

**Sec. 21-26-10. Sign Themes and Special Zones.**

...

(c) *Signs on Major Sports Venues.*

- (1) All major sports venues must submit a proposal for an overall sign theme showing design concepts and approximate placement of ~~all-on-premises~~ signs. This sign theme may be approved if the Planning Commission can determine that:
  - a. The proposed signs are not in conflict with the purpose and intent of this chapter, and consistent with the General Plan;
  - b. The proposed signs and sign locations are ~~consistent~~ compatible with the architecture of the development; and
  - c. The proposed signs appropriately utilize ~~those~~ the elements listed in the design criteria of this chapter.
- (2) The proposed sign theme may include the following:
  - a. A combination of cabinet and individual lettering signs, is allowed. Changeable copy may be incorporated into approved wall signs.
  - b. The use of individual lettering roof signs if they are mounted to the top of the exterior parapet wall and compatible with the architecture of the development.
- (3) Signs permitted on major sports venues may include the following:
  - a. *Interior Stadium Signs.* Those signs designed to be viewed by spectators and visitors to the sports venue and only incidentally seen from the exterior or areas accessible by non-paying visitors. Interior signs may include: but are not limited to sponsorship scrim panel signs, wall signs, blade signs, grandstand signs, scoreboard signs, field boards, murals, posters, flags, banners, and wayfinding signs. The number or size of these signs shall not be limited, except as described below:
    1. Sponsorship scrim panel signs: to be located between the seating structure and the canopy of the stadium. ~~May be any color and show a sponsor message or company logo. Limited to 20 sign~~
    2. Wall signs: ~~may be of channel letter or cabinet design. Signs will not be allowed on the fascia above the seating levels in the area below the canopy. these signs are allowed above the wall fascia by no more than four feet.~~
    3. Blade signs: to be located upon pedestrian corridors within the venue. ~~M~~ m must be at least eight feet above the walking surface, ~~and no greater than ten inches wide by eight feet high.~~
    4. Grandstand signs: ~~single face~~ signs that are only directed toward the interior of the stadium must either be hidden from exterior view or be architecturally compatible with the structure when viewed from the exterior. ~~Limited to four signs and 360 square feet total.~~
    5. Scoreboard sign: ~~includes changeable copy typically used for scores, game updates and replays located on a structure facing the playing field. It may also include no more than five permanent, non-changeable copy signs not exceeding 1200 square feet. must be located~~ on a structure facing the playing field. It may also include permanent, non-changeable copy signs. Permanent non-changeable copy signs with individual lettering may be placed above the scoreboard fascia by up to 50 percent of the sign itself.

## Exhibit "A"

6. Field boards: ~~are allowed around the entire perimeter of the field, located upon edge of the playing field.~~
- b. *Exterior Stadium Signs.* Those signs, designed to be viewed from the exterior of the building. Exterior signs may include:
  1. Sponsorship scrim panel signs: ~~to may~~ be located between the seating structure and the canopy of the stadium or exterior of scoreboard structure. ~~One sponsorship scrim panel. These signs may also be located on the southwest corner of the canopy structure and which may not be higher than the interior scrim signs. It is prohibited to install any sponsorship scrim panel signs on the west side of the stadium. May include a sponsor logo and name only on a neutral colored background that complements the architecture of the venue or a naming rights sign.~~ Limited to 20 signs.
  2. Wall signs: ~~may show naming rights or guide and directional signs. Limited to 20 total signs, must be mounted to wall fascia. These signs are allowed above the wall. The amount of signs is limited to 30 percent of the total exterior wall face square footage. Changeable copy signs may be incorporated into two percent of the total wall signage.~~
  3. ~~Roof Signs: as regulated in the Section above, may be used in combination with wall signs and are counted towards the allowable amount of wall signage.~~
  4. ~~Scoreboard signs: that are viewable from the exterior may include permanent, non-changeable copy signs not exceeding 100 percent of the total square footage of the scoreboard. The scoreboard signs do not count towards the allowable amount of wall signage.~~
  35. Blade signs: to be located above pedestrian areas on the exterior of the venue. It must be at least eight feet above the walking surface, and no greater than two feet wide by 20 feet high. Limited to 12 signs. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  46. Grandstand signs: limited to four signs and 360 square feet total. signs that are intended to be viewed outside the stadium. They must back up to an interior grandstand sign. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  57. On-premises freestanding signs: ~~the Planning Commission may approve up to one sign per street frontage. The signs are is~~ limited to 30 feet in height and 100 square feet in sign face area. Up to 10 directional signs within the internal road system is limited to 15 feet in height and 100 square feet in sign face area.
  68. ~~Parking lot banners: Banners: are allowed in all private parking lots, streets, plazas, and stairways, and~~ must comply with existing banner regulations.
  79. On-site fencing signs: ~~a maximum of two~~ single faced signs ~~permanently~~ attached to the fence surrounding the parking lot south of the stadium are allowed, provided they comply with the following provisions: ~~can be complied with:~~
    - (i) The proposed sign is not in conflict with the purpose and intent of this chapter, and:
    - (ii) The fence is not located on a property line.
    - (iii) ~~The proposed sign shall not be on any fencing that is located adjacent to, or within 100 feet of, any public street.~~
    - (iv) ~~The proposed sign shall not exceed four feet in height.~~
    - (v) ~~The proposed signage copy shall not occupy more than 15 percent of the total floor area of the fence that is covered.~~

## Exhibit "A"

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~~(vi) The sign shall be made from a vinyl mesh material.~~

- (d) *Sports Field Fencing Signs.* All applications for sports field fencing signs within a private park, which park is associated with a major sports venue, shall be reviewed by the Planning Commission, which shall determine the following:
- (1) The proposed signs are not in conflict with the purpose and intent of this chapter, and are consistent with the General Plan, and:
  - (2) The proposed signs appropriately utilize those elements listed in the design criteria of this chapter.
  - (3) The proposed signs shall not be on any fencing that is located adjacent to, or within 50 feet of, any public street.
  - (4) The proposed signs shall not exceed six feet in height, or the height of the fence, whichever is lower, and shall be permissible only on the field side of the fence.
  - (5) The proposed signage shall not occupy more than 50 percent of the total length of the fence line surrounding the sports field.
  - (6) Either one six-foot-tall evergreen or one 1½-inch caliper deciduous tree shall be planted on the site for every 150 lineal feet of fencing which contains a sports field fence sign.
  - (7) The sign shall be made from a vinyl mesh material.

### Sec. 21-37-20. "S" Definitions.

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- (44) *Sign, field boards,* means ~~non-illuminated, static graphics on a portable hard surface~~ portable signs that are inside a major sports venue. Changeable copy is allowed.

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- (52) *Sign, grandstand,* means ~~single-face~~ signs that are attached to fixed seats.

**Sec. 21-26-10. Sign Themes and Special Zones.**

...

(c) *Signs on Major Sports Venues.*

- (1) All major sports venues must submit a proposal for an overall sign theme showing design concepts and approximate placement of signs. This sign theme may be approved if the Planning Commission can determine that:
  - a. The proposed signs are not in conflict with the purpose and intent of this chapter, and consistent with the General Plan;
  - b. The proposed signs and sign locations are compatible with the architecture of the development; and
  - c. The proposed signs appropriately utilize the elements listed in the design criteria of this chapter.
- (2) The proposed sign theme may include the following:
  - a. A combination of cabinet and individual lettering signs. Changeable copy may be incorporated into approved wall signs.
  - b. The use of individual lettering roof signs if they are mounted to the top of the exterior parapet wall and compatible with the architecture of the development.
- (3) Signs permitted on major sports venues may include the following:
  - a. *Interior Stadium Signs.* Those signs designed to be viewed by spectators and visitors to the sports venue and only incidentally seen from the exterior or areas accessible by non-paying visitors. Interior signs may include, but are not limited to sponsorship scrim panel signs, wall signs, blade signs, grandstand signs, scoreboard signs, field boards, murals, posters, flags, banners, and wayfinding signs. The number or size of these signs shall not be limited, except as described below:
    1. Sponsorship scrim panel signs: to be located between the seating structure and the canopy of the stadium.
    2. Wall signs: these signs are allowed above the wall fascia by no more than four feet.
    3. Blade signs: to be located upon pedestrian corridors within the venue must be at least eight feet above the walking surface.
    4. Grandstand signs: signs that are only directed toward the interior of the stadium must either be hidden from exterior view or be architecturally compatible with the structure when viewed from the exterior.
    5. Scoreboard sign: must be located on a structure facing the playing field. It may also include permanent, non-changeable copy signs. Permanent non-changeable copy signs with individual lettering may be placed above the scoreboard fascia by up to 50 percent of the sign itself.
    6. Field boards: are allowed around the entire perimeter of the field.
  - b. *Exterior Stadium Signs.* Those signs, designed to be viewed from the exterior of the building. Exterior signs may include:
    1. Sponsorship scrim panel signs: may be located between the seating structure and the canopy of the stadium or exterior of scoreboard structure. These signs may also be located on the southwest corner of the canopy structure and may not be higher than the interior scrim signs. Limited to 20 signs.

## Exhibit "B"

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2. Wall signs: must be mounted to wall fascia. These signs are allowed above the wall. The amount of signs is limited to 30 percent of the total exterior wall face square footage. Changeable copy signs may be incorporated into two percent of the total wall signage.
  3. Roof Signs: as regulated in the Section above, may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  4. Scoreboard signs: that are viewable from the exterior may include permanent, non-changeable copy signs not exceeding 100 percent of the total square footage of the scoreboard. The scoreboard signs do not count towards the allowable amount of wall signage.
  5. Blade signs: to be located above pedestrian areas on the exterior of the venue must be at least eight feet above the walking surface. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  6. Grandstand signs: signs that are intended to be viewed outside the stadium. They must back up to an interior grandstand sign. These signs may be used in combination with wall signs and are counted towards the allowable amount of wall signage.
  7. On-premises freestanding signs: one sign per street frontage is limited to 30 feet in height and 100 square feet in sign face area. Up to 10 directional signs within the internal road system is limited to 15 feet in height and 100 square feet in sign face area.
  8. Banners: are allowed in all private parking lots, streets, plazas, and stairways, and must comply with existing banner regulations.
  9. On-site fencing signs: single faced signs attached to the fence surrounding the parking lot south of the stadium are allowed, provided they comply with the following provisions:
    - (i) The proposed sign is not in conflict with the purpose and intent of this chapter, and:
    - (ii) The fence is not located on a property line.
    - (iii) The proposed sign shall not exceed four feet in height.
- (d) *Sports Field Fencing Signs.* All applications for sports field fencing signs within a private park, which park is associated with a major sports venue, shall be reviewed by the Planning Commission, which shall determine the following:
- (1) The proposed signs are not in conflict with the purpose and intent of this chapter, and are consistent with the General Plan, and:
  - (2) The proposed signs appropriately utilize those elements listed in the design criteria of this chapter.
  - (3) The proposed signs shall not be on any fencing that is located adjacent to, or within 50 feet of, any public street.
  - (4) The proposed signs shall not exceed six feet in height, or the height of the fence, whichever is lower, and shall be permissible only on the field side of the fence.
  - (5) The proposed signage shall not occupy more than 50 percent of the total length of the fence line surrounding the sports field.
  - (6) Either one six-foot-tall evergreen or one 1½-inch caliper deciduous tree shall be planted on the site for every 150 lineal feet of fencing which contains a sports field fence sign.
  - (7) The sign shall be made from a vinyl mesh material.

**Sec. 21-37-20. "S" Definitions.**

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(44) *Sign, field boards*, means portable signs that are inside a major sports venue. Changeable copy is allowed.

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(52) *Sign, grandstand*, means signs that are attached to fixed seats.

Scoreboard and Scoreboard Signs - Interior



Scoreboard Sign – Exterior





Roof Signs (above the wall fascia)

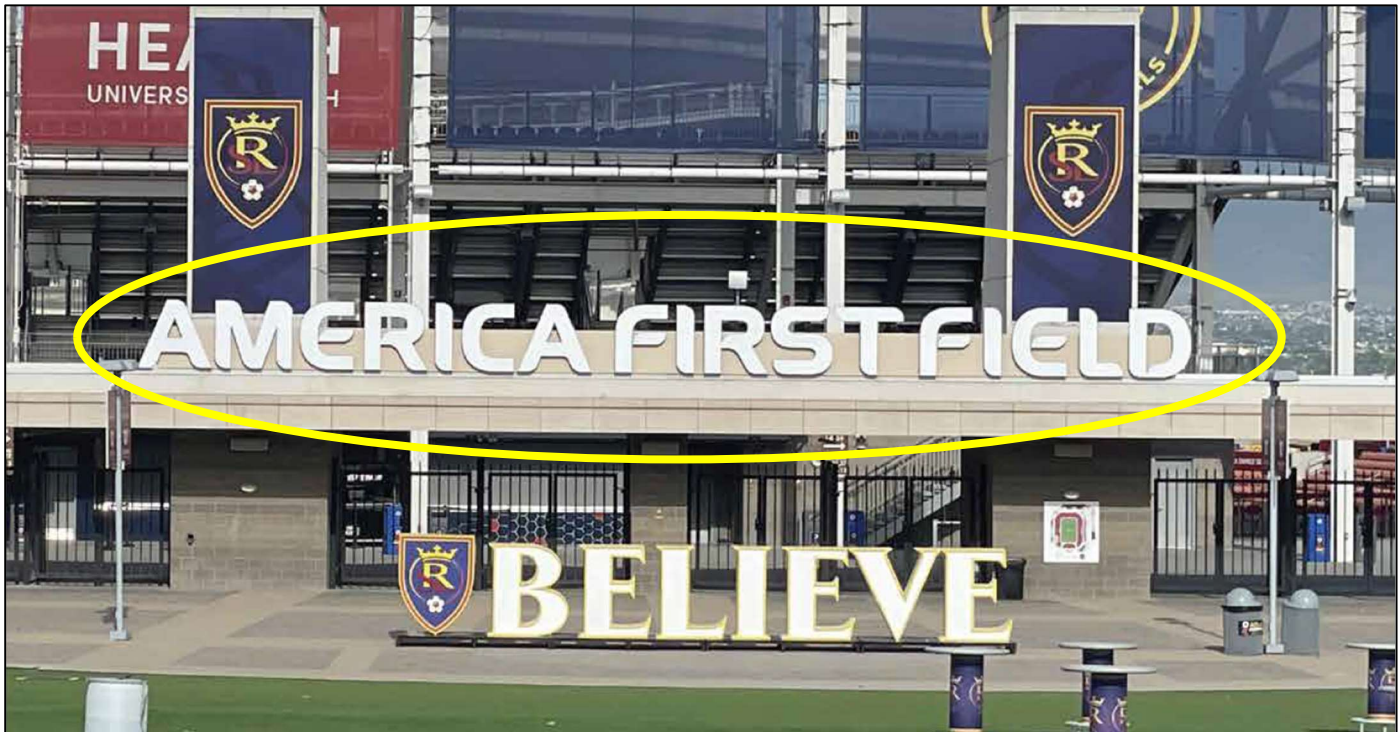
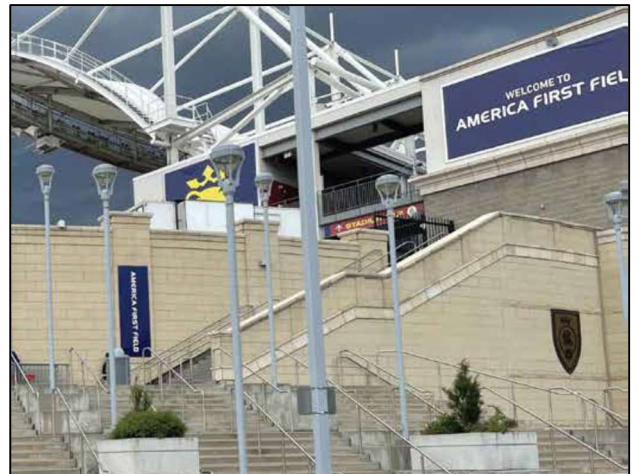




Exhibit "C"

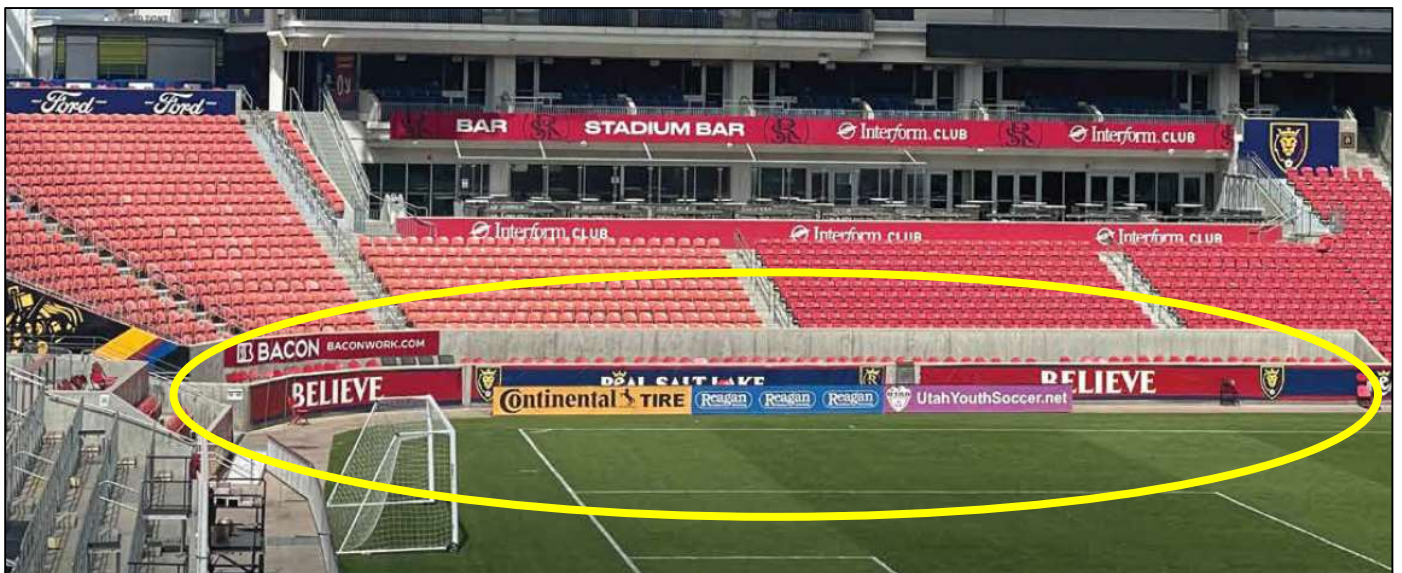
Wall Sign (Exterior)



Wall Sign (Interior)

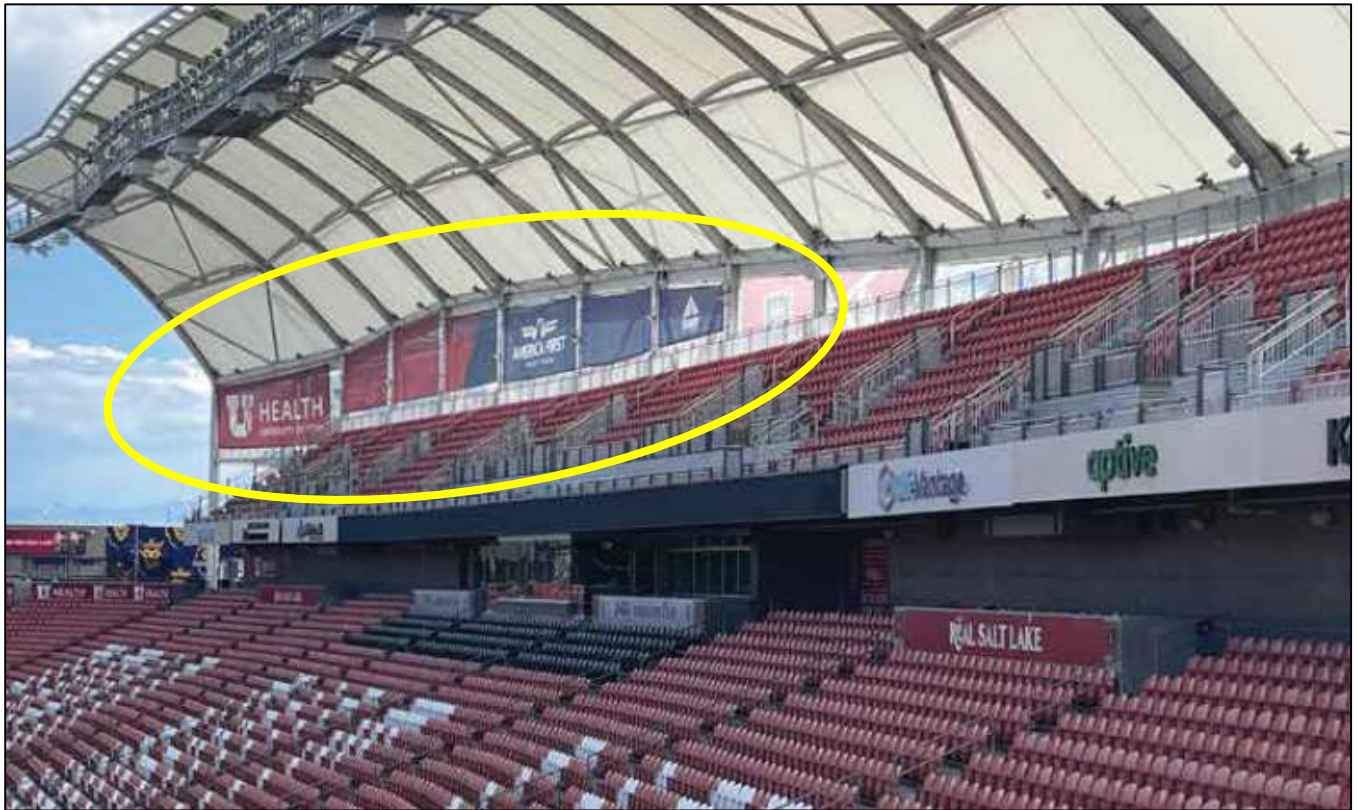


Field Boards





Sponsorship Scrim Panels - Interior



Sponsorship Scrim Panels - Exterior



Freestanding Pylon Sign



Freestanding Directional Sign





Banners



Blade Signs





**On-site Fencing Signs**



**Sports Field Fencing Signs**



**Grandstand Signs**

