

Section 20.070 Route 66 Overlay

20.070-A General

1. Purpose and Intent

The Route 66 Overlay establishes zoning regulations and incentives intended to ensure the enhancement, development, and revitalization of the authentic Route 66 through the promotion of historic and historically inspired signage, especially neon, along and adjacent to the two alignments of Route 66 in Tulsa. The regulations are generally intended to guide the character of both public and private development as it occurs along Route 66.

2. Applicability

Except as otherwise expressly stated, the Route 66 Overlay regulations of this section shall apply within the boundaries of the Route 66 Overlay to all new signage that requires a sign permit and includes at least 25% exposed neon as measured by total sign face area. Dynamic Displays as defined in Section 60.100 are not permitted to utilize the provisions of the overlay.

3. Conflicting Regulations

All applicable regulations of the underlying base zoning district apply to property in the Route 66 Overlay unless otherwise expressly stated in the Route 66 Overlay regulations. For properties with approved development plans (PUD, -CO, MPD, Optional Development Plan), the approved development plan and development standards apply unless otherwise expressly stated in the Route 66 Overlay regulations.

20.070-B Signage Guidelines

Signs are regulated by underlying zoning districts and development plans, where applicable, except where modified by these regulations. Signs located within the Route 66 Overlay that include at least 25% exposed neon as measured by total sign area of the sign shall comply with the regulations of Chapter 60 except as modified by the following provisions and exemptions.

1. Location

- a. A freestanding sign may overhang up to four feet into the public right-of-way and a wall sign may protrude up to 15 inches into the public right-of-way, provided it is a minimum of 12 feet above the right-of-way at grade and does not interfere with utility poles, lines, and/or easements.
- b. A projecting sign may project horizontally up to four feet into the public right-of-way, provided it is a minimum of 12 feet above the right-of-way at grade and does not interfere with utility poles, lines, and/or easements.
- c. No sign, or portion of a sign, shall be located within 10 feet of any high voltage overhead conductor. (See Title 51, Section 3107)
- d. Signs shall not project beyond a vertical plane that is 2 feet inside the curb line. (See Title 51, Section 3107)
- e. Signage utilizing the standards of the Route 66 overlay must be oriented to a major street.

2. Maximum Area

- a. Sign area for freestanding or projecting signs may be up to 50% greater than the sign area allowed by the underlying zoning district sign budget, provided that sign area shall not exceed 250 square feet.
- b. Sign area for wall signs may be up to 25% greater than the sign area allowed by the underlying zoning district, provided that sign area shall not exceed 20% of the building wall to which the sign is attached.

3. Height

- a. Freestanding signs shall not exceed the height of the principal structure on the property by more than 25% or a maximum height of 25 feet, whichever is greater.
- b. Projecting signs shall not exceed the height of the parapet or building wall to which it is attached by more than 25% or a maximum of 20 feet, whichever is greater.
- c. Wall signs shall not extend higher than 5 feet above the height of the parapet or building wall to which it is mounted or shall not be mounted any higher than 30 feet, whichever is less.

4. Illumination

Change of illumination may produce apparent motion of the visual image on signs. Such motion shall be the result of changes in luminance in a sequential or radial manner to produce what appears to be movement of an element of the animated sign. Sequential or radial changes in luminance shall not include search lights, strobe lights, rotating beacon lights, or flashing.

Roof Signs

Roof signs are regulated by the provisions of Section 60.080-B.5

Section 60.080 Signs in Mixed-Use, Commercial, and Industrial Zoning Districts

60.080-B Signs Allowed

5. Roof Signs

- a. Roof signs are prohibited in all mixed-use, commercial and industrial zoning districts, except that one roof sign is allowed per business address within the Downtown Entertainment District and the Route 66 Overlay, provided that:
 - (1) The sign does not include any dynamic display; and
 - (2) They do not extend more than 250 feet above the point where the sign is attached to the roof, measured in a vertical line from the horizontal plane of the lowest point where the sign is attached to the roof to the horizontal plane of the highest location on the sign's structure.
- b. Roof signs are counted against a lot's allowed sign budget, pursuant to §60.080.C, and no individual roof sign may exceed 500 square feet in area.
- c. Only major street frontage along that portion of the subject lot that is occupied by the business displaying the sign may be counted in determining the maximum sign area of a roof sign allowed under this section.

Section 95.170 Terms Beginning with "N"

Neon

Gas-filled tubing made of glass or similar products which creates illumination when charged with electricity. Tubing may contain alternatives such as light-emitting diodes (LED) provided that any alternative must produce illumination that is a continuous, uninterrupted line similar to illumination produced by gaseous illumination technology.

DRAFT