

ORDINANCE

By Warsame

Amending Title 20, Chapter 544 of the Minneapolis Code of Ordinances relating to Zoning Code: Off-Premise Advertising Signs and Billboards.

The City Council of the City of Minneapolis do ordain as follows:

Section 1. That Section 544.90 of the above-entitled ordinance be amended to read as follows:

544.90. Downtown Entertainment Billboard District. (a) *Establishment and restrictions.* This section establishes the following Downtown Entertainment Billboard District:

(1) *Downtown Entertainment Billboard District.* The Downtown Entertainment Billboard District shall comprise the areas bounded by the following streets:

a. Commencing at the intersection of Sixth Street North and Hennepin Avenue, land that is south of Sixth Street North between Hennepin Avenue and Second Avenue North, east of Second Avenue between Sixth Street and Seventh Street North, north of Seventh Street North between First and Second Avenue North, east of First Avenue North between Seventh and Eighth Street North, north of Eighth Street North between First Avenue North and Hennepin Avenue, and west of Hennepin Avenue between Sixth Street and Eighth Street North.

b. Commencing at the intersection of Chicago Avenue and ~~Sixth~~ Seventh Street South, land that is north of ~~Sixth~~ Seventh Street South between Chicago Avenue and Ninth Ave South, north of Sixth Street South between Ninth Ave South and Eleventh Avenue, west of Eleventh Avenue between Sixth Street South and Fourth Street South, south of Fourth Street South between Eleventh Avenue and Chicago Avenue, and east of Chicago Avenue (aka Kirby Puckett Place) between Fourth Street South and ~~Sixth~~ Seventh Street South.

Flashing or animated sign faces on billboards placed on lots located on the south side of Sixth Street South shall face north.

(2) Off-premise signs constructed in this district shall not be subject to the requirements of 544.60 and 544.70.

(b) *Additional conditions.* Off-premise signs lawfully existing at the time of the adoption of this ordinance shall not be included in the calculation of the total amount of off-premise signage allowed under Table 544-3 Downtown Entertainment Billboard District.

Table 544-3 Downtown Entertainment Billboard District

	General Standards	Standards for Regional Sports Arena
Maximum off-premise sign area	The off-premise sign shall not exceed the square footage equal to ten (10) times the building perimeter as measured at the foundation wall, subject to 544.90(b)	Signs applied flat on the roof and which are intended to be primarily viewed from above shall not be included in calculating the total sign area of the site.
Maximum off-premises sign height	If located on a roof, the top of the off-premises sign shall not exceed forty-five (45) feet above the roof. No off-premises sign shall be placed on the roof of any building exceeding four stories in height or where the roof is more than fifty-six (56) feet above grade.	Signs attached to the wall or roof of a regional sports arena may extend as high as twenty (20) feet above the top of the building wall.
Lighted signs	Permitted subject to luminance provision.	
Freestanding Signs	Not Permitted <u>except that existing nonconforming, freestanding off-premise signs shall be allowed to be converted to flashing or animated off-premise signs using sign credits.</u>	One (1) freestanding sign not exceeding thirty-five (35) feet in height shall be allowed. The sign may have signage on up to two sides with a maximum of one thousand two hundred (1,200) square feet of signage on each side. If the sign includes both on-premises and off-premises advertising, the total amount of signage shall not exceed one thousand two hundred (1,200) square feet on each side.
Luminance*	Maximum of seven thousand (7,000) nits from 6:00 a.m. to 9:00 p.m.; and maximum of five hundred (500) nits from 9:00 p.m. to 6:00 a.m.	
Animated signs	Permitted	
Flashing signs	Permitted	
Minimum sign spacing	None	

* Luminance is the physical measure of brightness or light emanating from an object with respect to its size. The unit of measurement for luminance is nits, which is the total amount of light emitted from a sign divided by the surface area of the sign (candela per square meter).

Section 2. That Section 544.120 of the above-entitled ordinance be and is hereby repealed.

~~**544.120. City financing of billboard advertising prohibited.** (a) *In general.* The city, any city employee working within the scope of the employee's employment, and any agency or individual acting on behalf of the city shall not pay for or in any way financially support billboard advertising, taking place within the city limits of the City of Minneapolis.~~

~~(b) *City contracts.* All city contracts shall contain a provision prohibiting the use of city or city derived funds to pay for billboard advertising as a part of a city project or undertaking. Billboard space donated to the City of Minneapolis shall be exempt from this section. Production costs associated with in-kind donations shall not be prohibited.~~