

Ordinance No. O-2526-72

AN ORDINANCE OF THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA, AMENDING SECTION 28-601 (“STANDARDS”) OF ARTICLE 28-VI (“OFF-PREMISES SIGNS”) WITHIN CHAPTER 28 (“SIGN REGULATIONS”) OF THE CODE OF THE CITY OF NORMAN TO ADOPT CORRECTED LANGUAGE FULLY IMPLEMENTING PREVIOUSLY-APPROVED STANDARDS; AND PROVIDING FOR THE SEVERABILITY THEREOF.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF NORMAN, OKLAHOMA:

§ 1. That Section 28-601 of the Code of the City of Norman shall be amended as follows:

SEC. 28-601. – STANDARDS

- (a) Off-premises signs shall be permitted only on parcels abutting Interstate Highway 35, and when such sign is located within 660 feet from the center line of Interstate Highway 35. All such signs must be oriented towards such trafficway and can be located only in C-2 and I-2 zones.
- (b) Off-premises signs shall meet the front setback requirements of the zoning, subdivision and scenic highway ordinances of the City. Signs must be set back at least 25 feet from the street right-of-way. Side and rear yard setbacks shall not be less than 50 feet.
- (c) General standards applying to all off-premises signs are as follows:
 - (1) Off-premises signs shall not be established on any property owned or used by churches, schools, and any municipal, county, State or federal facilities nor on any property within 300 feet of the perimeter of such public or quasi-public property.
 - (2) All off-premises signs shall be maintained in good and safe structural condition. The painted portions shall be periodically repainted and kept in good condition.
 - (3) The general area of the vicinity of any off-premises signs must be kept free and clear of sign materials, weeds, debris, trash and other refuse.
 - (4) No off-premises sign shall be constructed with more than two upright supports.
 - (5) No off-premises sign shall be erected within 100 feet of a residence or within 50 feet of a residential zone.
 - (6) Flashing, intermittent or moving light or lights are prohibited except for time, temperature and date signs, and electronic digital signs as regulated by this chapter.
 - (7) An off-premises sign shall not be illuminated so that it interferes with the effectiveness or obscures an official traffic sign, device or signal; neither shall it be permitted to have beams or rays directed at any portion of the traveled ways and be of such

intensity or brilliance to cause glare or impair the vision of the driver of any motor vehicle or which otherwise interferes with any driver's operation of a motor vehicle.

- (8) Off-premises signs shall not be permitted on a lot that already has a total of 200 square feet of on-premises ground sign face, facing one direction of travel.
- (9) Setback regulations for off-premises signs if erected within 75 feet of a building are:
 - a. No part of any off-premises sign structure shall be closer to any street right-of-way than the front line of the nearest building within 75 feet.
 - b. When an off-premises sign is erected between two buildings each of which is within 75 feet of the structure, no part of said structure shall be erected closer to any street right-of-way than a straight line drawn between the nearest front corners of the two buildings.
- (10) Off-premises signs less than 150 square feet shall not be higher than 14 feet including supports.
- (11) No such sign shall be erected closer than 1,000 feet to another off-premises sign. The 1,000 feet shall be measured in a straight line from the center of an off-premises advertising sign's structure, as located on the ground, to the center of any other off-premises advertising sign's structure, as located on the ground.
- (12) Off-premises signs shall not be placed side by side or in a vertical position with one structure atop the other.
- (13) No off-premises sign abutting such trafficway shall have more than 672 square feet of sign face, facing one direction of travel, excluding space extensions which shall not total more than 160 square feet facing one direction of travel. Any trim around the outside of the sign face shall be included in the sign face square footage measurements. The base, structural members or supports and apron shall be excluded from these measurements. No such sign shall be more than 60 feet in horizontal distance.
- (14) The maximum size limitations shall apply to each facing of a sign structure, and signs may be placed back-to-back or in V-type construction. Each display area shall have no more than two component parts.
- (15) No off-premises sign on such trafficway shall be erected to a height of more than 35 feet. The exception to this would be in the case of an elevated highway roadbed. In this event, the allowable height shall be no more than 20 feet above the roadbed at the edge of the pavement or 35 feet, whichever is greater.

(d) In addition to all of the requirements for off-premises signs enumerated above, off-premises signs which utilize electronic digital technology shall also comply with the following provisions:

- (1) Digital outdoor advertising signs shall only display a static message or messages. There shall be no effects of movement, blinking, animation, scrolling, flashing, or similar effects in the individual images.
- (2) Digital outdoor advertising signs which display more than one static message shall do so sequentially, with each static message having a dwell time of no less than eight seconds and a transition time between static messages of no more than one second. Changes of image shall be instantaneous as seen by the human eye, and shall not use blinking, fading, rolling, shading, dissolving, or similar effects as part of the change.
- (3) Digital outdoor advertising signs shall not display an illuminative brightness exceeding 300 NITs at any time between one-half hour before sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA), U.S. Department of Commerce, for this specific geographic location and date, until sunrise or 5,000 NITs between sunrise until one-half hour before sunset. The night-time level may be increased to 500 NITS when the sign's location abuts other commercial or industrial property on the same side of the interstate that is developed and brightly illuminated. The sign may not exceed 5,000 NITs between sunrise and one-half hour before sunset.
- (4) Digital outdoor advertising signs shall not display an illuminative brightness of such intensity or brilliance that they impair the vision or endanger the safety and welfare of any cyclist or person operating a motor vehicle.
- (5) Digital outdoor advertising signs shall not resemble or simulate any warning or danger signal, or any official traffic-control device, sign, signal, or light.
- (6) All digital outdoor advertising signs shall have installed ambient light monitors or photocells and shall at all times allow such devices to automatically adjust the brightness level of the sign based on ambient light conditions. Each sign shall be equipped with a default mechanism that will automatically freeze the sign in one position or display a static message if a malfunction occurs.
- (7) Digital outdoor advertising signs shall not display consecutive messages facing the same traveled way, which constitute a substantially similar theme or story and is a continuation of any immediately preceding message, thereby creating a storyboarding effect when viewed by the person operating a motor vehicle. Nothing contained in this section shall prohibit the display of identical consecutive messages.
- (8) Any existing outdoor advertising sign that conforms to the requirements of this Code and is currently registered with the City may be converted to a digital outdoor advertising sign.

(9) A new or converted electronic digital sign shall be located no closer than 200 feet from the closest point of any residential zoning district, measured in a straight line from the center of the sign structure to the nearest point of the residential zoning district, measured in a straight line from the center of the sign structure to the nearest point of the residential zoning district, and in no event shall the digital side of the sign face toward the residential area.

(10) A new digital outdoor advertising sign can be erected at any site that complies with all of the current requirements for off-premises signs and the conditions of this section.

§ 2. Severability. If any section, subsection, sentence, clause, phrase, or portion of this ordinance is, for any reason, held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions of this ordinance, except that the effective date provision shall not be severable from the operative provisions of the ordinance.

ADOPTED this _____ day
of _____, 2026.

NOT ADOPTED this _____ day
of _____, 2026.

(Mayor)

(Mayor)

ATTEST:

(City Clerk)