



## City of Phoenix

Planning Department

### Staff Report Z-TA-11-08 Zoning Ordinance Text Amendment November 5, 2008

**Application No Z-TA-11-08** to amend Sections 202 (Definitions) and 643 (Downtown Core) regarding the creation of new provisions for Downtown Sub-Area Sign Plans.

**Staff recommendation:** Staff recommends approval of Z-TA-11-08 as shown in the recommended text presented as Attachment A.

#### **Background**

More creativity and flexibility in terms of sign design and placement is important in order to create a more vibrant downtown. Examples from other cities, such as Staples Center in Los Angeles and the Theater District in Denver show how signs can be used in innovative ways to create excitement and energy. The current provisions of the Downtown Core do not allow the full range of new signs types that would allow master planned developments to match the examples of a Staples Center or Denver Theater District.



Changes in technology have resulted in a number of new sign types which are not currently defined in the Zoning Ordinance. This proposed text amendment would create a more comprehensive list of sign definitions and provide more guidance for applicants and more consistency for staff.

### **Issues**

Currently, master planned developments of at least one city block (300 feet by 300 feet minimum) may submit requests for a comprehensive sign plan and seek approval through the use permit process. The types of signs are restricted and do not allow for the creative use of sign design and lighting frequently found in other active downtowns.

This proposed text amendment expands the types of signs that may be included in a new type of plan – a Downtown Subarea Sign Plan – and provides an alternative approval process. Rather than being approved through the use permit process, these sign plans would be approved by the Planning Director or his/her designee. Appeals to the Planning Director's decision would then be heard by the Zoning Adjustment Hearing Officer in accordance with the use permit process.

The current language has no submittal requirements. The proposed language would correct this by providing specific submittal requirements, including site plans, elevations, and sign area calculations by sign type. The submittal also must include a narrative discussing how the proposed Downtown Subarea Sign Plan furthers the goals and policies of the *Downtown Phoenix Plan*.

### **CONCLUSION**

Staff recommends approval of Z-TA-11-08 to expand the definition of sign types and to clarify the provisions of master planned developments and subarea sign plans in the Downtown Core (DC) zoning district.

Attachments:

Attachment A – Proposed Text

## ATTACHMENT A

### Z-TA-11-08: PROPOSED TEXT DOWNTOWN SIGNAGE TEXT AMENDMENT

1. **Revise Phoenix Zoning Ordinance §202 by making the following revisions or additions in correct alphabetical order:**

~~*Embellishment:* Letters, figures, characters, or representations in cutouts, irregular forms, or similar ornamentation attached to or superimposed upon any signs.~~

*LARGE-SCALE ARCHITECTURAL LIGHTING:* LIGHTING ELEMENTS PLACED ON A SIGNIFICANT PORTION OF A BUILDING'S FAÇADE TO HIGHLIGHT OR ACCENTUATE VERTICAL, HORIZONTAL, OR OTHER ELEMENTS OF THE STRUCTURE'S ARCHITECTURE.

*SIGN, AERIAL VIEW:* A SIGN APPLIED TO OR PLACED UPON A ROOF SURFACE, APPROXIMATELY PARALLEL TO THE ROOF PLANE AND INTENDED TO BE VIEWED FROM THE SKY. AN AERIAL VIEW SIGN IS NOT VISIBLE FROM ADJACENT PUBLIC RIGHT-OF-WAY.

*SIGN, ANIMATED:* A SIGN THAT CONTAINS IMAGES, PARTS OR ILLUMINATION THAT FLASH, CHANGE, MOVE, STREAM, SCROLL, BLINK OR OTHERWISE INCORPORATE MOTION.

*SIGN, ARCHITECTURAL LEDGE:* A SIGN WITH INDIVIDUAL LETTERS, NUMBERS, SYMBOLS OR ICONS THAT STAND ON A HORIZONTAL PROJECTION FORMING A NARROW SHELF ON A WALL OR ARCHITECTURAL PROJECTION.

*SIGN, AWNING:* A SIGN LOCATED ANYWHERE ON THE SURFACE OF AN AWNING.

*SIGN, BLADE:* A TYPE OF PROJECTING SIGN MOUNTED ON A BUILDING FAÇADE OR STOREFRONT POLE OR ATTACHED TO A SURFACE PERPENDICULAR TO THE SIGN'S SURFACE AND THE NORMAL FLOW OF TRAFFIC. BLADE SIGNS MAY BE THREE-DIMENSIONAL.

*SIGN, CHANNEL LETTERS:* A SIGN COMPRISED OF MULTI-DIMENSIONAL, INDIVIDUALLY FABRICATED LETTERS, NUMBERS OR FIGURES THAT ARE AFFIXED TO A BUILDING OR STRUCTURE. A CHANNEL LETTER IS THE OUTLINE OF A LETTER, WITH METAL RETURNS, INTO WHICH A NEON TUBE OR SIMILAR LIGHT SOURCE IS PLACED. THE DEPTH OF THE CHANNEL MAY VARY, DEPENDING ON THE VIEWING ANGLE. A CHANNEL LETTER MAY BE OPEN-FACED WITH RETURNS THAT PROJECT FORWARD PERPENDICULARLY FROM THE FACE OF THE LETTER AND EXPOSE THE LIGHT SOURCE, FACED WITH PLASTIC OR A SIMILAR TRANSLUCENT MATERIAL, OR A REVERSE CHANNEL WITH HALO ILLUMINATION.

*Sign, directory:* A SIGN COMPRISED OF A series of two or more names or addresses OF PEOPLE, OFFICES OR DESTINATIONS AT A SPECIFIC BUILDING, FACILITY OR VENUE ~~only~~, within a common cabinet or face area ~~which identify occupants on the premises where displayed~~. A DIRECTORY SIGN MAY ALSO INCLUDE MAPS, SITE PLANS OR DIAGRAMS FOR THE BUILDING, FACILITY OR VENUE.

*SIGN (Electronic Message Display):* A SIGN ~~device~~ capable of displaying words, symbols, IMAGES, or figures that can be electronically or mechanically changed by remote or automatic means, INCLUDING CATHODE RAY, LIGHT EMITTING DIODE DISPLAY (LED), PLASMA SCREEN, LIQUID CRYSTAL DISPLAY (LCD), FIBER OPTIC OR OTHER ELECTRONIC MEDIA OR TECHNOLOGY.

*SIGN, EMBELLISHMENT:* ANY ADDITION TO A SIGN THAT PROVIDES A THREE-DIMENSIONAL EFFECT SUCH AS: STRUCTURAL OR DECORATIVE ELEMENTS OF A SIGN INCORPORATING REPRESENTATIONS OF THE SIGNIFICANT ARCHITECTURAL FEATURES OF THE ASSOCIATED BUILDING OR DEVELOPMENT; OR LETTERS, NUMBERS, FIGURES, EMBLEMS, MULTI-COLORED BANDS, STRIPES, PATTERNS, OUTLINES OR DELINEATIONS NOT DISPLAYED FOR THE PURPOSE OF COMMERCIAL IDENTIFICATION OR OTHER FEATURES CONVEYING A COMMERCIAL MESSAGE.

*SIGN, FIBER OPTIC DISPLAY:* A SIGN THAT TRANSMITS A MESSAGE USING LIGHT DIRECTED THROUGH THREADLIKE FIBERS OF GLASS OR PLASTIC.

*SIGN, FULL COLOR PRINTED MEDIA:* BANNER-TYPE SIGNS MADE OF FABRIC, MESH, PERFORATED SCRIM OR OTHER NON-RIGID MATERIAL THAT HAS NO ENCLOSING FRAMEWORK. PRODUCTION PROCESSES MAY INCLUDE, BUT ARE NOT LIMITED TO, PAINTING, SCREEN PRINT, DIGITAL PRINT, OR VINYL GRAPHICS.

*SIGN, HALO ILLUMINATION:* A TYPE OF LIGHTING THAT CREATES A GLOW OF LIGHT AROUND A LETTER OR OTHER FORM BY ILLUMINATING THE WALL SURFACE FROM WITHIN THE LETTER OF FORM, SUCH AS BACK LIGHTING OF A REVERSE PAN CHANNEL LETTER.

*SIGN, INFLATABLE:* AN OBJECT, USED AS A TEMPORARY SIGN, THAT IS INFLATED WITH COLD OR HOT AIR OR A LIGHTER-THAN-AIR SUBSTANCE AND MAY BE OF VARIOUS SHAPES, MADE OF FLEXIBLE FABRIC, AND EQUIPPED WITH A PORTABLE BLOWER MOTOR THAT PROVIDES A CONSTANT FLOW OF AIR INTO THE OBJECT. INFLATABLE SIGNS ARE RESTRAINED, ATTACHED OR HELD IN PLACE BY A CORD, ROPE, CABLE OR OTHER SIMILAR TETHERING METHOD.

*SIGN, KINETIC:* A TYPE OF ANIMATED SIGN THAT HAS THE ABILITY TO MOVE UP TO 360 DEGREES DUE EITHER TO THE PRESENCE OF A MOTOR THAT DRIVES THE MOVEABLE PARTS OR AN ENVIRONMENTAL CATALYST, E.G. WIND OR GRAVITY. ALL OR A PORTION OF A KINETIC SIGN MAY REVOLVE OR ANIMATE AT A STEADY OR VARIABLE SPEED.

**SIGN, PROJECTED IMAGE:** AN IMAGE PROJECTED ON THE FACE OF A WALL FROM A DISTANT ELECTRONIC DEVICE SUCH THAT THE IMAGE DOES NOT ORIGINATE FROM THE PLANE OF THE WALL.

**Sign, projecting:** A SIGN THAT HANGS FROM A BRACKET OR SUPPORT AND PROJECTS FROM A WALL, BUILDING OR POLE. ~~Any sign other than a wall sign erected upon a structure or building and which project outward from such structure or building wall.~~

**SIGN, PUSH-THROUGH LETTER:** A LETTER OR GRAPHIC THAT IS PUSHED THROUGH A CUT OUT SPACE REMOVED FROM THE SIGN SUBSTRATE. THE PUSH-THROUGH IS TYPICALLY A DIFFERENT COLOR AND/OR MATERIAL THAN THE REST OF THE SIGN, SUCH AS A TRANSLUCENT ACRYLIC LETTER THAT IS FLUSH WITH OR EXTENDS IN FRONT OF THE FRONT SURFACE OF THE SIGN FACE. PUSH-THROUGH LETTERS ARE OFTEN USED WITH INTERNALLY ILLUMINATED, OPAQUE SIGN CABINETS.

**Sign, roof:** Any sign erected upon the roof of a ~~any~~ building. A ROOF SIGN IS COMPRISED OF FREESTANDING LETTERS OR CHARACTERS THAT ARE NOT APPLIED OR ATTACHED TO ANY BACKGROUND STRUCTURE, BUILDING OR MATERIAL, EXCEPT AS NECESSARY FOR STRUCTURAL SUPPORT. ~~or which is partially or totally supported by the roof or roof structure of the building.~~ That part of the roof of a flat-roofed building extending beyond the walls or exterior columns of such a building, if not more than twenty-five feet above the grade, shall be considered a marquee.

**SIGN, SCULPTURAL:** A SIGN THAT HAS A THREE-DIMENSIONAL ICONIC FORM.

**SIGN, SUPERGRAPHIC:** A SIGN THAT CONSISTS OF AN IMAGE, WITH OR WITHOUT WRITTEN TEXT, THAT IS APPLIED TO AND MADE INTEGRAL WITH A WALL, PROJECTED ONTO A WALL, ILLUMINATED BY LED OR OTHER PIXILATED LIGHTING WHERE PERMITTED, OR PRINTED ON VINYL, MESH, WINDOW FILM, OR OTHER MATERIAL SUPPORTED OR ATTACHED TO A WALL OR WINDOW BY AN ADHESIVE AND/OR BY USING STRANDED CABLE AND EYE-BOLTS AND/OR OTHER MATERIALS OR METHODS. A SUPERGRAPHIC SIGN CONTAINS A MESSAGE OR IMAGE VIEWABLE FROM A DISTANCE WHILE MAINTAINING UNOBSTRUCTED VISIBILITY FROM BEHIND THE WINDOW.

**SIGN, WALL MURAL:** A PAINTED, TILED OR DIGITALLY PRODUCED IMAGE, GENERALLY LARGE IN SIZE, THAT IS INCORPORATED ONTO THE FAÇADE OF A BUILDING.

**SIGN, WAYFINDING:** A PEDESTRIAN OR VEHICLE-ORIENTED SIGN THAT INDICATES THE ROUTE TO, DIRECTION OF OR LOCATION OF A GIVEN GOAL DESTINATION.

2. **Revise Phoenix Zoning Ordinance §643.H.12 as follows:**

12. For master planned developments covering one or more downtown blocks (three hundred feet by three hundred feet minimum), signs, INCLUDING THOSE SIGNS, banners, and flags otherwise prohibited by Section 643.H.11 AND SECTION 643.H.14, may be erected THROUGH APPROVAL OF A DOWNTOWN SUB-AREA SIGN PLAN THAT CONFORMS TO THE PROVISIONS OF THIS SECTION. THE INTENT OF THIS SECTION IS TO ENCOURAGE EXCITING, ICONOGRAPHIC AND INVENTIVELY DESIGNED AND ILLUMINATED SIGNAGE TO ENHANCE SUB-AREAS IN DOWNTOWN PHOENIX. IN RECOGNITION OF DESIGN THAT CONTRIBUTES TO AND FURTHERS THIS INTENT, THE CITY MAY APPROVE WITH A DOWNTOWN SUB-AREA SIGN PLAN SIGNS THAT ARE LARGER, HIGHER (WHETHER GROUND OR WALL MOUNTED), AND MORE CREATIVELY ILLUMINATED OR FABRICATED THAN SIGNS OTHERWISE ALLOWED WITHIN THE DOWNTOWN CORE DISTRICT. THE INTENT OF THIS SECTION IS NOT TO ELIMINATE OR OTHERWISE LIMIT THE ABILITY TO HAVE SIGNS OTHERWISE ALLOWED AT A PARTICULAR PROPERTY, SUCH AS THE SIGNS ALLOWED IN SECTION 643.H.15 FOR STADIA AND SECTION 643.H.16 FOR ARENAS, BUT THE PROVISIONS HEREIN WILL CONTROL THE APPROVAL PROCESS FOR ALL SIGNS WITHIN A DOWNTOWN SUB-AREA SIGN PLAN. ~~subject to obtaining a use permit in compliance with a comprehensive sign plan. In addition to the standards enumerated in Sections 705.E.2 and 705.F, findings of approval shall include.~~

a. DOWNTOWN SUB-AREA SIGN PLAN APPLICATION. A DOWNTOWN SUB-AREA SIGN PLAN APPLICATION SHALL INCLUDE THE FOLLOWING ELEMENTS:

(1) SITE PLANS, BUILDING ELEVATIONS, AND GENERAL DESIGN REVIEW GUIDELINES FOR EACH TYPE OF SIGN TO BE PERMITTED WITHIN THE DOWNTOWN SUB-AREA BOUNDARY. THESE PLANS AND ELEVATIONS SHALL INDICATE ACCEPTABLE PLACEMENT AND LOCATION OF THE SIGNS ON THE BUILDING, STRUCTURE OR AT GRADE AND THE IMMEDIATELY ADJOINING CONTEXT. PERMISSIBLE SIGN TYPES INCLUDE, BUT ARE NOT LIMITED TO, AERIAL VIEW SIGNS, ANIMATED SIGNS, ARCHITECTURAL LEDGE SIGNS, AWNING SIGNS, BLADE SIGNS, CHANNEL LETTER SIGNS, ELECTRONIC MESSAGE DISPLAY SIGNS, FIBER OPTIC DISPLAY SIGNS, FULL COLOR PRINTED MEDIA SIGNS, INFLATABLE SIGNS, KINETIC SIGNS, PROJECTED IMAGE SIGNS, PROJECTING SIGNS, PUSH THROUGH LETTER SIGNS, ROOF SIGNS, SCULPTURAL SIGNS, SUPERGRAPHIC SIGNS, WALL MURAL SIGNS, AND WAYFINDING SIGNS, IN ADDITION TO ALL SIGN TYPES OTHERWISE PERMITTED IN THE DOWNTOWN CORE DISTRICT.

(2) STANDARDS FOR SIZE, HEIGHT, LIGHTING, EXPOSED STRUCTURE, COLORS AND MATERIALS, AND FREQUENCY OF CHANGE FOR ANIMATION OR CHANGEABLE GRAPHICS ALLOWED FOR EACH TYPE OF SIGN TO BE PERMITTED WITHIN THE DOWNTOWN SUB-AREA BOUNDARY.

(3) CALCULATIONS OF TOTAL SIGN AREA PERMITTED PER BUILDING FACE.

(4) A WRITTEN NARRATIVE DISCUSSING THE SIGN PLAN'S PURPOSE AND INTENT AND ITS CONSISTENCY WITH THE DOWNTOWN PHOENIX PLAN.

A DOWNTOWN SUB-AREA SIGN PLAN MAY ALSO INCLUDE WITH ITS INITIAL APPLICATION REQUESTS FOR APPROVAL OF SPECIFIC SIGNS, WITH ALL DOCUMENTS AND INFORMATION REQUIRED IN SECTION 643.H.12.c, THAT SATISFY THE STANDARDS AND DESIGN REVIEW GUIDELINES OF THE SIGN PLAN.

b. APPROVAL OF SIGN PLAN. AN APPLICATION FOR A DOWNTOWN SUB-AREA SIGN PLAN SHALL BE SUBMITTED TO THE PLANNING DIRECTOR OR DESIGNEE FOR REVIEW AND APPROVAL. THE PLANNING DIRECTOR OR DESIGNEE SHALL APPROVE, APPROVE WITH CONDITIONS OR DENY A SIGN PLAN APPLICATION WITHIN FIFTEEN (15) WORKING DAYS OF RECEIPT OF THE APPLICATION. FINDINGS OF APPROVAL SHALL INCLUDE:

(1) ~~The signs and other displays are appropriate in scale, composition, and manner of display with surrounding development.~~ SIGNS SHALL BE ORIENTED AND ILLUMINATED SO THEY DO NOT ADVERSELY IMPACT EXISTING NEARBY RESIDENTIAL USES OR STRUCTURES THAT HAVE OBTAINED A CERTIFICATE OF OCCUPANCY. POTENTIAL ADVERSE IMPACTS INCLUDE GLARE FROM INTENSE ILLUMINATION AND LARGE SIGNS OR SUPPORT STRUCTURES THAT VISUALLY DOMINATE AN AREA TO THE DETRIMENT OF EXISTING OR PROPOSED LAND USES.

(2) HEIGHTS, SCALE AND LOCATIONS FOR ALL SIGN TYPES SHALL AVOID ADVERSE IMPACTS ON ADJACENT BUILDINGS AND USES.

(3) ANIMATED SIGNS OF ALL TYPES SHALL NOT ADVERSELY IMPACT VEHICLE AND PEDESTRIAN TRAFFIC AND MAY BE PARTICULARLY RESTRICTED AT THE PERIMETER OF THE DOWNTOWN SUB-AREA SIGN PLAN BOUNDARY.

(4) ALL SIGN FEATURES, INCLUDING ILLUMINATION, SUPPORT STRUCTURES, COLOR, LETTERING, HEIGHT, AND LOCATION SHALL BE COMPLEMENTARY TO THE ARCHITECTURE AND ARCHITECTURAL FEATURES OF THE BUILDING ON WHICH THEY ARE LOCATED.

(5) The SIGN PLAN SHALL BE ~~length and frequency of such displays are~~ compatible with the goals and objectives of the DOWNTOWN PHOENIX PLAN. ~~downtown redevelopment plan;~~

- (6) THE SIGN DESIGNS SHALL REFLECT THE EXISTING OR DESIRED CHARACTER OF THE SUB-AREA. ~~The signs, banners and flags are mounted and secured so as not to pose a distraction or hazard to vehicles or pedestrians;~~
- c. INDIVIDUAL SIGN APPLICATION. AN APPLICATION FOR APPROVAL OF AN INDIVIDUAL SIGN SHALL INCLUDE THE FOLLOWING DOCUMENTS OR GRAPHICS:
- (1) SITE PLANS, BUILDING ELEVATIONS AND PHOTO SIMULATIONS AS NEEDED TO SHOW THE PLACEMENT OF THE SIGN WITHIN THE DOWNTOWN SUB-AREA AND ON THE SPECIFIC BUILDING, STRUCTURE OR SITE.
  - (2) GRAPHIC RENDERING OF THE SIGN DEPICTING ITS LETTERING, ILLUMINATION, COLOR, SHAPE, AREA, AND HEIGHT.
  - (3) DETAILS REGARDING ANY PROPOSED ANIMATION OR CHANGEABLE MESSAGES, INCLUDING DURATION OF EACH MESSAGE AND INTENSITY OF ILLUMINATION.
  - (4) PROPOSED HOURS FOR ILLUMINATION OF THE SIGN.
  - (5) A WRITTEN NARRATIVE DISCUSSING THE SIGN'S CONSISTENCY WITH THE DOWNTOWN SUB-AREA SIGN PLAN.
- d. APPROVAL FOR INDIVIDUAL SIGN. AN APPLICATION FOR AN INDIVIDUAL SIGN WITHIN THE BOUNDARY OF AN APPROVED DOWNTOWN SUB-AREA SIGN PLAN SHALL BE SUBMITTED TO THE PLANNING DIRECTOR OR DESIGNEE FOR REVIEW AND APPROVAL. THE PLANNING DIRECTOR OR DESIGNEE SHALL APPROVE, APPROVE WITH CONDITIONS OR DENY AN INDIVIDUAL SIGN APPLICATION WITHIN FIFTEEN (15) WORKING DAYS OF RECEIPT OF THE APPLICATION. FINDINGS OF APPROVAL SHALL INCLUDE:
- (1) THE SIZE AND LOCATION OF THE SIGN IS ALLOWED UNDER THE STANDARDS OF THE SIGN PLAN.
  - (2) THE SCALE, DESIGN AND PLACEMENT OF THE SIGN ON THE BUILDING OR SITE IS APPROPRIATE.
  - (3) THE TYPE AND HOURS OF ILLUMINATION WILL NOT ADVERSELY IMPACT RESIDENTIAL USES IN THE AREA.
  - (4) THE QUALITY OF THE MATERIALS PROPOSED FOR THE SIGN ARE APPROPRIATE FOR THE INTENDED DURATION OF THE SIGN.
  - (5) THE SIGN WILL CONTRIBUTE POSITIVELY TO THE DESIRED CUMULATIVE IMPACT OF SIGNAGE ON THE SITE, THE BUILDING FAÇADE,

THE BLOCK FACE, AND/OR THE AREA TO FOSTER THE DESIRED OVERALL CHARACTER OF THE DOWNTOWN SUB-AREA.

THE PLANNING DIRECTOR OR DESIGNEE MAY APPROVE AN INDIVIDUAL SIGN THAT DEVIATES IN MINOR WAYS FROM THE DOWNTOWN SUB-AREA SIGN PLAN IF SUCH DEVIATIONS ARE NECESSARY DUE TO TECHNICAL OR ENGINEERING ISSUES. SUCH DEVIATIONS SHALL NOT, HOWEVER, BE APPROVED IF THEY WOULD CREATE ADVERSE IMPACTS ON RESIDENTIAL USES IN THE AREA THROUGH SIZE OR ILLUMINATION OF THE SIGN OR CREATE ADVERSE IMPACTS ON VEHICLE OR PEDESTRIAN TRAFFIC.

- e. APPEALS. AN APPLICANT MAY APPEAL THE DECISION OF THE PLANNING DIRECTOR OR DESIGNEE REGARDING A DOWNTOWN SUB-AREA SIGN PLAN OR INDIVIDUAL SIGN WITHIN THE BOUNDARIES OF A SIGN PLAN WITHIN FIVE (5) WORKING DAYS OF THE DECISION. APPEALS SHALL BE CONSIDERED BY THE ZONING ADJUSTMENT HEARING OFFICER THROUGH THE USE PERMIT PROCESS IN ACCORDANCE WITH THE PROVISIONS OF SECTION 307 ON THE NEXT AVAILABLE AGENDA. IN ADDITION TO THE STANDARDS OF SECTION 307, THE ZONING ADJUSTMENT HEARING OFFICER SHALL REVIEW THE DECISION WITH THE STANDARDS FOR APPROVAL ESTABLISHED IN THIS SECTION 643.H.12.
- f. SIGNS PERMITTED ONLY WITH USE PERMIT APPROVAL. THE FOLLOWING SIGNS SHALL BE PERMITTED IN DOWNTOWN SUB-AREA SIGN PLANS ONLY THROUGH APPROVAL OF A USE PERMIT IN ACCORDANCE WITH THE PROVISIONS OF SECTION 307 AND THE STANDARDS FOR APPROVAL ESTABLISHED IN THIS SECTION 643.H.12:
  - (1) INTERNALLY ILLUMINATED AWNING SIGNS
  - (2) FORMED PLASTIC BOX OR INJECTION MOLDED PLASTIC SIGNS
- g. PROHIBITED SIGNS. THE FOLLOWING SIGNS SHALL BE PROHIBITED IN DOWNTOWN SUB-AREA SIGN PLANS:
  - (1) CONVENTIONAL PLASTIC FACED BOX, CANISTER OR CABINET SIGNS
  - (2) LUMINOUS VACUUM FORMED LETTERS
- h. LARGE-SCALE ARCHITECTURAL LIGHTING. A DOWNTOWN SUB-AREA SIGN PLAN MAY INCLUDE PROVISIONS REGARDING LARGE-SCALE ARCHITECTURAL LIGHTING, WHICH SHALL BE EXEMPT FROM CALCULATION AS SIGN AREA. LARGE-SCALE ARCHITECTURAL LIGHTING SHALL NOT INCLUDE TEXT, LOGOS, MESSAGES, OR IMAGES OF ANY KIND AND SHALL SERVE ONLY TO HIGHLIGHT OR ACCENTUATE VERTICAL, HORIZONTAL OR OTHER ELEMENTS OF THE STRUCTURE

BEING LIGHTED. LARGE-SCALE ARCHITECTURAL LIGHTING THAT ACTS TO EXTEND A SIGN IMAGE BACKGROUND OVER A LARGER ARCHITECTURAL AREA SHALL BE INCLUDED IN CALCULATION OF SIGN AREA. LARGE-SCALE ARCHITECTURAL LIGHTING MAY BE MULTI-HUED AND MAY CHANGE HUES IN A SLOW, DELIBERATE MANNER WITH A SLOW, DRAWN-OUT CONSTANT INTENSITY AND MAY MARK SPECIAL SEASONS, WEATHER OR EVENTS WITH UNIQUE COLOR ARRANGEMENTS. LARGE-SCALE ARCHITECTURAL LIGHTING SHALL NOT FLASH, BLINK, SCROLL, MOVE OR STREAM.