TEXT OF POTENTIAL SUBSTITUTION CLAUSES

Both of the following substitution clauses "fit within the increasingly exacting parameters of our free speech jurisprudence" and were upheld by the Ninth Circuit. *Outdoor Sys., Inc. v. City of Mesa*, 997 F.2d 604, 611 (9th Cir. 1993). The City should consider adding to the sign code an identical or near identical copy of the following language:

1. "[A]ny non-commercial message may be substituted for the copy on any commercial sign allowed by the Sign Code." *Id.* at 608.

2. "Any sign authorized in this chapter is allowed to contain noncommercial copy in lieu of any other copy." *Id.*