

TEXT AMENDMENT RELATING TO MARQUEES IN THE LEXINGTON CENTER
BUSINESS (B-2B) ZONE

New Section 17-11(i)(6) of the Zoning Ordinance:

In conjunction with an indoor theater, one marquee, not to exceed thirty (30) square feet per theater, with a maximum of three-hundred (300) square feet; such marquee shall project no more than eight (8) feet from the building face to which it is attached and shall have a minimum sign clearance of eight (8) feet. Marquee signs may utilize electronic message display systems, only if the sign complies with the following additional requirements:

- a) Image: Sign must be static and there shall be no moving or scrolling messages, special effects, or animations.
- b) Location:
 - i. The sign shall not interfere with, imitate, or resemble an official traffic sign, signal, or traffic control device.
 - ii. The sign shall not be located directly adjacent to, or directly across public right-of-way or a private road, from a residential zone.
- c) Duration of message: The sign shall remain static for a period of not less eight (8) seconds. The transition from one (1) message or image to the next shall be direct and immediate.
- d) Luminance: Between sunrise and sunset, the maximum luminance shall be five thousand (5,000) nits, and between sunset and sunrise, the maximum luminance shall be five hundred (500) nits. Sunrise and sunset shall be determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce, for Lexington-Fayette Urban County. The sign must be equipped with an automatic dimmer control or other mechanism that automatically controls the sign's luminance.
- e) The marquee sign shall not display messages or be illuminated when the use is closed.