

AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA AMENDING SECTIONS 18-303, 18-405, AND 18-506 OF CHAPTER 18 OF THE CODE OF THE CITY OF NORMAN ADDING PROVISIONS TO ALLOW DIGITAL ON-PREMISE SIGNS AND ADDING SECTION 18-412 PROVIDING REQUIREMENTS; AND PROVIDING FOR THE SEVERABILITY THEREOF.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA:

- § 1. That **ARTICLE III. PERMITS, PLANS, FEES AND INSPECTIONS**, of Chapter 18 of the Code of the City of Norman shall be amended to read as follows:

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Sec. 18-303. Permit Fees.

A permit fee shall be paid to the City for each sign permit issued under this code [chapter]. The permit fee shall be in accordance with the following schedule:

Bench or bus shelter signs: Ten dollars (\$10.00) per year

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Permanent signs, off-premise: Fifty dollars (\$50.00). Renewal: Twenty-five dollars (\$25.00) per year

Electronic digital sign, new construction or conversion (one time fee): on-premise sign Two hundred fifty dollars (\$250.00), off-premise sign Five hundred dollars (\$500.00).

The above fees do not include electrical permit fees, which shall be in addition to the above. If any person installs or commences work on a sign for which a permit is required before obtaining the necessary permit, the permit fee shall automatically be doubled.

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- § 2. That **ARTICLE IV. GENERAL REGULATIONS**, of Chapter 18 of the Code of the City of Norman shall be amended to read as follows:

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Sec. 18-405. - Illumination.

Illuminated signs shall be subject to the following conditions:

- (1) Any light used for the illumination of a sign shall be shielded so that the beams or rays of light will not shine directly onto surrounding areas.
- (2) Neither the direct nor the reflected light from any light source shall create a traffic hazard or distraction to operators of motor vehicles on public thoroughfares.

- (3) Signs in residential and agricultural zoning districts shall be either nonilluminated, internally or indirectly illuminated, but may not be directly illuminated.
- (4) Signs in commercial and industrial zoning districts may be indirectly, directly or internally illuminated.

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Sec. 18-412. Electronic Digital Signs – On Premise

This section outlines the requirements for on-premise signs which utilize electronic digital technology to create a static sign which can have changeable copy or display a variable message and/or feature a graphic display. Such signs may be all or a portion of an allowed ground sign or wall sign, provided that the following conditions are met:

- (1) Digital signs are only allowed in areas that are classified within this chapter as Commercial or Industrial.
- (2) One digital sign is allowed per business, and may be all or part of any allowed ground or wall sign (but not both). However, a business located on a lot which shares common facilities, such as parking or buildings, may utilize an electronic digital wall sign even when there is a digital Joint ID sign on the same lot.
- (3) No digital sign shall be located within fifty (50) feet of the driving surface of a signalized intersection, measured in a straight line from the leading edge of the sign structure to the nearest edge of pavement. Such sign may not be located closer than twenty (20) feet from the edge of any other street. Such signs must also comply with the setback provisions of this ordinance, which may result in a greater setback.
- (4) Digital signs shall only display a static message or messages. There shall be no effects of movement, blinking, animation, scrolling, flashing, or similar effects in the individual images.
- (5) Digital signs which display more than one (1) static message shall do so sequentially, with each static message having a dwell time of no less than twelve (12) seconds and a transition time between static messages of no more than one (1) second. Changes of image shall be instantaneous as seen by the human eye, and shall not use blinking, fading, rolling, shading, dissolving, or similar effects as part of the change.
- (6) Digital signs shall not display an illuminative brightness exceeding three hundred (300) NITs at any time between one-half (1/2) hour before sunset until sunrise of the next day or five thousand (5000) NITs between sunrise until one-half (1/2) hour before sunset.
- (7) Digital signs shall not display an illuminative brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any cyclist or person operating a motor vehicle.
- (8) Digital signs shall not resemble or simulate any warning or danger signal, or any official traffic control device, sign, signal, or light.

- (9) All digital signs shall have installed ambient light monitors or photo cells, and shall at all times allow such devices to automatically adjust the brightness level of the sign based on ambient light conditions. Each sign shall be equipped with a default mechanism that will automatically freeze the sign in one position or display a static message if a malfunction occurs.
- (10) If a digital sign is visible from a nearby residential zoning district, it shall be located no closer than two hundred (200) feet from the closest point of that residential zoning district, measured in a straight line from the nearest point of the sign structure to the nearest point of the residential district.

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§ 3. That **ARTICLE V. DISTRICT SIGN REGULATIONS**, of Chapter 18 of the Code of the City of Norman shall be amended to read as follows:

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Sec. 18-506. Low density residential zone sign standards.

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(b) *Specific regulations.*

(1) *Ground signs:* Allowed for address identifications signs:

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- d. 1. Churches, schools (public or private), and other institutional uses, may erect one (1) freestanding, internally illuminated, ground sign on their property. Such sign shall not exceed seventeen (17) feet in height nor forty-eight (48) square feet per face. For properties which have frontage on more than one (1) street, an additional sign may be erected on each such frontage, but all such signage may not exceed ninety-six (96) square feet for all faces. In addition to the name or address of the facility, one-half (½) of the sign area may contain a changeable copy portion for public announcements. Such sign shall substitute for any ground sign allowed by other sections of this chapter, but shall not count against allowable wall signage. Wall signage denoting the name or address of the facility may not exceed fifty-five (55) square feet for each separate use.
- 2. Churches and schools (public or private), and other institutional uses are allowed one freestanding digital electronic ground sign on the primary frontage of the main building. Digital electronic wall signs are not permitted. Such

freestanding sign shall substitute for any other sign allowed by any other section of this Chapter. Such signs shall not exceed twelve (12) feet in height nor forty-eight (48) square feet per face and shall meet the regulations of Sec. 18-412 (1), (3), (4), (5), (6), (7), (8) and (9) of this Chapter. Digital electronic signs must be turned off no later than 10 pm.

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- § 4. Severability. If any section, subsection, sentence, clause, phrase, or portion of this ordinance is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions of this ordinance, except that the effective date provision shall not be severable from the operative provisions of the ordinance.

ADOPTED this _____ day of
of _____, 2012.

Cindy Rosenthal, Mayor

NOT ADOPTED this _____ day
of _____, 2012.

Cindy Rosenthal, Mayor

ATTEST:

Brenda Hall, City Clerk