

17.28.060 – Illumination

A. Flashing Signs

No sign or other advertising structure shall have lights or illuminations that flash, move, rotate, scintillate, blink, flicker, vary in intensity or color, or use intermittent electrical pulsations.

B. Electronic Changeable Copy Signs

Electronic Changeable Copy Signs are permitted in all Zoning Districts where internally illuminated signs are permitted as follows:

1. In the CBD-1 and CBD-2 Districts, Electronic Changeable Copy Signs shall not exceed 30% of the total sign area of the sign on which it is located, or 30 square feet, whichever is less. Sign images shall change no more frequently than once every 30 seconds.
2. In all other zoning districts, Electronic Changeable Copy Signs shall not exceed 50% of the total sign area of the sign on which it is located, or 50 square feet, whichever is less. Sign images shall change no more frequently than once every 15 seconds.
3. Electronic Changeable Copy Signs may display both text and images, but the display shall remain static. The duration of the change of image, copy or illustration shall not exceed one second. Use of moving images or transitions between static images are prohibited.
(Ord. 2012-Z-5 § 6; Ord. 2018-Z-10§ 2)

C. Limitations on Neon and Series Lighting

1. Neon advertising signs shall be permitted as wall signs, subject to the standards of this Chapter and this Title.
2. Series lighting, neon tubing, or LED strip lighting used to accentuate or trim windows, architectural features, or to outline borders of signs or buildings, is specifically prohibited in commercial and mixed-use districts except during the period from November 15 through January 15.

D. Hours of Illumination

Exterior signs shall be illuminated only during business hours or between the hours of 7:00am and 11:00pm, whichever is later.

E. Direction of Illumination

All sign illumination shall be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent streets and surrounding properties.

F. Awnings

Backlit awnings are prohibited.

(2019-Z-2 : § 5, 6; 2018-Z-10 : § 2; 2012-Z-5 : § 7)