



**TO:** Kenton County Planning Commission Members

**FROM:** Kayla Barbour, Associate Planner

**RE:** Staff Recommendations for the Public Hearing

**DATE:** December 29, 2025

PDS submits the attached report and recommendation for your review prior to the scheduled **January 06, 2026**, public hearing. This information relates to the following agenda item:

**FILE: PC-25-0013-TX**

**APPLICANT:** The City of Covington per Kaitlin Bryan, Regulatory Services and Historic Preservation Manager

**REQUEST:** Proposed text amendments to the Covington Neighborhood Development Code (1) allowing "Changeable Copy" as a part of a principal detached sign within the AUC (Auto-Urban Commercial) District and (2) adding a formula for the measurement of sign illumination.

Staff will be prepared to address your comments and/or questions regarding the project during the public hearing. If you need additional information or clarification prior to that time, don't hesitate to contact me.

**Cc:** Sharmili Reddy, City Manager  
Kaitlin Bryan, Regulatory Services and Historic Preservation Manager

**[Joshua R. Wice, Ed.D., Executive Director](#)**

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**Text Amendment**

File No: PC-25-0013-TX

Jurisdiction: Covington

Applicant: The City of Covington per Kaitlin Bryan,  
Historic Preservation Officer

Project Manager: Kayla Barbour, Associate Planner

## **GENERAL CASE INFORMATION**

**Request:** Proposed text amendments to the Covington Neighborhood Development Code (1) allowing “Changeable Copy” as a part of a principal detached sign within the AUC (Auto-Urban Commercial) District and (2) adding a formula for the measurement of sign illumination.

## **HISTORY & BACKGROUND**

1. In 2020, the City of Covington submitted an application (PC2006-0003) to adopt a new zoning ordinance (Neighborhood Development Code), including new text and a new official zoning map. KCPC provided a favorable recommendation and the City adopted the subsequent ordinance. The goals of the Neighborhood Development Code were stated as follows:
  - a. Transition from a use-based to a character-based code
  - b. Implement the City’s various planning documents;
  - c. Consolidate zoning districts and utilize character districts; and
  - d. Streamline Review Procedures

## **PETITION REVIEW**

1. The first part of the submitted request will allow automatic changeable copy as part of a detached principal sign within the AUC District, up to 25 percent of the sign face; matching what is allowed within the SO District.
  - a. The stated purpose of the AUC (Auto-Urban Commercial) District is to provide a broad range of single-use and multi-tenant commercial centers that vary in scale and provide on-site surface parking predominantly in front of the building.  
Under the current regulations, the AUC (Auto-Urban Commercial) District allows for Detached Signs, Permanent Entrance Signs, Wall Signs, and Window Signs.

## Current Allowed Changeable Copy Signs:

	Detached Sign	Permanent Entrance Sign	Wall Sign	Window Sign
<b>Suburban Office (SO)</b>	Principal: Automatic allowed; may cover up to 25% of sign face Directory: Not allowed Additional: Only manual changeable copy is allowed; may cover entire sign face	Not allowed	Not allowed	Not allowed
<b>Auto-Urban Commercial (AUC)</b>	Not allowed	Not allowed	Automatic allowed; may cover up to 25% of the sign face area	Not Allowed

2. The second part of the submitted request will add a formula to calculate the appropriate distance to measure sign illumination.
  - a. Under the current regulations, signs shall not exceed 0.3 foot-candles of light over ambient light conditions. There is currently no stated distance from the sign that this measurement shall be taken.
  - b. Minimum setback requirements for permanent signs in the AUC (Auto-Urban Commercial) district state that:
    - i. A principal sign must have a setback of at least 5 feet from any other property line and/or 30 feet from the nearest single-family residential district.
    - ii. Other detached signs must have a setback of 15 feet from the nearest single-family district.
  - c. The proposed equation is  $\sqrt{\text{Total Sign Square Footage} \times 100}$

### **STATE STATUTE**

1. Kentucky Revised Statute (KRS) 100.203 (1) states the allowable content of zoning regulations which cities and counties may enact.

**STAFF RECOMMENDATION:** Favorable recommendation on the proposed text amendments to the Covington Neighborhood Development Code (1) allowing "Changeable Copy" as a part of a principal detached sign within the AUC (Auto-Urban Commercial) District and (2) adding a formula for the measurement of sign illumination.

### **SUPPORTING INFORMATION/BASES FOR STAFF RECOMMENDATION**

The proposed text amendments are appropriate and reasonable.

- a. Allowing automatic changeable copy signs as part of a detached principal sign within the AUC District is consistent with what is permitted in other character districts and is consistent with what is already allowed for wall signs within the AUC District.
- b. Providing a formula to calculate the appropriate distance to measure sign illumination will provide additional clarification for the current foot-candle limits.

## General Attachment Notice:

For ease of viewing, only those portions of the Zoning Ordinance pertaining to the requests within the submitted application have been included within these attachments. The complete zoning code can be viewed online at: [www.pdskc.org](http://www.pdskc.org)

### ATTACHMENT A

Proposed Text Amendments to the Covington Neighborhood Development Code  
Words to be **deleted** are lined through - Words to be **added** are underlined.

#### **Sec. 04.13.4 Permanent Signs**

**Table 04.13.4-3 Allowed Permanent Signs (Commercial and Office Districts)**

Character District	SO	AUC
<b>Detached Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	Principal: 1 per street frontage per site Directory: 1 per vehicle entrance Other: 1 per public entrance	Principal: 1 per street frontage per site Directory: Not allowed Other: Not allowed
Maximum Area per Permitted Sign	Principal: 25 sq. ft. Directory: 6 sq. ft. Additional: 6 sq. ft.	Principal: 25 sq. ft. Other: 6 sq. ft.
Maximum Height	Principal: 8 ft. Directory: 4 ft. Additional: 4 ft.	Principal: 20 ft. Other: 4 ft.
Illumination	Principal: Exposed or concealed Directory: Concealed only Additional: Concealed only	Concealed only
Minimum Setback from the nearest property line	Principal: Five ft. (front); 10 ft. (other) Directory: 15 ft. Additional: 25 ft.	Principal: 5 ft. from any other property line; 30 ft. from the nearest single-family residential district Other: 15 ft. from nearest single-family residential district
Changeable Copy	Principal: Automatic allowed; may cover up to 25% of sign face Directory: Not allowed Additional: Only manual changeable copy is allowed; may cover entire sign face	<b>[Not allowed]</b> <b>Principal: Automatic allowed; may cover up to 25% of sign face allowed</b> <b>Directory: Not allowed</b>
<b>Permanent Entrance Sign<sup>1,2</sup></b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	2 (each located at opposite sides of the principal entrance)	2 (each located at opposite sides of the principal entrance)
Cumulative Maximum Area	50 sq. ft.	50 sq. ft.
Maximum Height	6 ft.	6 ft.
Illumination	Exposed or concealed	Exposed or concealed
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Not allowed
<b>Wall Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Maximum Area	2 sq. ft. per lineal foot of building width on the side of the building on which the sign is located	2 sq. ft. per lineal foot of building width on the side of the building on which the sign is located
Maximum Height	--	--
Illumination	Concealed or direct source only	External or internal, concealed or direct source

**Table 04.13.4-3 Allowed Permanent Signs (Commercial and Office Districts)**

Character District	SO	AUC
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Automatic allowed; may cover up to 25 percent of the sign face area
<b>Window Sign<sup>3</sup></b>	<b>Allowed</b>	<b>Allowed</b>
Maximum Area	25 percent of window area on a building wall	25 percent of window area on a building wall
Maximum Height	--	--
Illumination	No separate illumination allowed	External or internal, concealed or direct source
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Not allowed

**TABLE NOTES:**

<sup>1</sup> Masonry wall, landscaping, or other similar materials or features permitted.

<sup>2</sup> Signs shall be located at the principal entrance(s) fronting arterial or collector streets as classified in the [Kenton County Comprehensive Plan](#) as a Principle Arterial - Urban, Minor Arterial - Urban, arterial or Major Collector - Urban collector street.

<sup>3</sup> Signs that are installed behind windows, but that are legible from other private property or from driving lanes of adjacent streets shall be subject to limitations on both window signs and wall signs.

**D. Illumination.** Signs may be illuminated as specified in this Section, consistent with the following standards:

3. *Sign Illumination.* Signs shall not exceed 0.3 foot-candle of light over ambient light conditions. To calculate the appropriate distance to measure sign illumination, use the following formula:  
Measurement Distance =  $\sqrt{\text{Total Sign Square Footage} \times 100}$ .

## Text Amendment Request – AUC Changeable Copy Signs

**TO:** Kenton County Planning Commission

**FROM:** Kaitlin Bryan, Regulatory Services & Historic Preservation Manager

**DATE:** 12/4/2024

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*The City of Covington is requesting to add “Changeable Copy” as a permitted detached sign type within the AUC district.*

The following sign types are currently permitted in the AUC district: Detached Sign, Permanent Entrance Sign, Wall Sign, and Window Sign. Presently, only Wall Signs may have a Changeable Copy within the AUC district. The City of Covington proposes to add “Changeable Copy” as a permitted detached sign type, allowing automatic changeable copy up to 25% of the sign face on the principal sign. The text amendment includes updating table 04.13.4-3. Staff also proposes adding a formula for calculating the appropriate distance to measure sign illumination. The text amendment includes updating section 04.13.4.D.3.

Sincerely,



Kaitlin Bryan, Historic Preservation Officer

859.292.2171

## Sec. 04.13.4 Permanent Signs

### A. Generally.

1. **Permanent Signs.** This Section sets out which type of **permanent signs** are permitted and the standards that apply to them.
2. **Signage Classification.** Should there be any sign that has characteristics that could potentially classify it as more than one of the sign types in this Section, the more restrictive standard shall apply.
3. **Signage by Use.** Certain signage is regulated by both the character district and the primary use of a given property. Provisions that to Public and Institutional uses included uses in the following categories:
  - a. **Civic** uses;
  - b. **Medical Facilities** uses; and
  - c. **Social Service** uses.
4. **Maximum Number of Signs.** Any number of signs for a given sign type may be permitted on each lot per the provisions below up to the cumulative maximum area, except where a maximum number of signs allowed applies. For example, if the maximum area for a wall sign is 50 square feet and no maximum number of signs applies, then signage may be provided in one 50 sq. ft. sign, two 25 sq. ft. signs, or five 10 sq. ft. signs, among other combinations that have a cumulative area of 50 square feet.

### B. Permanent Signs.

Tables 04.13.4-1 through 04.13.4-5 *Allowed Permanent Signs* set out:

1. The attached and detached sign types allowed in each character district;
2. The standards that apply to each sign type; and
3. Whether a sign permit is required or not.

### C. Unlisted Signs.

Signs that are not listed in Tables 04.13.4-1 through 04.13.4-5 or that are not expressly permitted as permanent signs per a separate provision in **Division 13, Signs**, are prohibited as permanent signs.

**Table 04.13.4-1 Allowed Permanent Signs (Special Purpose Districts)**

Character District	RP, REC
<b>Detached Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per occupied lot
Maximum Area	6 sq. ft.
Maximum Height	6 ft.
Illumination	Not allowed
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed
<b>Public and Institutional Use Detached Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per permitted use
Maximum Area	40 sq. ft.
Maximum Height	6 ft.
Illumination	Concealed or down lighting
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed
<b>Public and Institutional Use Wall Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per each public entrance of a Civic building
Maximum Area	4 sq. ft.
Maximum Height	--
Illumination	Concealed or down lighting
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed
<b>Permanent Entrance Sign<sup>1,2</sup></b>	<b>Allowed</b>
Number Allowed (Max.)	2 (each located at opposite sides of the principal same entrance)
Cumulative Maximum Area	50 sq. ft.
Maximum Height	6 ft.
Illumination	Concealed or down lighting
Minimum Setback from the nearest property line	--

**Table 04.13.4-1 Allowed Permanent Signs (Special Purpose Districts)**

Character District	RP, REC
Changeable Copy	Not allowed
<b>Wall Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per dwelling unit if <u>single-family</u> use; 1 per each public entrance for all others
Maximum Area per Permitted Sign	4 sq.ft
Maximum Height	--
Illumination	Not allowed
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed

TABLE NOTES:

<sup>1</sup>Masonry wall, landscaping, or other similar materials or features permitted.

<sup>2</sup>Signs shall be located at the principal entrance(s) fronting arterial or collector streets as classified in the [Kenton County Comprehensive Plan](#) as a Principle Arterial - Urban, Minor Arterial - Urban, or Major Collector - Urban street.

**Table 04.13.4-2 Allowed Permanent Signs (Residential Districts)**

Character District	RR, SR	SU
<b>Detached Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	2 at any one time, including all wall signs, detached signs, temporary signs, and others, may contain commercial messages.	Principal: 1 per street frontage per site Directory: 1 per vehicle entrance Additional: 1 per public entrance per building
Maximum Area	6 sq. ft.	Principal: 25 sq. ft. Directory: 6 sq. ft. Additional: 6 sq. ft.
Maximum Height	6 ft.	Principal: 6 ft. Directory: 4 ft. Additional: 4 ft.
Illumination	Not allowed	Principal: Concealed or down lighting Directory: Concealed only Additional: Concealed only
Minimum Setback from the nearest property line	--	Principal: 5 ft. (front); 10 ft. (other) Directory: 15 ft. Additional: 25 ft.
Changeable Copy	Not allowed	Not allowed
<b>Public and Institutional Use Detached Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	1	1
Maximum Area	40 sq. ft.	40 sq. ft.
Maximum Height	6 ft.	6 ft.
Illumination	Exposed or concealed	Exposed or concealed
Minimum Setback from the nearest property line	--	--
Changeable Copy	Allowed, but not to exceed 30% of the sign area	Allowed, but not to exceed 30% of the sign area
<b>Public and Institutional Use Wall Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per each public entrance	1 per each public entrance
Maximum Area	32 sq. ft.	32 sq. ft.
Maximum Height	--	--
Illumination	Concealed or down lighting	Concealed or down lighting
Minimum Setback from the nearest property line	--	--
Changeable Copy	No	No
<b>Permanent Entrance Sign<sup>1,2</sup></b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	2 (each located at opposite sides of the principal entrance)	2 (each located at opposite sides of the principal entrance)
Cumulative Maximum Area	50 sq. ft.	50 sq. ft.
Maximum Height	6 ft.	6 ft.
Illumination	Exposed or concealed	Exposed or concealed

**Table 04.13.4-2 Allowed Permanent Signs (Residential Districts)**

Character District	RR, SR	SU
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Not allowed
<b>Wall Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per dwelling unit if single- or two-family use; 1 per each public entrance if other permitted use	1 per dwelling unit; If the building contains 3 or more dwelling units, one additional sign permitted at each public entrance
Maximum Area per Permitted Sign	4 sq. ft.	4 sq. ft.
Maximum Height	--	--
Illumination	Not permitted for single-family use; Exposed or concealed for other permitted use	Not permitted for residential use; Exposed or concealed for other permitted use
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Not allowed

TABLE NOTES:

<sup>1</sup>Masonry wall, landscaping, or other similar materials or features permitted.

<sup>2</sup>Signs shall be located at the principal entrance(s) fronting arterial or collector streets as classified in the [Kenton County Comprehensive Plan](#) as a Principle Arterial - Urban, Minor Arterial - Urban, or Major Collector - Urban collector street.

**Table 04.13.4-3 Allowed Permanent Signs (Commercial and Office Districts)**

Character District	SO	AUC
<b>Detached Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	Principal: 1 per street frontage per site Directory: 1 per vehicle entrance Other: 1 per public entrance	Principal: 1 per street frontage per site Directory: Not allowed Other: Not allowed
Maximum Area per Permitted Sign	Principal: 25 sq. ft. Directory: 6 sq. ft. Additional: 6 sq. ft.	Principal: 25 sq. ft. Other: 6 sq. ft.
Maximum Height	Principal: 8 ft. Directory: 4 ft. Additional: 4 ft.	Principal: 20 ft. Other: 4 ft.
Illumination	Principal: Exposed or concealed Directory: Concealed only Additional: Concealed only	Concealed only
Minimum Setback from the nearest property line	Principal: Five ft. (front); 10 ft. (other) Directory: 15 ft. Additional: 25 ft.	Principal: 5 ft. from any other property line; 30 ft. from the nearest single-family residential district Other: 15 ft. from nearest single-family residential district
Changeable Copy	Principal: Automatic allowed; may cover up to 25% of sign face Directory: Not allowed Additional: Only manual changeable copy is allowed; may cover entire sign face	Principal: Automatic allowed; may cover up to 25% of sign face allowed Directory: Not allowed
<b>Permanent Entrance Sign<sup>1,2</sup></b>	<b>Allowed</b>	<b>Allowed</b>
Number Allowed (Max.)	2 (each located at opposite sides of the principal entrance)	2 (each located at opposite sides of the principal entrance)
Cumulative Maximum Area	50 sq. ft.	50 sq. ft.
Maximum Height	6 ft.	6 ft.
Illumination	Exposed or concealed	Exposed or concealed
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Not allowed
<b>Wall Sign</b>	<b>Allowed</b>	<b>Allowed</b>
Maximum Area	2 sq. ft. per lineal foot of building width on the side of the building on which the sign is located	2 sq. ft. per lineal foot of building width on the side of the building on which the sign is located
Maximum Height	--	--
Illumination	Concealed or direct source only	External or internal, concealed or direct source

**Table 04.13.4-3 Allowed Permanent Signs (Commercial and Office Districts)**

Character District	SO	AUC
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Automatic allowed; may cover up to 25 percent of the sign face area
<b>Window Sign<sup>3</sup></b>	<b>Allowed</b>	<b>Allowed</b>
Maximum Area	25 percent of window area on a building wall	25 percent of window area on a building wall
Maximum Height	--	--
Illumination	No separate illumination allowed	External or internal, concealed or direct source
Minimum Setback from the nearest property line	--	--
Changeable Copy	Not allowed	Not allowed

**TABLE NOTES:**

<sup>1</sup> Masonry wall, landscaping, or other similar materials or features permitted.

<sup>2</sup> Signs shall be located at the principal entrance(s) fronting arterial or collector streets as classified in the [Kenton County Comprehensive Plan](#) as a Principle Arterial - Urban, Minor Arterial - Urban, arterial or Major Collector - Urban collector street.

<sup>3</sup> Signs that are installed behind windows, but that are legible from other private property or from driving lanes of adjacent streets shall be subject to limitations on both window signs and wall signs.

**Table 04.13.4-4 Allowed Permanent Signs (Mixed-Use Districts)**

Character Districts	CMU, CRM, DTC, TUMU, TUR, DTR
<b>Detached Sign</b>	<b>Not Allowed</b>
Number Allowed (Max.)	--
Maximum Area	--
Maximum Height	--
Illumination	--
Minimum Setback from the nearest property line	--
Changeable Copy	--
<b>Public and Institutional Use Detached Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	1 per permitted use
Maximum Area	40 sq. ft.
Maximum Height	6 ft.
Illumination	Exposed or concealed
Minimum Setback from the nearest property line	--
Changeable Copy	Yes, but not to exceed 30% of the sign area.
<b>Public and Institutional Use Wall Sign</b>	<b>Allowed</b>
Maximum Area	2 sq. ft. per linear foot of building width, not to exceed 150 sq. ft.
Maximum Height	--
Illumination	Not allowed
Minimum Setback from the nearest property line	--
Changeable Copy	No
<b>Permanent Entrance Sign</b>	<b>Allowed</b>
Maximum Area	50 sq. ft.
Maximum Height	6 ft.
Illumination	Yes
Minimum Setback from the nearest property line	--
Changeable Copy	No
<b>Projecting Sign<sup>1</sup></b>	<b>Allowed in CMU, CRM, DTC, TUMU, and DTR</b>
Maximum Area	50 sq. ft. per face (2 maximum equal faces)
Height of Bottom of Sign	Not less than 7 ft. measured from the sidewalk
Maximum Height	20 ft. above sidewalk, or the top of a parapet wall, whichever is less

**Table 04.13.4-4 Allowed Permanent Signs (Mixed-Use Districts)**

Character Districts	CMU, CRM, DTC, TUMU, TUR, DTR
Illumination	Internal, external, direct, indirect, exposed or any combination
Maximum Projection from Face of the Building	Six feet (as measured perpendicular to a wall), or two-thirds of the distance from the façade of the building to the street-side edge of the sidewalk, whichever is less
Changeable Copy	Automated allowed; may cover up to 50% of any sign face
<b>Wall Sign<sup>2</sup></b>	<b>Allowed</b>
Maximum Area	2 sq. ft. of sign area per lineal foot of building width on the side of the building on which sign is located
Maximum Height	Not to extend above the top of the wall of the building, including parapets and architectural extensions
Illumination	Concealed source only
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed
<b>Window Sign</b>	<b>Allowed</b>
Maximum Area	25% of the window area of a building wall
Maximum Height	--
Illumination	No separate illumination allowed
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed
TABLE NOTES:	
1No sign shall project over a public right-of-way unless the sign owner has obtained an encroachment permit for such sign. No sign shall project over any portion of a right-of-way used as a street, <u>alley</u> or other way for vehicular travel; encroachment permits are limited to allowing projecting signs to extend over sidewalks.	
2See Subsection F, below, for wall sign standards for buildings taller than five stories or 50 feet, whichever is less.	

**Table 04.13.4-5 Allowed Permanent Signs (Industrial Districts)**

Character District	SI, LI, GI
<b>Detached Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	Principal: 1 per street frontage Directory: 1 per vehicle entrance and one per public entrance per building
Maximum Area per Permitted Sign	80 sq. ft. per sign face
Maximum Height	Principal and Directory: 15 ft.
Illumination	Concealed source only
Minimum Setback from the nearest property line	Principal and Directory: 15 ft. from nearest right-of-way; 20 feet from any other property line; 100 feet from nearest single-family residential district
Changeable Copy	Principal: Automatic allowed; may cover up to 25% of sign face allowed Directory: Not allowed
<b>Permanent Entrance Sign</b>	<b>Allowed</b>
Number Allowed (Max.)	2 (each located at opposite sides of the principal same entrance)
Cumulative Maximum Area	50 sq. ft.
Maximum Height	6 ft.
Illumination	Yes
Minimum Setback from the nearest property line	--
Changeable Copy	No
<b>Wall Sign</b>	<b>Allowed</b>
Cumulative Maximum Area	2 square feet of sign area per lineal foot of building width on the side of building on which sign is located
Maximum Height	Not to extend beyond the top of the building wall, including parapets and architectural extensions.
Illumination	Concealed source only
Minimum Setback from the nearest property line	--
Changeable Copy	Not allowed

**D. Illumination.** Signs may be illuminated as specified in this Section, consistent with the following standards:

1. *Location.* Summary tables 04.13.4-1 through 04.13.4-5 provide information about what types of illumination are permitted for each sign type in each character district.

2. **Visibility.** Light sources to illuminate signs shall neither be visible from any street right-of-way, nor cause glare hazardous or distracting to pedestrians, vehicle drivers, or adjacent properties.
3. **Sign Illumination.** Signs shall not exceed 0.3 foot-candle of light over ambient light conditions. To calculate the appropriate distance to measure sign illumination, use the following formula: Measurement Distance =  $\sqrt{\text{Total Sign Square Footage} \times 100}$ .

4. **Types of Illumination.** Where permitted, illumination may be:

- a. Signs with exposed illumination are subject to the following standards:

1. The source of the light shall be concealed by opaque covers.
2. Any light sources intended to illuminate surfaces behind a sign letter or symbol to produce a halo effect shall be fully concealed from view.
3. Exposed illumination shall be by a steady, stationary light source, shielded and directed solely at the sign. The light source shall be static in color.

Figure 04.13.4-1, Example Signs With Exposed Illumination



UPLIGHTING



DOWNLIGHTING

- b. Signs with concealed illumination are subject to the following standards:

1. Internal illumination, including neon lighting, shall be static in intensity and color.
2. Message center signs and digital displays are permitted in accordance with the regulations contained in Sec. 04.13.4.G, *Changeable Copy*.

Figure 04.13.4-2, Example Signs With Concealed Illumination



CABINET SIGN



CONVENTIONAL CHANNEL LETTER SIGN



BACK-LIT CHANNEL LETTER SIGN (HALO EFFECT)

5. *Neon Lighting.* Where exposed illumination is permitted and where artistically appropriate, neon or similar tubing may be used in conjunction with other types of materials to attractively emphasize the business name and/or logo. Linear exposed neon lighting outlining the perimeters or architectural features of buildings is prohibited.

6. *Sign Electrical Raceways and Conduits.*

- a. Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall or integrated into the overall sign design.
- b. If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.

**E. Projecting Signs.**

1. *Placement.* A projecting sign may not be closer than 15 feet to another projecting sign, except on a corner lot, where a projecting sign may be placed at the corner of the building.
2. *Encroachment.* A projecting sign may not project over a street, alley, or driveway.
3. *Seal.* An application for a permit for a projecting sign shall bear the seal of an architect or engineer registered in the Commonwealth of Kentucky.

**F. Additional Wall Signs On Tall Buildings.** In addition to wall signs permitted for all buildings in these districts, any building that is taller than five stories or 50 feet, whichever is less, may have one additional wall sign on each building facade, subject to the following limitations:

1. *Height.* Such sign shall be located at or above the highest story on the building but shall not extend above the top of the wall of the building, including parapets and architectural extensions;
2. *Area.* No such sign shall exceed 150 square feet in area, plus an additional one square foot in area for each one foot by which the top of the sign exceeds 50 feet above the sidewalk;
3. *Example.* A building that is 50 feet tall is allowed a 150-sq. ft. sign at the top of the building; a building that is 75 feet tall, with the top of the sign located at the top of the building, is allowed a 175 s.f. sign at the top of the building (150 s.f. plus [75 minus 50] s.f.);
4. *Total Area of Wall Signs.* The wall signs allowed under this subsection are allowed in addition to the wall signs allowed in the tables above, but the total area of wall signs on one face of the building shall in no case exceed 20 percent of the building face;
5. *Concealed Source.* Lighting for the signs allowed under this subsection shall be by concealed source only; and
6. *Changeable Copy.* Signs allowed under this subsection shall not include any form of changeable copy.

(There are no ordinances associated with this section.)