

47 and can be modified by remote or automatic electronic processes. This definition includes
48 television screens, plasma screens, digital screens, LED screens, video boards, holographic
49 displays, and other similar media.

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51 “Off-premise Electronic Display Sign” any Off-premise Sign, as defined in this Section, that is
52 also an Electronic Display Sign, as defined in this Section.

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55 **14.38.170 Off-premise Electronic Display Signs (Billboards)**

- 56 (1) As provided in Provo City Code 14.38.115(1), no new permits for Off-premise Signs
57 will be issued.
- 58 (2) Conversion of an existing Off-premise Sign to an Off-premise Electronic Display
59 Sign is eligible for permit, provided the area of the converted Off-premise Electronic
60 Display Sign does not exceed that of the original Off-premise sign.
- 61 (3) The Off-premise Electronic Display Sign Overlay Zone (Sign Overlay Zone) is
62 established to provide areas of the city in which an Off-premise Sign may be
63 converted into an Off-premise Electronic Display Sign. Off-premise Signs shall not
64 be converted into Electronic Display Signs in any location except those within the
65 Sign Overlay Zone. The purpose of the Sign Overlay Zone is to encourage and
66 promote economic development and ensure an attractive business climate for areas of
67 the City; to highlight and cross-promote the uses, goods and services available in the
68 City’s retail commercial core; to promote appropriate and economically viable
69 signage which uses clear, attractive graphics; to protect street views and vistas of
70 pedestrians and drivers; to protect pedestrians and motorists from traffic safety
71 hazards; to protect residents from glare and excessive illumination; to provide clear
72 development standards under which signs enabled by this Sign Overlay Zone can be
73 designed and installed; and to promote and protect the public health, safety, welfare
74 and convenience by regulating signs enabled by this Sign Overlay Zone.
- 75 (4) The Sign Overlay Zone shall apply to those properties that are not zoned residential
76 and that front the following roads:
- 77 (a) That portion of I-15 that lies within the boundaries of the City of Provo,
 - 78 (b) University Avenue, between 680 South and the I-15 interchange generally
79 located at 1860 South,
 - 80 (c) State Street, between Bulldog Blvd. on the south and the boundary line of the
81 City of Provo on the north, and
 - 82 (d) Center Street, between I-15 and 900 West.
- 83 (5) Off-premise Electronic Display Signs must meet the following standards:
- 84 (a) At no time shall Off-premise Electronic Display Signs cast a light level greater
85 than 0.3 foot candle more than the ambient light level at the location. Light cutoff
86 devices should minimize light above the billboard. Foot candle readings shall be
87 measured at ground level and at the distances shown in the table below:

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<u>Size (square feet)</u>	<u>Distance from source</u>
<u>0 to 100</u>	<u>100 feet</u>
<u>101 to 350</u>	<u>150 feet</u>

<u>351 to 650</u>	<u>200 feet</u>
<u>Over 650</u>	<u>250 feet</u>

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91 (b) Off-premise Electronic Display Signs must be equipped with both a dimmer
92 control and a photocell that automatically adjusts the display's intensity according
93 to ambient light levels. In addition, Off-premise Electronic Display Signs must
94 have a default mechanism to turn off the sign within 24 hours of a reported
95 malfunction.

96 (c) Messages displayed on Off-premise Electronic Display Signs shall have a
97 minimum display duration of 8 seconds and must be static during each individual
98 message. No portion of the message may flash, scroll, twirl, change color, fade in
99 or fade out, or imitate movement. The transition from one static display to
100 another must be instantaneous.

101 (d) The images and messages displayed must be complete in themselves, without
102 continuation in content to the next image or message or to any other sign.

103 (e) Off-premise Electronic Display Signs must be located at least three hundred
104 (300) linear feet from any Off-premise Sign that is not an Electronic Display Sign,
105 at least one thousand two hundred (1,200) linear feet from any other Off-premise
106 Electronic Display Sign located on the same side of the street, and at least five
107 hundred (500) linear feet from an interstate exchange, as measured from any part
108 of the Off-premise Electronic Display Sign to the nearest portion of any other
109 Off-premise Sign or Off-premise Electronic Display Sign or to the nearest right-
110 of-way line of the interchange.

111 (f) No Off-premise Electronic Display Sign shall be located closer than one
112 thousand six hundred (1600) linear feet from any other Off-premise Electronic
113 Display Sign located on the opposite side of the street, as measured from any part
114 of one Off-premise Electronic Display Sign to the nearest portion of any other
115 Off-premise Electronic Display Sign.

116 (6) (g) Off-premise Electronic Display Signs must be located at least 300 feet from any
117 residence as measured from any part of the Off-premise Electronic Display Sign to
118 the nearest property line of the residence. This distance may be reduced to 150 feet if
119 no portion of the Off-premise Electronic Display Sign face or viewing surface is
120 visible from the residence.

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122 **PART II:**

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124 A. If a provision of this Ordinance 2013-17 conflicts with a provision of a previously
125 adopted ordinance concerning the same title, chapter, and/or section number amended herein, the
126 provision in this ordinance shall prevail.

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128 B. This ordinance and its various sections, clauses and paragraphs are hereby declared to
129 be severable. If any part, sentence, clause or phrase is adjudged to be unconstitutional or invalid,
130 the remainder of the ordinance shall not be affected thereby.

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132 C. The Municipal Council hereby directs that the official copy of the Provo City Code be
133 updated to reflect the provisions enacted by this ordinance.

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135 D. This ordinance shall take effect immediately after being posted or published as
136 required by law.

137

138 END OF ORDINANCE.