a sign face, building face, or any building or structural component that displays images through the use of grid lights, cathode-ray projections, light-emitting diodes (LEDs), plasma screens, liquid-crystal displays (LCDs), fiber optics, or other electronic media or functionally equivalent technology.

"Director" means the design director (defined in section 17.108.050) or the preservation director (defined in section 17.108.170), as appropriate.

"Large entertainment venue" means a permanent building or structure that is used primarily for entertainment (including sporting events and cultural events); is the primary use of the site; and has at least 2,000 fixed permanent seats within a single auditorium, arena, or stadium.

"Primary user" means the person who has the right to use the largest portion of a large entertainment venue, measured in square feet of floor area.

"Secondary user" means the person who has the right to use the second largest portion of a large entertainment venue, measured in square feet of floor area.

"Suspended sign" means a double-face sign that hangs from a bracket or support attached underneath a building projection, eave, canopy, awning, or colonnade.

B. Large entertainment venues with 2,000 to 10,000 fixed permanent seats are allowed the following signage:

1. Digital displays

a. A digital display must be a permanently attached sign.

b. One digital display is allowed for the primary user. No digital signs are allowed for the secondary user.

c. The maximum display area is 150 square feet.

d. General advertising for hire is allowed.

e. Digital displays must meet the following criteria:

i. A digital display may show only a series of still images, each displayed for at least 8 seconds. The still images may not be animated (i.e., move or present the appearance of motion) and may not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination.

ii. Digital displays must use either an instant transition between still images or a fading transition with a transition time between still images of not less than 1 second and not more than 2 seconds. A digital display must not go blank during a transition.

iii. The maximum pixel pitch of a digital display is 16 mm.

iv. Digital displays must be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot-candles above ambient lighting. Digital displays must transition smoothly at a consistent rate from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset. An automatic photometric sensor must be provided for automatic dimming.

v. Upon the request of the chief building official or his or her designee, the display owner, at the owner's expense, shall have a city-approved testing agency measure the brightness of a digital display as follows:

Step One. Measure the display's brightness at night and during the day by focusing on the direct center of the display

from a point that is 6 feet above grade and 20 feet away from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display). If brightness so measured exceeds 450 candelas per square meter during the night or 7,500 candelas per square meter during the day, then the display's illumination must be adjusted so that it does not exceed 450 or 7,500 candelas, as applicable.

Step Two. Determine the "measurement distance" using the following formula (the "display area" in the radicand is the area of the display in square feet):

$$Measurement\ Distance\ (in\ feet) = \sqrt{Display\ Area\ x\ 100}$$

Step Three. Use the following formulas to calculate the display's maximum allowed brightness at night and during the day:

Nighttime Maximum Brightness
$B_n = 180{,}000 \div D^2$

B_n = the maximum brightness allowed at night

D = the measurement distance calculated in Step Two

Daytime Maximum Brightness
$B_d = 3{,}000{,}000 \div D^2$

B_d = the maximum brightness allowed during the day

D = the measurement distance calculated in Step Two

Step Four. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the applicable maximum brightness calculated in Step Three, then the display's illumination must be adjusted so that it does not exceed that maximum brightness.

f. The hours of operation for digital displays are from dawn to 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and from dawn to midnight on Friday and Saturday.

g. Based on new or updated information or studies, the city council may amend the standards and other provisions in this section to mitigate effects on the visual environment or on residential properties or other sensitive receptors; to reduce driver distractions or other hazards to traffic; or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.

h. Digital displays are subject to approval by the ~~design~~ director ~~(defined in section 17.108.050)~~. As part of this process, the ~~design~~ director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the ~~design~~ director (i) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the digital display; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law. A permit issued for a digital display under this subsection B.1.h expires 10 years after the date of issuance, and upon expiration of the permit the digital display must be removed unless a new permit has been obtained for the continued use of the digital display.

2. Aerial-view signs

a. One permanent aerial-view sign is allowed for the primary user. No aerial-view signs are allowed for the secondary user.

b. An aerial-view sign may not project beyond the roof or parapet edge.

c. A maximum of 30% of roof surface area is allowed for signage.

d. Light fixtures may not be mounted above, or extend above, roof-mounted structures or the parapet. The source of the light must not be visible from adjacent properties or from a public street or public sidewalk, and the sign lighting must not produce a glare on adjacent properties or on public streets or public sidewalks. An aerial-view sign may transition between colors with a transition time of not less than 1 second and with each color displayed for at least 8 seconds, but it must not go blank during a transition and

may not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination. The hours of operation for illumination of aerial-view signs are from dawn to 10:00 p.m. on Sunday, Monday, Tuesday, Wednesday, and Thursday and from dawn to midnight on Friday and Saturday.

3. Attached signs

   a. Four attached flat signs are allowed for the primary user. One attached flat sign is allowed for the secondary user. The face of an attached sign must be within 10 degrees of parallel to the face of the large entertainment venue to which it is attached. Individual attached signs may not be combined to create the effect of a single large attached sign.

   b. The maximum area of each attached sign is 45 square feet.

   c. The maximum vertical dimension of each attached sign is 3 feet.

4. Projecting signs

   a. Two projecting signs are allowed for the primary user. One projecting sign is allowed for the secondary user. A projecting sign must be attached to the primary structure of the large entertainment venue and not attached to a cantilevered structure. Projecting signs must be at least 150 feet apart (measured horizontally from the points of attachment to the large entertainment venue).

   b. The area of each projecting sign for the primary user must not exceed 200 square feet. The area of the projecting sign for the secondary user must not exceed 45 square feet.

   c. The maximum vertical dimension of each projecting sign is 35 feet.

   d. The maximum width of each projecting sign for the primary user is 6 feet. The maximum width of the projecting sign for the secondary user is 3 feet.

   e. The minimum height of each projecting sign is 10 feet, measured from the bottom of the sign to the sidewalk or ground.

5. Suspended signs

   a. The primary user is allowed three suspended signs. The secondary user is allowed one suspended sign.

   b. The maximum area of each suspended sign is 16 square feet.

   c. The maximum vertical dimension of each suspended sign is 4 feet.

   d. The minimum height of each suspended sign is 8 feet, measured from the bottom of the sign to the sidewalk or ground.

6. Each sign or digital display must be integral in design to the architectural style of the large entertainment venue to which it is attached. The secondary user's signs must be consistent in materials and design with the primary user's signs.

C. Large entertainment venues with more than 10,000 fixed permanent seats are allowed the following signage:

1. Large digital displays

   a. A digital display must be a permanently attached sign.

   b. Two digital displays are allowed for the primary user. No digital displays are allowed for secondary users.

   c. Digital displays must be at least 150 feet apart (measured using the closest edges of the two digital displays) when on the same façade or street frontage.

   c. The maximum display area is 700 square feet.

   d. General advertising for hire is allowed.

   e. Digital displays must meet the following criteria:

      i. The images on a digital display may be animated (i.e., move or present the appearance of motion) and may use flashing, scintillating, blinking, or traveling lights or any other similar means of providing illumination.

      ii. If a digital display shows a series of still images, then each image must be displayed for at least 8 seconds. Digital displays must use either an instant transition between still images or a fading transition with a transition time between still images of not less than 1 second and not more than 2

seconds. A digital display must not go blank during a transition.

iii. The maximum pixel pitch of a digital display is 16 mm.

iv. Digital displays must be equipped with a sensor or other device that automatically adjusts the brightness of the display according to changes in ambient lighting to comply with a brightness limitation of 0.3 foot-candles above ambient lighting. Digital displays must transition smoothly at a consistent rate from the allowed daytime brightness to the allowed nighttime brightness levels, beginning at 45 minutes before sunset and ending 45 minutes after sunset. An automatic photometric sensor must be provided for automatic dimming.

v. The maximum brightness of any digital display is 450 candelas per square meter during the night and 7,500 candelas per square meter during the day. The brightness of a digital display must be measured as follows, at the display owner's expense, by a testing agency approved by the chief building official or his or her designee:

Step One. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and 20 feet away from the plane of the display (determined by a line that is within 6 degrees of a line perpendicular to the plane of the display).

Step Two. Use the following formula to determine the "measurement distance" (the "display area" in the radicand is the area of the display in square feet):

$$Measurement\ Distance\ (in\ feet) = \sqrt{Display\ Area\ x\ 100}$$

Step Three. Use the following formulas to calculate the display's equivalent maximum brightness during the day and at night:

Equivalent Maximum Nighttime Brightness
$B_n = 180{,}000 \div D^2$

B_n = the equivalent maximum nighttime brightness

D = the measurement distance calculated in Step Two

Equivalent Maximum Daytime Brightness
$B_d = 3{,}000{,}000 \div D^2$

B_d = the equivalent maximum daytime brightness

D = the measurement distance calculated in Step Two

Step Four. Measure the display's brightness at night and during the day by focusing on the direct center of the display from a point that is 6 feet above grade and D feet away (i.e., the measurement distance calculated in Step Two) from the plane of the display as determined by a line that is within 6 degrees of a line perpendicular to the plane of the display. If a brightness so measured exceeds the relevant equivalent maximum brightness calculated in Step Three, then the display's illumination must be adjusted so that it does not exceed that equivalent maximum brightness.

f. The hours of operation for digital displays are from dawn to midnight on Sunday, Monday, Tuesday, Wednesday, and Thursday and from dawn to 2:00 a.m. the following day on Friday and Saturday.

g. Based on new or updated information or studies, the city council may amend the standards and other provisions set forth in this section in order to mitigate effects on the visual environment or on residential properties or other sensitive receptors; to reduce driver distractions or other hazards to traffic; or to otherwise protect and promote the public health, safety, and welfare. The city council may apply the amended standards to existing signs and digital displays.

h. Digital displays are subject to approval by the ~~design~~ director ~~(defined in section 17.108.050)~~. As part of this process, the director shall consult with the chief building official on the design and operational elements of any digital display. When deciding whether to approve the drawings, the ~~design~~ director (i) shall consider all of the factors relating to the proposed digital display and, based on the evidence submitted, make the findings set forth in subsections E.1 through E.8 of section 15.148.1110 that apply to the digital display; and (ii) shall not consider the content or graphic design of messages other than to determine legality under federal or state law. A permit issued for a digital display under this subsection C.1.h expires 10 years after the date of issuance, and upon expiration of the permit the digital display must be removed unless a new sign permit has been obtained for the continued use of the digital display.

2. Aerial-view signs

   a. One permanent aerial-view sign is allowed for the primary user. No aerial-view signs are allowed for the secondary user.

   b. An aerial-view sign may not project beyond the roof or parapet edge.

   c. A maximum of 30% of roof surface area is allowed for signage.

   d. Light fixtures may not be mounted more than 5 feet above, or extend more than 5 feet above, roof-mounted structures or the parapet. The sign lighting must not produce a glare on public streets or public sidewalks. An aerial-view sign may transition between colors with a transition time of not less than 1 second and with each color displayed for at least 8 seconds, but it must not go blank during a transition and may not use flashing, scintillating, blinking, or traveling lights or any other means not providing constant illumination.

3. Attached signs

   a. Nine attached flat signs are allowed for the primary user. One attached flat sign is allowed for the secondary user. The face of an attached sign must be within 10 degrees of parallel to the face of the large entertainment venue. Individual attached signs may not be combined to create the effect of a single large attached sign.

   b. The maximum area of each sign is 45 square feet.

   c. The maximum vertical dimension of each sign is 3 feet.

4. Projecting signs

   a. Three projecting signs are allowed for the primary user. One projecting sign is allowed for the secondary user. A projecting sign must be attached to the primary structure of the large entertainment venue and not attached to a cantilevered structure. Projecting signs must be at least 300 feet apart (measured horizontally from the points of attachment to the large entertainment venue).

   b. The area of each projecting sign for the primary user must not exceed 400 square feet. The area of the projecting sign for the secondary user must not exceed 60 square feet.

c. The maximum vertical dimension of each projecting sign is 55 feet.

d. The maximum width of each projecting sign for the primary user is 8 feet. The maximum width of the projecting sign for the secondary user is 4 feet.

e. The minimum height for each projecting sign is 10 feet, measured from the bottom of the sign to the sidewalk or ground.

5. Suspended signs

a. The primary user is allowed five suspended signs. The secondary user is allowed one suspended sign.

b. The maximum area of each suspended sign is 16 square feet.

c. The maximum vertical dimension of each suspended sign is 4 feet.

d. The minimum height of each suspended sign is 8 feet, measured from the bottom of the sign to the sidewalk or ground.

6. Each sign or digital display must be integral in design to the architectural style of the large entertainment venue to which it is attached. The secondary user's signs must be consistent in materials and design with the primary user's signs.