

**CHAPTER 27**  
**Signs and Outdoor Advertising**

**27.10 Substitution Clause (Am. #1-19)**

(Am. #3-15) (Am. #1-19)

Subject to the property owner's consent, Non-Commercial speech of any type may be substituted for any permitted or allowed Commercial speech. Such substitution of message may be made without any additional approval or permitting. This provision prevails over any provision to the contrary in this Chapter. The purpose of this provision is to prevent any inadvertent favoring of Commercial speech over Non-Commercial speech, or favoring any particular Non-Commercial message over any other Non-Commercial message. This provision does not create a right to increase the total amount of signage on a lot or parcel.