

# Informational Letter #0001-2003

## Clarification of Sexually Oriented Business

Sexually Oriented Business (SOB) is not a true SOB unless registered with Vice. Sign Criteria as outlined in Ordinance #83-1812

- I. **Primary Sign** shall have no more than two (2) display surfaces. It could be a wall sign if they so choose.
  - No flashing lights.
  - Be on a flat plane, rectangular in shape.
  - Not exceed 75 square feet in area.
  - Not exceed 10 feet in overall height.
  - Not exceed 10 feet in overall length.
  - Can not contain photographs, silhouettes, drawings or pictorial representations of any type whatsoever.
  - Each letter forming a word on a primary sign shall be of a solid color and each such letter shall be the same print-type, size and color. The background behind such lettering on the display surface of a primary sign shall be of a uniform and solid color.
  - May contain the name of the establishment and or one or more of the following:
    - Adult Bookstore
    - Adult Movie Theatre.
      - Primary Signs for Adult Movie Theatres may contain the additional phrase, "Movie Titles Posted on Premise"
    - Adult Encounter Parlor
    - Adult Cabaret
    - Adult Novelties
    - Adult Entertainment
    - Massage Establishment
- II. **Secondary Sign** shall have only one (1) display surface and shall:
  - Be a flat plane, rectangular in shape
  - Not exceed 20 square feet in area
  - Not exceed five (5) feet in height and four (4) feet in width
  - Be affixed or attached to any wall or door of the establishment
- III. **SOB Plaza Sign.** To qualify as a Plaza, it must have 3 separate businesses, each having their own entrance door and Certificate of Occupancy. The sign is then considered as qualifying and must meet the regular requirements of the Sign Code and not the SOB Ordinance.