

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. 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.

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.

5. Roof Signs

Roof signs are regulated by the provisions of ~~§60.080-B5~~.

1,200 feet from any other outdoor advertising sign that includes a dynamic display. This spacing limitation does not apply between signs separated by a freeway. The 1,200-foot distance must be measured in a straight line from the center of the subject sign structures, as located on the ground.

60.100-K Except as provided in [§60.100-J](#), any outdoor advertising sign that includes a dynamic display and that was approved by a permit issued on or after January 1, 2009, must be separated by a minimum distance of 1,200 feet from any other outdoor advertising sign that includes a dynamic display facing the same traveled way. The 1,200-foot distance must be measured in a straight line from the center of the subject sign structures, as located on the ground

Section 60.110 Administration

60.110-A Any person proposing to erect any sign requiring a sign permit must submit a sign permit application to the development administrator. Applications for such permit must be accompanied by detailed plans, including scaled drawings of the proposed sign, a detailed site plan and other information deemed necessary by the development administrator to determine compliance with applicable regulations.

60.110-B Sign permit fees must be paid prior to the issuance of a sign permit.

60.110-C If the work associated with a sign permit has not been completed within 180 days of the date of the issuance of the permit, such permit will lapse and become null and void.

Section 60.120 Nonconforming Signs

See [Section 80.060](#).

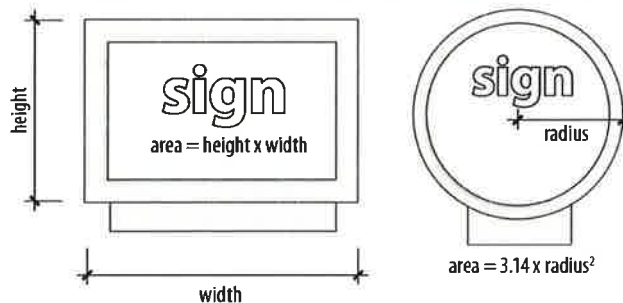
Section 60.130 Rules of Measurement

60.130-A Sign Area

1. Signs Enclosed in Frames or Cabinets

The area of a sign enclosed in a frame or cabinet is determined based on the outer dimensions of the frame or cabinet surrounding the sign face (see [Figure 60-2](#)).

Figure 60-2: Sign Area Measurement (Signs in Cabinets or Frames)



2. Channel (individual) Letter Signs

- a. The area of a sign comprised of individual letters or elements attached to a building wall is determined by calculating the area of the smallest geometric figure (e.g. square, rectangle, circle, polygon, etc.) that can be drawn around the letters and/or elements (see [Figure 60-3](#)).
- b. Signs consisting of individual letters and/or elements will be measured as one sign when the distance between the letters and/or elements is less than the largest dimension of the largest sign letter (see [Figure 60-4](#)).

Figure 60-3: Sign Area Measurement (Individual Letter Signs)

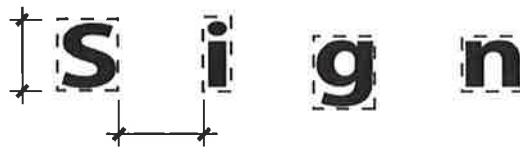


Figure 60-4: Sign Area Measurement (Single vs. Multiple Signs)

measured as one sign:



not measured as one sign:



distance between letters
is greater than largest dimension
of largest letter

3. Multi-Sided Signs

Unless otherwise expressly stated, when the sign faces of a multi-sided sign are parallel or within 30 degrees of parallel, only one side is counted for the purpose of determining the area and number of signs. If the sign faces are not parallel or within 30 degrees of parallel, all sign faces are counted (see [Figure 60-5](#)).

Figure 60-5: Multi-Sided Signs

