

CHAPTER 167
ZONING REGULATIONS
SIGNS

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167.01 STATEMENT OF INTENT. The purpose of this chapter is to permit such signs that will not, by reason of their size, location, construction, or manner of display, endanger life and limb, confuse or mislead traffic, obstruct vision necessary for traffic safety, or otherwise endanger the public morals, health and safety, and further, to regulate such permitted signs in a way to promote development that is not detrimental to the property values and aesthetics of the City. Signs allowed by this chapter may be erected and maintained only as on-premises signs, except as permitted elsewhere in this chapter.

167.02 JURISDICTION. The lawful use of a sign existing at the time of the effective date hereof may be continued even though such use may not conform to the regulations herein. For those signs permitted before the adoption of these regulations, such signs shall be classified as “permitted nonconforming structures.” No sign permit shall be issued for any lot, tenant, or development after the effective date hereof and not in substantial conformity with the provisions of this chapter. Nor shall any sign, except as hereinafter specified, be erected, substantially improved, converted, enlarged, moved, or structurally altered without conforming with the provisions of this chapter.

167.03 DEFINITIONS. For the purpose of this chapter, the following terms and words are defined.

1. “Abandoned sign” means any sign face remaining in place for a period of 30 days or more and which no longer advertises an activity, business, product, or service available on the premises on which the sign is located.
2. “Association identification (commercial or industrial development) sign” means a sign identifying the name of a commercial or industrial development included on a landscape feature, including planter beds, fountains, decorative walls or fences.
3. “Association identification (residential development) sign” means a sign identifying the name of a residential complex, or neighborhood development included on a landscape feature, including planter beds, fountains, decorative walls or fences.
4. “Bag sign” means a temporary cover made of a cloth or canvas material, used to alter the message of an obsolete sign until such time as it is replaced with a new sign.
5. “Banner sign” means a temporary sign composed of lightweight material, either enclosed in a rigid frame or not enclosed, secured or mounted to a structure or post on two or more edges.
6. “Billboard signs” means all structures, regardless of the materials used in the construction of the same, that are erected, maintained or used for public display of posters, painted signs, wall

signs (whether the structure be placed on the wall or painted on the wall itself), and pictures or other pictorial reading matter which advertise a business or attraction which is not carried on or manufactured in or upon the premises upon which said signs or billboards are located.

7. “Building sign” means any sign attached to or erected against the wall or painted on the surface of the wall of a building, with the exposed face of the sign in a plane parallel with a plane of said wall. This definition includes fascia/wall signs.

8. “Directional sign” means a sign, other than a warning or regulatory sign, which is located on private property for the purposes of controlling all modes of traffic.

9. “Directory sign” means a sign containing the name of a building, complex, or center and two or more identification signs or panels of the same size, color and general design, limited to one identification sign per occupant.

10. “Electric changeable copy sign” means a sign that is characterized by changeable copy, letters, symbols or numerals to be modified from time to time by electronic or mechanical devices, which sign is integrated as a part of a permitted monument sign. Electric changeable copy signs may not be used to display commercial messages related to products or services that are not offered on the premises.

11. “Exterior sign” means a sign that directs attention to a business, profession, service, product or activity sold or offered upon the premises where such a sign is located. An exterior sign may be a sign attached flat against a building or structure, or projecting out from a building or structure.

12. “Fascia/wall sign” means a single-faced building or wall sign that is directly attached to and parallel to its supporting wall.

13. “Freestanding or post sign” means any sign erected or affixed in a rigid manner to one or more poles, posts or the ground, and which carries any advertisement strictly incidental and subordinate to a lawful use of the premises on which it is located, including signs, or sign devices indicating the business transacted, services rendered or goods sold or produced on the premises by an occupant thereof.

14. “Home occupation sign” means one unlighted sign not over two square feet in area attached flat against the dwelling and displaying only the occupant’s name and occupation, and which advertises the presence or conduct of the home occupation.

15. “Institutional bulletin board sign” means an on-premises sign containing a surface area upon which is displayed the name of a religious institution, school, library, public building, community center, or similar institution and the announcement of its services or activities.

16. “Interstate sign” means a sign on a property abutting an interstate right-of-way, which sign is oriented to the interstate.

17. “Marquee sign” means a sign attached to and contained within the perimeter of the face or valance of a marquee.

18. “Monument sign” means a ground sign that is mounted in or on a monument which does not have any exposed pole or pylon and which includes the name of the development, business or businesses located on the premises.

19. “Multiple tenant monument sign” means a sign intended to provide identification to a multiple tenant commercial development of more than 25,000 square feet of gross building area in which more than three tenants occupy individual space within the building and which is under single ownership, management and control.

20. "Multiple tenant building, horizontal" means a single story building designed for the collocation of two or more tenants located side by side with each tenant separated by demising walls.
21. "Multiple tenant building, vertical" means a multiple story building designed for the collocation of two or more tenants located side by side and/or on separate floors of the building.
22. "Off-site sign" means any sign advertising any interest of any person or firm, products, accommodations, services or activities not provided on the premises in which the sign is placed.
23. "Project identification sign" means a sign that refers to the construction, lease, hire, or sale of a building, premises, or subdivision lots.
24. "Projecting sign" means a double-faced building or wall sign projecting at right angles to its supporting wall.
25. "Roof sign" means a sign attached upon or above a roof or parapet of a building.
26. "Sign" means any device designed to inform or attract the attention of persons not on the premises on which the sign is located; provided, however, the following are not included in the application of the regulations herein:
 - A. Signs not exceeding one square foot in area and bearing only property numbers, post office box numbers, names of occupants of premises, or other identification of premises not having commercial connotations;
 - B. Flags and insignia of any government except when displayed in connection with commercial promotion;
 - C. Legal notices; identification, informational or directional signs erected, approved or required by governmental bodies;
 - D. Integral, decorative or architectural features of buildings, except letters, trademarks, moving parts or moving lights;
 - E. Signs directing and guiding traffic and parking on private property, and bearing no advertising matter, not exceeding four square feet in area.
27. "Sign area" means the surface area of a sign and shall be computed as including the entire area within a regular geometric form or combinations of regular geometric forms comprising all of the display area of the sign and including all of the elements of the matter displayed. Frames and structural members not bearing advertising matter shall not be included in computation of the surface area, except where such frames and structural members are used as an integral primary or subsidiary portion of the graphic, literal, or numerical display, such as forming a picture frame to facilitate continuity or providing contrasts to emphasize the intended purpose of the sign.
28. "Special event sign" means a sign advertising a special event that is sponsored by the City.
29. "Temporary sign" means any sign not permanently attached to the ground, wall or building, and intended to be displayed for a short and limited period of time.

167.04 PERMIT AND GENERAL REGULATIONS.

1. Permit Required. Except as provided in Section 167.05 of this chapter, a sign permit, signed by the owner and tenant, and approved by the administrative official, shall be required before the erection, construction, alteration, placing or locating of all signs conforming with this chapter.
2. Plans. A copy of plans and specifications shall be submitted to the administrative official for each sign regulated by this chapter. Such plans shall show sufficient details about size of the

sign, location, and materials to be used and such other data as may be required for the administrative official to determine compliance with this chapter.

3. Maintenance. All signs shall be maintained in a good state of repair, including (but not limited to) the structural components, the lighting if any, the portion attaching the sign to the ground or structure, and the surface features.

4. Nonconforming Signs. Where a sign exists at the effective date hereof or amendment of this chapter that could not be built under the terms of this chapter by reason of restrictions on area, use, height, setback, or other characteristics of the sign or its location on the lot, such sign may be continued so long as it remains otherwise lawful, subject to the following provisions:

A. No such sign may be enlarged or altered in a way that increases its nonconformity; however, reasonable repairs and alterations may be permitted.

B. Should such sign be destroyed by any means to an extent of 50 percent or more of its replacement cost at time of destruction, it shall not be reconstructed except in conformity with the provisions of this chapter.

5. Electric Signs. All electric signs shall be manufactured to meet UL specifications and be approved by the administrative official in accordance with the City Electrical Code.

A. Electric signs shall be watertight, with service holes to provide access to each compartment with fitted waterproof covers.

B. Any electrical equipment or apparatus of a sign which causes interference with radio or television reception shall not be allowed.

6. Wind Pressure and Dead Load Requirements. All signs and sign structures shall be designed and constructed to withstand a wind pressure as regulated by the Building Code of the City, and shall be constructed to receive dead loads as required in the Building Code and/or other ordinances of the City. Temporary signs shall be required to be securely anchored to prevent any and all motion.

7. Illumination. Signs shall be illuminated by internal fixtures or externally with a constant level of light maintained throughout the sign. Reflectors shall be provided with proper glass or plastic lenses concentrating the illumination upon the area of the sign as to prevent glare upon the street of adjacent property. Illumination shall be no greater than one foot-candle in intensity when measured from the property bounds, and all ground lighting shall be concealed from view by landscape plantings.

8. Emissions Prohibited. No sign shall emit audible sound, noticeable odor, smoke or other visible matter.

9. Visibility at Intersections ~~in~~ Any District. On any corner lot in any district, no sign shall be erected, placed, or allowed to be situated in such a manner as materially to impede vision between a height of 2½ and 10 feet above the centerline grades of the intersecting streets in the area bounded by the street lines of such corner lots and a line joining points along said street lines 25 feet from the point of intersection of right-of-way lines.

10. Obscene Matter Prohibited. No obscene, indecent, or immoral matter shall be displayed on any sign.

11. Traffic Hazards. It is illegal for any sign to interfere with, obstruct the view of, or be of such design which may be confused with any authorized traffic sign, signal, or device. No sign shall imitate an official traffic sign or include the words "stop," "look," "caution," or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse motorists.

12. Appeal. Any person or persons aggrieved by the decision of the administrative official to approve or disapprove a sign permit, as provided by this chapter, may appeal such decision to the Board of Adjustment.

167.05 SIGNS NOT REQUIRING PERMIT. Signs hereinafter designated are permitted in all zoning districts.

1. Real Estate. Signs advertising the sale, rental, or lease of the premises or part of the premises on which the signs are displayed. One non-illuminated sign, not to exceed eight square feet, shall be permitted on each premises. Such signs shall not extend higher than four feet above grade level or be closer than 10 feet to any property line unless located on the wall of a building. Such signs shall be removed within seven days after the disposition of the premises.

2. Construction. Signs identifying the architect, engineer, contractor, or other individuals involved in the construction of a building and such signs announcing the character of the building enterprise or the purpose for which the building is intended, but not including product advertising. Sign advertising for new incoming businesses will be allowed, provided that a business has been issued a building permit. One non-illuminated sign, not to exceed 50 square feet, shall be permitted per street frontage. Such sign shall not extend higher than 10 feet above grade level or be closer than 10 feet to any property line unless located on the wall of a building on the premises or on a protective barricade surrounding the construction. Such signs shall be removed within one week following completion of construction.

3. Political Campaign Signs. Signs announcing candidates seeking public political office or pertinent political issues. Such signs shall be confined to private property and shall be removed within one week following the election to which they pertain.

4. Street Banners. Banners advertising a public event, provided that specific approval is granted under regulations established by the Council.

5. Seasonal Decorations. Signs pertaining to recognized national holidays and national observances.

6. Directional Signs. Signs used on site in conjunction with any multiple-family residential development, mobile home residential district, commercial, office or industrial development to direct on-site vehicles to specific buildings, building entrances and exits, drive-throughs, or drop boxes.

A. Ground Directional Signs. Such signs shall be permitted, provided the following conditions are met:

- (1) Signs shall not exceed six square feet in area and shall not be higher than four feet above grade.
- (2) Signs are utilized only when necessary for traffic directional or other informational purposes.
- (3) Signs do not display logos or other commercial messages.

B. Building Directional Signs. Such signs shall be permitted, provided the following conditions are met:

- (1) Signs shall not exceed eight square feet in area.
- (2) Signs must be affixed to principal building or accessory structure canopy.
- (3) Signs do not display logos or other commercial messages.

7. Personal Announcement and Celebration. Signs announcing births, anniversaries, weddings, and similar celebrations.
8. Special Events. Signs advertising or announcing a special event, provided:
 - A. Such signs shall be limited to one sign per event and shall only be permitted to be located within Centennial Park at the corner of University Avenue and Ashworth Drive and at Triangle Park at the corner of 6th Street and Ashworth Drive.
 - B. Such signs may be erected 14 days prior to the special event and shall be removed within two days following the special event.
 - C. Such signs shall be set back a minimum of five feet from all right-of-way lines.
9. Home Occupation Signs. Home occupation signs, provided such signs are not larger than two square feet in sign area.
10. Garage Sale Signs. Garage sale signs, limited to six square feet in area. Such signs shall be removed within 24 hours of the event they advertise. No sign shall be placed on public property.
11. Public Signs. Signs of a noncommercial nature and in the public interest, erected by or upon the order of a public officer in the performance of public duty, such as safety signs, danger signs, trespassing signs, traffic signs, memorial plaques, signs of historical interest and other similar signs, including signs designating hospitals, libraries, schools and other institutions or places of public interest or concern.
12. Temporary Directional Signs Placed By City. Signs erected by the City, of a size not greater than four feet by four feet, informing the public of means of access to areas within the City to which normal access has been denied due to highway construction.
13. Integral Signs. Signs for churches or temples, or names of buildings, dates of erection, monumental citations, commemorative tablets and other similar signs when carved into stone, concrete, or other building material or made of bronze, aluminum, or other permanent type of construction and made an integral part of the structure to which they are attached.
14. Institutional Bulletin Boards. Institutional bulletin boards.

167.06 SIGNS PROHIBITED IN ALL ZONING DISTRICTS.

1. Obsolete Signs. Signs that advertise an activity, business, product, or service no longer conducted on the premises on which the sign is located.
2. Banners, Balloons, Posters. Signs that contain or consist of banners, balloons, posters, pennants, ribbons, streamers, spinners, or other similarly moving devices, except as specifically provided elsewhere in this chapter.
3. Portable Signs. Commercial signs that are not permanently anchored or secured to either a building or the ground.
4. Off-Premises Signs on Public Property. Off-premises signs located on public property that is being used for public purposes except as specifically provided elsewhere in this chapter.
5. Off-Premises Signs. Signs advertising a use not conducted upon the lot where the sign is located.
6. Flashing, Blinking or Rotating Signs. Flashing, blinking, or rotation lights - for either permanent or temporary signs - except time and temperature signs, brief public announcement signs, and as specifically provided elsewhere in this chapter.

7. Moving Signs. Any sign that part of which moves by any mechanical or electronic means except as specifically provided elsewhere in this chapter.
8. Painted Wall Signs. Off-premises signs painted on building walls for commercial purposes.
9. Projecting Signs. Projecting signs, as defined in Section 167.03 of this chapter, except as specifically provided elsewhere in this chapter.
10. Pole Signs. Pole signs, except as specifically permitted within the City.
11. Vehicle Signs. Any vehicle sign, not normally used in the day-to-day operations of a business, parked in such a way to draw attention of people from a public place or street.

167.07 FASCIA/WALL SIGNS.

~~1. Sign Area Allowed. One square foot of sign area may be erected for every linear foot of a building front that has a setback of 250 feet or less from the lot line. For a setback of 251 feet to 500 feet, one and one half square feet of sign area may be erected per linear foot of building front. For a setback greater than 500 feet, two square feet of sign area may be erected per linear foot of building front. Setbacks shall be measured from the front of said building. The front of said building shall be that wall that contains the main entry. If the front of a building faces away from the street frontage, a wall sign may be erected on the rear or sidewall of said building at a rate of one half the linear footage of said wall. At no time shall more than two walls be used to compute allowable signage.~~

1. Sign Area Allowed. The following sign areas shall be allowed.

A. Public street facing tenant:

- i. One and a half square feet of sign area may be erected for every linear foot of tenant frontage to a maximum of one hundred (100) square feet.
- ii. In the case that the tenant sign has a setback of greater than two hundred fifty feet (250') from the nearest public street right-of-way, two (2) square feet of sign area may be erected per linear foot of tenant frontage to a maximum sign area of two hundred (200) square feet.
- iii. In the case that a tenant has frontage along more than one public street, the total sign area shall be calculated off of no more than two (2) public street frontages, up to a maximum of four hundred (400) square feet.

B. Nonpublic street facing tenant:

- i. One and a half square feet of sign area may be erected for every linear foot of tenant frontage to a maximum of one hundred (100) square feet.
- ii. In the case that the tenant sign has a setback of greater than two hundred fifty feet (250') from the nearest public street right-of-way, two (2) square feet of sign area may be erected per linear foot of tenant frontage to a maximum sign area of two hundred (200) square feet.
- iii. In the case that a tenant has frontage along both a non-public street and a public street, the sign area shall be calculated off of the public street facing frontage.
- iv. In the case that a tenant is not oriented towards a street frontage and desires to place a sign on the elevation that faces a street frontage, the maximum allowable sign area allowed to be displayed by all tenants on the public street

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facing frontage shall be one and a half square feet of sign area per linear foot of building frontage.

2. Number of Signs Allowed. A maximum of ~~two~~ three (3) signs will be allowed per business with a maximum of one sign per wall. Sign size will be limited by the regulations stated above.
3. Letters, Symbols and Logos. Under no circumstances will a letter, symbol, or logo dimension greater than six feet be allowed, except any use that occupies in excess of 100,000 square feet of building area shall be allowed to have individual letters not to exceed eight feet in height.
4. Projecting Out From Building. No sign shall project out from the building more than 18 inches.
5. Projecting Above Roofline. No sign shall project above the roofline or parapet where one exists.
6. Convenience Stores. In addition to the regulations stated above, one sign on a canopy in a convenience store or gasoline pump use may be permitted. Said sign shall be one square foot per linear foot of frontage of the canopy to a maximum sign area of 50 square feet. Said sign shall be confined to the actual dimensions of the canopy.

167.08 MULTIPLE TENANT FASCIA/WALL SIGNS.

~~7. Sign Area Allowed – Horizontal Multiple Tenant Buildings. For horizontal multiple tenant buildings that have a setback of 250 feet or less from the lot line, one square foot of sign area may be erected for every linear foot of tenant frontage measured from demising wall to demising wall. (See Figure 167A). For a setback of 251 feet to 500 feet, one and one half square feet of sign area may be erected per linear foot of tenant frontage measured from demising wall to demising wall. For a setback greater than 500 feet, two square feet of sign area may be erected per linear foot of tenant frontage measured from demising wall to demising wall. Setbacks shall be measured from the front of said building that faces a public street. In the case that a tenant is not oriented towards a building frontage and desires to place a sign on the elevation that faces a building frontage, the maximum allowable signage shall be one square foot of sign area per linear foot of building frontage for all with a maximum of three total tenant signs on the building frontage. (See Figure 167B).~~

1. Sign Area Allowed – Horizontal Multiple Tenant Buildings. The following sign areas shall be allowed.

A. Public street facing tenant(s):

- i. One and a half square feet of sign area may be erected for every linear foot of tenant frontage to a maximum of one hundred (100) square feet.
- ii. In the case that the tenant(s) sign has a setback of greater than two hundred fifty feet (250') from the nearest public street right-of-way, two (2) square feet of sign area may be erected per linear foot of tenant frontage to a maximum sign area of two hundred (200) square feet.
- iii. In the case that a tenant has frontage along more than one public street, the total sign area shall be calculated off of no more than two (2) public street frontages, up to a maximum of four hundred (400) square feet.
- iv. Tenants frontage shall be measure from demising wall to demising wall (See Figure 167A).

B. Nonpublic street facing tenant(s):

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- i. One and a half square feet of sign area may be erected for every linear foot of tenant frontage to a maximum of one hundred (100) square feet.
- ii. In the case that the tenant(s) sign has a setback of greater than two hundred fifty feet (250') from the nearest public street right-of-way, two (2) square feet of sign area may be erected per linear foot of tenant frontage to a maximum sign area of two hundred (200) square feet.
- iii. In the case that a tenant has frontage along both a non-public street and a public street, the sign area shall be calculated off of the public street facing frontage.
- iv. In the case that a tenant is not oriented towards a street frontage and desires to place a sign on the elevation that faces a street frontage, the maximum allowable sign area allowed to be displayed by all tenants on the public street facing frontage shall be one and a half square feet of sign area per linear foot of building frontage.
- v. Tenant frontage shall be measured from demising wall to demising wall (See Figure 167A).

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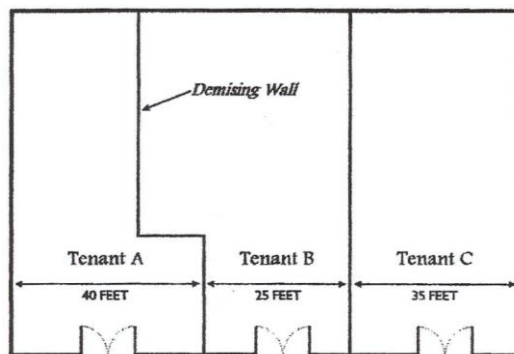


Figure 167A
Horizontal Multiple Tenant Building Oriented Toward Street Frontage

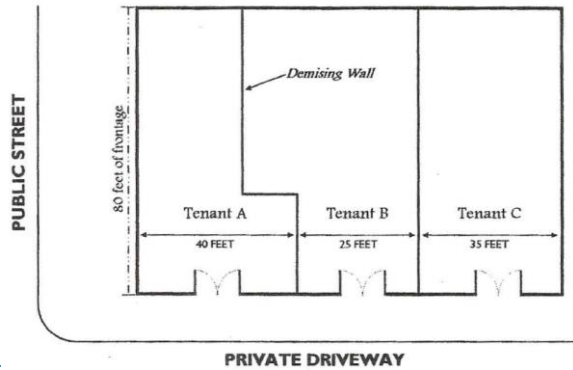


Figure 167B
Horizontal Multiple Tenant Building Not Oriented
Toward Street Frontage

[Tenants A, B, and C would be permitted to place a sign along the public street frontage provided the total overall signage for the three together is not greater than 80 square feet.]

4. 2. Sign Area Allowed – Vertical Multiple Tenant Buildings. For vertical multiple tenant buildings that have a setback of 250 feet or less from the lot line, the maximum square footage for all tenant signs shall be one square foot of sign area for every linear foot of building frontage. (See Figure 167C). For a setback of 251 feet to 500 feet, one and one half square feet of sign area may be erected per linear foot of building frontage. For a setback greater than 500 feet, two square feet of sign area may be erected per linear foot of building frontage. (See Figure 167C). Setbacks shall be measured from the front of said building which faces a public street. In the case of a vertical multiple tenant building, the maximum square footage for each building or tenant signs shall be one square foot of sign area for every linear foot of building or tenant frontage. In the event that a tenant occupies more than one story, they shall not be permitted to count the frontage on both stories (See Figure 167B).

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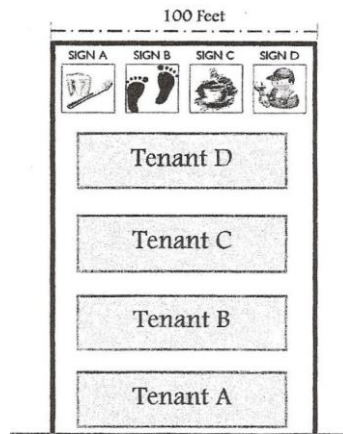


Figure 167BC Vertical Multiple Tenant Building Signage

~~5.~~ 3. Number of Signs Allowed. A maximum of two signs will be allowed per business with a maximum of one sign per wall. Corner tenants that front a public street or a nonpublic street will be allowed a maximum of three (3) signs. Sign size will be limited by the regulations stated above.

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~~6.~~ 4. Letters, Symbols and Logos. Under no circumstances will a letter, symbol, or logo dimension greater than six feet be allowed, except any use that occupies in excess of 100,000 square feet of building area shall be allowed to have individual letters not to exceed eight feet in height.

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~~7.~~ 5. Design. All signage on a multi-tenant building shall complement the character and architecture of the building and be consistent in design and construction.

167.09 MONUMENT SIGNS.

1. Number of Signs. One freestanding monument identification sign shall be permitted for each lot, or one sign for each 300 feet of street frontage, whichever is greater, subject to provisions hereinafter specifically set out. A minimum distance of 200 feet shall separate each permitted monument sign. Businesses that have frontage on more than one street will be permitted the use of a second sign. In no case shall more than two monument signs be permitted for each lot.

2. Setback Requirement. The minimum setback required for monument signs shall be 15 feet. All signs shall have a side setback not less than the height of the sign.

3. Sign Area. The total area of a sign shall be the actual square footage of one sign face. Double faced signs may be permitted with the maximum square footage permitted on each side. The maximum sign area of a monument sign shall not exceed 60 square feet. The copy area shall be limited to a single geometric shape unless it emulates the building form or feature.

4. Sign Size. The maximum height shall be 15 feet and the maximum width of the sign shall be 12 feet.

5. Sign Bases. All sign bases shall be designed and constructed of materials that are similar to those used on the principal building. Sign bases shall be dominated with materials of permanency and strength, such as brick, stone, block, or other masonry or concrete materials and shall be consistent with the materials used in the construction of the building. Metal skirting around a supporting pole shall not be considered an acceptable sign base material.

6. Monolithic or Columnar Line. Monument signs shall have a monolithic or columnar line that maintains essentially the same profile from grade to top. The width of the sign base shall be a minimum of 80 percent of the entire width of the sign.

7. Vertical Distance. The vertical distance between the sign face and the base shall not be greater than six inches.

8. Prohibited Signs. Signs that are composed of wood material or signs with metal as the primary material and any sign surface with letters painted upon a panel or wall area are prohibited.

167.10 MULTIPLE TENANT MONUMENT SIGNS. Monument signage in planned commercial development with at least three tenants, and over 25,000 square feet of gross building square footage, is intended to provide primary development identification within a planned commercial unit. Additionally, such signage may provide advertisement to tenants of the development. In lieu of any other permitted monument sign, a multiple tenant sign shall be allowed on lots or tracts under single ownership, management or control, provided the following conditions are met:

1. Number of Signs. One freestanding multiple tenant monument identification sign shall be permitted for each lot, or one sign for each 300 feet of street frontage, whichever is greater, subject to provisions hereinafter specifically set out. A minimum distance of 200 feet shall separate each permitted multiple tenant monument sign. Developments that have frontage on more than one street will be permitted the use of a second sign. In no case shall more than two multiple tenant monument signs be permitted for each lot.
2. Setback Requirement. The minimum setback required for monument signs shall be 15 feet. All signs shall have a side setback not less than the height of the sign.
3. Sign Area. The total area of a sign shall be the actual square footage of one sign face. Double faced signs may be permitted with the maximum square footage permitted on each side. The maximum sign area of a multiple tenant monument sign shall not exceed 100 square feet. The copy area shall be limited to a single geometric shape unless it emulates the building form or feature.
4. Sign Size. The maximum height shall be 15 feet and the maximum width of the sign shall be 12 feet.
5. Sign Bases. All sign bases shall be designed and constructed of materials that are similar to those used on the principal building. Sign bases shall be dominated with materials of permanency and strength, such as brick, stone, block, or other masonry or concrete materials and shall be consistent with the materials used in the construction of the building. Metal skirting around a supporting pole shall not be considered an acceptable sign base material.
6. Monolithic or Columnar Line. Monument signs shall have a monolithic or columnar line that maintains essentially the same profile from grade to top. The width of the sign base shall be a minimum of 80 percent of the entire width of the sign.
7. Vertical Distance. The vertical distance between the sign face and the base shall not be greater than six inches.
8. Prohibited Signs. Signs that are composed of wood material or signs with metal as the primary material and any sign surface with letters painted upon a panel or wall area are prohibited.

167.11 SPECIAL PROVISIONS FOR C-2 DOWNTOWN DISTRICT.

~~1. Fascia/Wall Signs.~~

~~A. Sign Area Allowed. One square foot of sign area may be erected for every linear foot of a building front that has a setback of 250 feet or less from the lot line. For a setback of 251 feet to 500 feet, one and one-half square feet of sign area may be erected per linear foot of building front. For a setback greater than 500 feet, two square feet of sign area may be erected per linear foot of building front. Setbacks shall be measured from the front of said building. The front of said building shall be that wall that contains the main entry. If the front of a building faces away from the street frontage, a wall sign may be erected on the rear or side wall of said building at a rate of one-half the linear footage of said wall. At no time shall more than two walls be used to compute allowable signage.~~

1. Sign Area Allowed – Fascia Wall Signs. The following sign areas shall be allowed.

A. Public street facing tenant:

- i. One and a half square feet of sign area may be erected for every linear foot of tenant frontage to a maximum of one hundred (100) square feet.
- ii. In the case that the tenant sign has a setback of greater than two hundred fifty feet (250') from the nearest public street right-of-way, two (2) square

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feet of sign area may be erected per linear foot of tenant frontage to a maximum sign area of two hundred (200) square feet.

iii. In the case that a tenant has frontage along more than one public street, the total sign area shall be calculated off of no more than two (2) public street frontages, up to a maximum of four hundred (400) square feet.

B. Nonpublic Street facing tenant:

i. One and a half square feet of sign area may be erected for every linear foot of tenant frontage to a maximum of one hundred (100) square feet.

ii. In the case that the tenant sign has a setback of greater than two hundred fifty feet (250') from the nearest public street right-of-way, two (2) square feet of sign area may be erected per linear foot of tenant frontage to a maximum sign area of two hundred (200) square feet.

iii. In the case that a tenant has frontage along both a non-public street and a public street, the sign area shall be calculated off of the public street facing frontage.

iv. In the case that a tenant is not oriented towards a street frontage and desires to place a sign on the elevation that faces a street frontage, the maximum allowable sign area allowed to be displayed by all tenants on the public street facing frontage shall be one and a half square feet of sign area per linear foot of building frontage.

~~A.B.~~

~~B.C.~~ Number of Signs Allowed. A maximum of two signs will be allowed per business with a maximum of one sign per wall. Sign size will be limited by the regulations stated above.

~~C.D.~~ Letters, Symbols and Logos. Under no circumstances will a letter, symbol, or logo dimension greater than four feet be allowed.

~~D.E.~~ No sign shall project out from the building more than 12 inches.

~~E.F.~~ No sign shall project above the roofline or parapet where one exists.

~~F.G.~~ If a building houses more than one business, then more than one sign may be erected, provided the total size of all signs are still within the requirements as set forth in this section.

2. Projecting Signs.

A. One projecting sign shall be allowed per establishment.

B. Projecting signs must not exceed nine square feet. The maximum projection beyond the face of the building will be four feet.

C. The maximum height to the top of the sign, as measured from the sidewalk elevation at the building line on the facade to which the sign is attached, shall not exceed 12 feet. The lower edge of such a sign must be at least seven feet, six inches above the sidewalk directly beneath the sign.

D. Two-dimensional signs shall have both faces parallel, vertical, and at right angles to the building line.

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3. Monument Signs.

A. One freestanding monument identification sign shall be permitted for each lot, or one sign for each 150 feet of street, whichever is greater, subject to provisions hereinafter specifically set out. Businesses that have frontage on more than one street will be permitted the use of a second sign, provided it measures less than one-third of the total dimension of the principal monument sign.

B. The sign may be two sided. The monument shall not have a total surface in excess of 30 square feet on any side, and not more than two sides of said sign shall be used for advertising purposes. The maximum height shall be six feet, and the maximum width shall be six feet.

4. Canopies, Marquees, Awnings. Canopies, marquees, and awnings may contain signage, provided the following requirements are met:

A. If signage is parallel to the building facade, its area shall be deducted from the maximum allowable area of fascia/wall signs.

B. If at right angles, it shall substitute for all other projecting signs.

5. Sign Materials. Sign materials will not be limited; however, signage should be professional in appearance and should fit in with the buildings and surroundings in the area.

6. Exemptions. The following signs shall be exempt from the limitations of this section. These signs may be repaired or replaced so long as the repaired or replaced sign is identical to the sign in place at the effective date hereof. Where such repair or replacement would change the appearance of the sign, the provisions of this section must be met.

A. 529 Ashworth – Farmer’s Co-Op Pole Sign.

B. 405 6th Street – Pin Oak Gallery Mural.

7. Appeal. Any differentiation from the items set forth in this section may be brought before the ~~Downtown Review Committee for recommendation prior to following~~ the Board of Adjustment appeals process as defined in Chapter 166 of these zoning regulations.

167.12 ASSOCIATION IDENTIFICATION SIGNS – RESIDENTIAL. Association identification signs shall be permitted for the purpose of establishing a common neighborhood or complex identification when there exists an owners’ association that provides for the maintenance of the sign and structures. Such association shall not be disbanded or terminated without the City’s consent. Such signs shall be extensively landscaped with trees, plantings, and natural features. Such signs may incorporate fountains, fences, or similar features. Association identification sign area shall not exceed 40 square feet. The minimum setback required of association identification signs shall be height of the sign. The maximum height of the sign shall be eight feet. Association identification signs shall be dominated with materials of permanency and strength, such as brick or stone.

167.13 ASSOCIATION IDENTIFICATION SIGNS – COMMERCIAL AND INDUSTRIAL. A commercial or industrial development ~~that has a minimum of 40 acres~~ may erect one association identification sign with the name of the building, complex, or center, provided there exists an owners’ association that provides for the maintenance of the sign and structures. Such association shall not be disbanded or terminated without the City’s consent. Such signs shall be extensively landscaped with trees, plantings, and natural features. Such signs may incorporate fountains, fences, or similar features. Association identification sign area shall not exceed 60 square feet. The minimum setback required of association identification signs shall be the height of the sign. The maximum height of the sign shall be 10

feet. Association identification signs shall be dominated with materials of permanency and strength, such as brick or stone.

167.14 SIGNS FOR CHURCHES, SCHOOLS AND PUBLIC FACILITIES. Signs for churches, schools, and other public uses shall be regulated in accordance with Sections 167.07 and 167.09 of this chapter.

167.15 INTERSTATE CORRIDOR SIGNS. In addition to monument signs as permitted under this chapter, one interstate monument sign shall be allowed on lots or tracts under single ownership, management, or control which have frontage abutting the interstate right-of-way, provided the following conditions are met:

1. Interstate/Freeway Signs. Interstate sign identifies the name of an office park, commercial park, industrial park, or single tenant user. Interstate/freeway signs must have a brick or stone base that preserves largely the same profile from interstate/road grade to bottom edge of sign. The sign face shall be no further than six inches away from the base.
2. Size of Sign. The total area of a sign shall be actual square footage of one sign face. Dual faced signs may be permitted with the maximum square footage permitted on each side. The maximum size of an interstate/freeway sign shall not exceed 120 square feet.
3. Maximum Height. The maximum height of an interstate/freeway sign shall not exceed 30 feet above interstate/road grade with the minimum height set at 15 feet. Refer to monument sign regulations if the sign height falls under the minimum height stated in this section. The minimum brick or stone allotment for the base of the sign shall equal or exceed 40 percent of the width of the sign with the minimum base width of three feet.
4. Sign Setback. Minimum interstate sign setback shall be 15 feet from interstate right-of-way.
5. Prohibited Signs. Signs that are composed of wood material or signs with metal as its primary material and any sign surface with letters painted upon a panel or wall area are prohibited.
6. Distance From Other Signs. An interstate monument sign must be at least 100 feet from any other such interstate monument sign, or other monument sign.
7. Permits. All applicable permits and regulatory approvals as required by law shall be obtained from the State and federal government prior to the issuance of a permit from the City.

167.16 ELECTRIC CHANGEABLE COPY. Electric changeable copy shall be allowed on monument signs within certain commercial districts. A maximum of ~~24~~ 30 square feet or 50 percent of the maximum sign area, whichever is less, may be dedicated to electric changeable copy, provided the following conditions are met:

1. Electric changeable copy may change no more than one time in a five-minute interval and shall not include any flashing, flowing, alternating or blinking lights. Time and temperature may be included as a component of electric changeable copy or permitted in lieu of electric changeable copy and shall not be restricted by the requirements of the five-minute interval as specified above.
2. Electric changeable copy shall be integral to and a part of an approved monument sign.
3. Sign content should be limited to on premises advertising or public announcements.

167.17 TEMPORARY SIGNS The purpose of this section is to allow temporary signage for specified land uses and events of a limited duration.

1. Identification Signs. Project identification signs, provided such signs do not exceed 50 square feet in area, referring to the construction, lease, hire, or sale of a building, premises, or subdivision lots, which sign shall refer to property on which the sign is located.

A. Such signs shall be limited to two signs for each plat listed in any residential district. Such signs shall be limited to one sign for each lot listed in any commercial or industrial district.

B. The minimum setback required of such sign shall be five feet from the property line.

C. Such sign shall be removed as soon as the premises are sold or leased or construction has been completed.

2. Business Advertising, Opening and Closing. Banners, not exceeding 32 square feet, A-frame signs, balloons, posters and signs advertising an opening or closing of business subject to approval by the administrative official.

A. Such signs may only remain in place for four weeks and no more than one time per year per opening or closing.

B. The minimum setback required is five feet from the property line.

3. Business and Public Advertising Special Events. Banners, not exceeding 32 square feet, A-frame signs, balloons, posters and signs advertising a special event subject to approval by the administrative official.

A. Such signs may only remain in place for two weeks and no more than four times per year. Such signs events shall be permitted to be consecutive.

B. The minimum setback required is five feet from the property line.

4. Bag Signs. Such signs shall be permitted for businesses wishing to cover existing signage until the replacement sign is manufactured. Bag signs shall be made of a canvas or cloth material and may be displayed for a period no longer than 45 days.

167.18 WINDOW SIGNS. All window signs, whether temporary or permanent, shall be restricted to no more than 50 percent of the size of the applicable window area and shall be located on the interior side of the window. Typical window signs include, but are not limited to: painted signage, vinyl signage, neon beverage signs, sale and product ads, etc.

167.19 AGRICULTURAL IDENTIFICATION SIGNS. Signs, not exceeding 10 square feet in area, identifying the premises or indicating the product grown or material and equipment used on the premises.

167.20 TABLE OF SIGNS PERMITTED BY ZONING DISTRICT. The following Table 167A contains a summary of signs allowed, by zoning district.

TABLE 167A – SIGNS PERMITTED BY ZONING DISTRICT

Sign Type	Number Allowed	Sign Area	Minimum Setback	Maximum Height	Design Standards	Permitted Districts
Fascia/Wall	32 per business, 2 per business for internal tenants; 1 per wall	1.5 square foot per linear foot of frontage	0 to 250 feet	n/a	See Section 167.07 of this chapter.	A-1 (schools, churches, public facilities); C-1, C-1A, C-1B, C-2 (subject to Sec. 167.11 of this chapter); C-4, M-1, M-1A and M-2
		2+5 square feet per linear foot of frontage	251 to 500 feet			
		2-square-foot-per-linear-foot-of-frontage	500+ feet			
Monument	1 per lot or 1 sign per 300 feet of frontage; 2 per lot for lots with 2 street frontages	60 square feet on each of 2 sides; sides must be parallel	15 feet from all property lines	15 feet	To be constructed of the same materials present on the principal building and subject to 167.09 of this chapter	A-1 (schools, churches, public facilities); C-1, C-1A, C-1B, C-2 (subject to Sec. 167.11 of this chapter); C-4, M-1, M-1A and M-2
Multi-Tenant Monument	1 per lot or 1 sign per 300 feet of frontage; 2 per lot for lots with 2 street frontages	100 square feet on each of 2 sides; sides must be parallel	15 feet from all property lines	15 feet	To be constructed of the same materials present on the principal building and subject to 167.10 of this chapter	C-1, C-1A, C-1B, C-4, M-1, M-1A and M-2; building must be minimum 25,000 square feet and include 3 tenants
Association Identification Signs	1 per development entrance	40 square feet on each of 2 sides; sides must be parallel	Height of the sign	8 feet	To be constructed of brick, stone, or similar material approved as a part of the plans for a development and subject to Sec. 167.12 of this chapter	All residential districts
	1 per development	60 square feet on each of 2 sides; sides must be parallel		10 feet	To be constructed of brick, stone, or similar material approved as a part of the plans for a development and subject to Sec. 167.13 of this chapter	All commercial and industrial districts; development must be a minimum of 40 acres
Interstate Corridor Signs	1 per lot	120 square feet on each of 2 sides; sides must be parallel	15 feet from interstate right-of-way	30 feet	To be constructed of brick, stone or similar materials	Commercial districts only
Electric Changeable Copy	1 per lot integrated into a monument sign	3024 square feet on each of 2 sides or 50 percent of the maximum sign area; sides must be parallel	15 feet from all property lines	n/a	Electronic change of copy subject to 167.16 of this chapter	C-1 and C-1B
Temporary Signs - Opening and Closing	1 per business	32 square feet	5 feet from all property lines or affixed to the building	n/a	Sign allowed for 4 consecutive weeks per year	All commercial and industrial districts
Temporary Signs – Special Events	1 per business	32 square feet	5 feet from all property lines or affixed to the building	n/a	Sign allowed for 2 consecutive weeks, 4 times per year	All commercial and industrial districts
Window	Undefined	Not more than 50 percent of the total window area	n/a	n/a	Sign must be on the inside of the window area	Commercial districts only

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