

Sec. 28-54. – Digital display; off-premise.

(a) ...

(b) ...

(c) Notwithstanding subsection (a) above, the owner of an existing legally permitted off-premises digital sign erected under the one-year pilot program may place a second digital display of no more than six hundred and seventy-two (672) square feet on the backside of the existing digital sign provided that the following conditions are met:

(1) For each additional digital display, the owner shall completely remove four (4) square feet of sign face off an existing off-premises sign for one (1) square foot of digital display.

(A) The sign faces must be removed prior to receiving a permit for each digital display.

(B) If a face is removed from a structure, the entire sign assembly must be removed.

(C) No credit will be given for the area of the sign face removed to convert to a digital display.

(D) For each additional digital display, at least one (1) sign assembly must contain a minimum of one (1) face of approximately six hundred and seventy-two (672) square feet and be removed from designated protected corridors and overlays.

(2) An off-premises digital sign owner, with approval by the city, may make alterations to the digital signs as necessary to deploy the additional digital displays.

(3) An off-premises digital sign owner must apply for all necessary permits within six (6) months of the approval of this ordinance.

(4) An owner who deploys a digital display under this subsection must, in addition to the above, remove any permitted sign assembly from within the city containing a sign face smaller than one hundred (100) square feet. Removal of the signs must be completed within eighteen (18) months of the approval of the ordinance. Upon good cause shown, the director may grant an extension for the removals of no more than ninety (90) days.