

Two Fundamental Changes

- (1) Deletion of non-commercial from intent provision.
- (2) Addition of “letters, words, and numbers” resulting from deletion of text definition:

Sec. 38-864.1. Dynamic Art.

a. Intent and Purpose.

These regulations are intended to establish Dynamic Art standards within the I-Drive District Overlay Zone, with the purpose and goal of promoting broader-scale ~~non-commercial~~ works of art that are visible to the public, encouraging creativity, developing a stronger sense of place that activates the public realm and the built environment, and balancing a unique tourism and entertainment experience with the need for traffic safety.

b. General Standards.

- (7) ~~Recognition—Acknowledgement~~ of Artistic Sponsors; Artistic Sponsor Copy Area. Artistic Sponsors may be acknowledged ~~recognized only~~ in Dynamic Art. The name of the Artistic Sponsor along with any letters, words, or numbers may only be used within the Artistic Sponsor Copy Area, and Artistic Sponsor Copy Area shall adhere to the following criteria:

After subparagraph (D) of subparagraph 7:

The County’s sole intent in permitting Artistic Sponsor Copy Area is to allow a limited duration of time, a limited amount of space, and a maximum height for the acknowledgement of Artistic Sponsors with letters, words or numbers. However, the County does not regulate the content of Dynamic Art or of any associated Artistic Sponsor Copy Area.

Section 38-869. Definitions.

b. Defined Terms.

- (4) Artistic Sponsor Copy Area. The portion of the Dynamic Art Surface Area on a building or parking structure façade for the ~~acknowledgement~~ of an Artistic Sponsor with letters, words, or numbers, as set forth in Section 38-864.1. Artistic Sponsor Copy Area shall be measured by the perimeter of the overall area within which such copy may be displayed.