OFFICE OF THE MAYOR
CITY OF CHICAGO

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CONTACT:
Mayor's Press Office
312.744.3334
press@cityofchicago.org

CITY COUNCIL APPROVES SIGN ORDINANCE AMENDMENT TO ADDRESS CHANGING TECHNOLOGY IN DYNAMIC IMAGE DISPLAY SIGNS

New dynamic image display signs proposed in Chicago neighborhoods will now be subject to new regulatory requirements after Mayor Emanuel's amendment to the sign ordinance was approved by City Council today. The amendment includes provisions to address location, illumination, and operational aspects of new dynamic signs proposed the city. Dynamic image display signs, commonly known as digital signs, are signs that automatically change face or have moving text or images.

The ordinance provides for the following new requirements:

- Prohibits off-premise dynamic image display signs within 125 feet of any R District
- Restricts the size of dynamic image display signs in neighborhood business districts, in B1 and B2 Districts, a dynamic image display sign can be no larger than 25% of the face area or 32 square feet, whichever is less.
- Restricts the size of dynamic image display signs in major business districts, a dynamic image display sign can be no larger than 25% of the face area or 64 square feet, whichever is less.
- Prohibits video display signs in all zoning districts, except in a Planning Development in which the principal use is a sports stadium or convention center

The new regulations also set maximum light emission levels for daytime and nighttime hours; require dynamic image display signs to be equipped with an automatic dimmer or other control device; and require both on-premise and off-premise dynamic image display

signs to be turned off between midnight and 5 a.m., with the exception of on-premise signs where the business is open for patrons.

To further enhance regulation, the ordinance establishes the time when an image on a dynamic image display sign face can change to no more than once every 10 seconds; and require that dynamic image display signs be equipped to automatically shut-off or go black in the event of malfunction.

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