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**ORDINANCE NO. 2503**  
**(Codified)**

**ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHICO**  
**AMENDING CHAPTER 19.74 ENTITLED "SIGNS"**  
**OF THE CHICO MUNICIPAL CODE**  
**(CA 17-02)**

WHEREAS, the City desires to amend Chapter 19.74 of the Chico Municipal Code regarding where digital reader board signs may be located.

BE IT ORDAINED by the Council of the City of Chico that:

**Section 1.** Section 19.74.080(G) of the Chico Municipal Code is hereby amended to read as follows:

G. Electronic reader board signs, except as provided by Section 19.74.120(K) (Changeable Copy Signs, Reader Boards, and Digital Reader Boards);

**Section 2.** Section 19.74.120(K) of the Chico Municipal Code is hereby amended to read as follows:

K. Changeable Copy Signs, Reader Boards, and Digital Reader Boards.

1. Such signs shall only be allowed on nonresidential property which contains an approved assembly use, when specifically allowed by state or federal law, or in the CS zoning district.
2. The area of such signs shall count towards the maximum allowed sign area for the site, and meet other applicable sign standards provided in Table 5-8 (Sign Standards by Zoning District).
3. Any digital reader boards shall display static (unanimated) images and/or copy. For the purposes of this section, static images and/or copy shall be defined as those which are changed no more than once per ten seconds.
4. Digital reader boards shall not be brighter than the illumination limit recommended by the International Sign Association (ISA) for Electronic Message Center signs, or 0.3 footcandles above ambient light when measured at the recommended distance as set forth by the ISA. Digital reader boards shall be equipped with a photocell, timer, or other similar device which automatically dims the display during nighttime hours to prevent glare

1 impacts to motorists.

2 **Section 3.** If any section, subsection, sentence, clause, phrase, or portion of this Ordinance is  
3 for any reason held out to be invalid or unconstitutional by the decision of any court of competent  
4 jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance.  
5 The City Council hereby declares that it would have adopted this Ordinance and each section,  
6 subsection, subdivision, sentence, clause, phrase, or portion thereof, irrespective of the fact that  
7 any one or more section, subsection, subdivision, sentence, clause, phrase, or portion thereof, be  
8 declared invalid or unconstitutional.

9 **Section 4.** The City Clerk shall certify to the adoption of this Ordinance and cause the same  
10 to be posted at the duly designated posting places within the City and published once within fifteen  
11 (15) days after passage and adoption as required by law, or in the alternative, the City Clerk may  
12 cause to be published a summary of this Ordinance and a certified copy of the text of this Ordinance  
13 shall be posted in the Office of the City Clerk five (5) days prior to the date of adoption of this  
14 Ordinance, and, within fifteen (15) days after adoption, the City Clerk shall cause to be published  
15 the aforementioned summary and shall post a certified copy of this Ordinance, together with the  
16 vote for and against the same, in the Office of City Clerk.

17 **Section 5.** This Ordinance shall be effective thirty (30) days following its adoption.

18 THE FOREGOING RESOLUTION WAS ADOPTED at a meeting of the City Council of the  
19 City of Chico held on October 3, 2017, by the following vote:

20 AYES: Fillmer, Coolidge, Ory, Sorensen, Stone, Morgan

21 NOES: Schwab

22 ABSENT: None

23 ABSTAINED: None

24 DISQUALIFIED: None

25 ATTEST:

APPROVED AS TO FORM:

26 

27 

28 Deborah R. Presson  
City Clerk

Vincent C. Ewing, City Attorney\*

\*Pursuant to The Charter of the City of Chico, Section 906(E)