

ARTICLE 27

SIGN REGULATIONS

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SECTION 27-1 APPLICABILITY

27-101. Any sign shall, by definition, be a structure. No land or building or structure shall be used for sign purposes except as provided in this article. All signs legally existing on the effective date of these regulations may remain in use under the conditions of legal nonconformance. Signs in legal nonconformance shall not be enlarged, moved, lighted, or reconstructed; however, the change of the advertising display shall not be restricted. After the effective date of these regulations, no sign shall be erected, enlarged, constructed or otherwise installed without first obtaining a sign permit. All signs shall be constructed in such a manner and of such material that they shall be safe and substantial.

SECTION 27-2 CLASSIFICATION OF SIGNS

27-201.

a. Functional Types:

1. **Advertising Sign.** (Billboards) A sign which directs the attention of the public to any goods, merchandise, property, business, service, entertainment or amusement conducted or produced which is bought or sold, furnished, offered or dealt in elsewhere than on the premises where such sign is located or to which it is affixed.
2. **Bulletin Board Sign.** A sign that indicates the name of an institution or organization on whose premises it is located and which contains the name of the institution or organization, the name or names of persons connected with it, and announcement of persons, events or activities occurring at the institution. Such sign may also present a greeting or similar message.

3. **Business Sign.** A sign which directs attention to a business or profession conducted, or to products, services or entertainment sold or offered upon the premises where such sign is located, or to which it is affixed.
 4. **Construction Sign.** A temporary sign indicating the names of the architects, engineers, landscape architects, contractors and similar artisans involved in the design and construction of a structure, complex or project only during the construction period and only on the premises on which the construction is taking place.
 5. **Identification Sign.** A sign giving the name and address of a building, business, development or establishment. Such signs may be wholly or partly devoted to a readily-recognized symbol.
 6. **Name Plate Sign.** A sign giving the name and/or address of the owner or occupant of a building or premises on which it is located and, where applicable, a professional status.
 7. **Real Estate Sign** A temporary sign pertaining to the sale or lease of a lot or tract of land on which the sign is located, or to the sale or lease of one or more structures, or a portion thereof on which the sign is located.
- b. Structural Types:
1. **Awning, Canopy or Marquee Sign.** A sign that is mounted on, painted on, or attached to, an awning, canopy or marquee. No such signs shall project above, below or beyond the awning, canopy or marquee.
 2. **Ground Sign.** Any sign placed upon, or supported by, the ground independent of the principal building or structure on the property, where the bottom edge of the sign is less than six (6) feet above the ground.
 3. **Pole Sign.** Any sign placed upon, or supported by, the ground independent of the principal building or structure on the property where the bottom edge of the sign is six (6) feet or more above the ground level.
 4. **Projecting Sign.** A sign that is wholly or partly dependent upon a building for support and which projects more than 12 inches from such building.
 5. **Wall Sign.** A sign fastened to or painted on a wall of a building or structure in such a manner that the wall becomes merely the supporting structure or forms the background surface, and which does not project more than 12 inches from such building.

6. **Roof Sign.** A sign totally supported on the roof of a structure. Roof signs shall not project more than 12 inches beyond the face of the building.

SECTION 27-3 GENERAL STANDARDS

27-301.

- a. **Gross Area of Signs.** Gross area shall include the entire area within a single continuous perimeter enclosing the extreme limits of the sign, exclusive of the base on which it is mounted or from which it is suspended. If more than one side of a sign is utilized as a sign, then only the largest side shall be computed and shall be counted as a portion of the gross area. On lots where more than one sign is located, the total gross area of all the signs shall not exceed the maximum gross area for one sign permitted by this regulation. For computing the gross area of any wall sign which consists of letters mounted or painted on a wall, the area shall be deemed to be the area of the smallest rectangular figure which can encompass all of the letters.
- b. **Sign Height.** Sign height shall be measured from the ground elevation at the base of the sign to the highest element of the sign.
- c. **Illuminated Signs.** A sign designed to give forth artificial light or designed to reflect light derived from any source.
- d. **Flashing or Moving Signs.** Any illuminated sign on which the artificial light is not constant in intensity and color at all times. For the purpose of these regulations, any sign that is revolving, rotating, moving, animated, has moving lights or creates the illusion of movement shall be considered a flashing sign.
 1. Flashing signs shall not be permitted in any district.
 2. A sign which displays the current time and/or temperature by use of intermittent lighting shall not be deemed a flashing sign if the lighting changes are limited to text indicating time, temperature or other public messages. Such sign shall not in any case exceed 32 square feet in area.
- e. **Accessway or Window.** No sign shall block any required accessway or window.
- f. **Signs on Trees or Utility Poles.** No sign shall be attached to a tree or utility pole whether on public or private property.
- g. **Traffic Safety.**
 1. No sign shall be maintained at any location where by reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of, or be confused with any traffic or railroad control sign, signal or device, or where it may interfere with, mislead, or confuse traffic.

2. Any sign located within three (3) feet of a driveway or within a parking area shall have its lowest elevation at least ten (10) feet above the curb level; however, in no event shall any sign be placed so as to project over any public right-of-way, except in the C-3 Commercial District.
 3. Under no circumstances shall any sign be placed in the sight triangle as defined by these regulations.
- g. **Lineal Street Frontage.** In those districts where gross sign area is allocated based on lineal street frontage and the tract or parcel is adjacent to more than one street, the lineal street frontage shall be computed as follows:
1. For those tracts or parcels located on arterial streets, the lineal street frontage shall be the distance of that property line abutting the major street.
 2. For those tracts or parcels not located on an arterial street, the lineal street frontage shall be one-half the sum of all the street frontages.

SECTION 27-4 EXEMPTIONS

27-401.

- a. **Total Exemptions.** The following signs are exempt from the requirements of this Article, except for the provisions of Section 27-3.
1. Flags or emblems of a government or of a political, civic, philanthropic, educational or religious organization, displayed on private property.
 2. Signs of a duly constituted governmental body, including traffic or similar regulatory signs, legal notices, warnings at railroad crossings and other instructional or regulatory signs having to do with health, safety, parking, swimming, dumping, etc.
 3. Memorial signs and tables displayed on public or private property.
 4. Small signs, not exceeding three (3) square feet in area, displayed on private property for the convenience of the public, including signs to identify entrance of exit drives, parking areas, one-way drives, restrooms, freight entrances, and other similar signs.
 5. Scoreboards in athletic stadiums.

6. Political signs, not exceeding a total of forty (40) square feet in area on a lot of record zoned for non-residential purposes, or which is vacant and unplatted, regardless of the zoning district classification; and not exceeding a total of twenty (20) square feet on a residential lot. Political signs shall be displayed for no more than a one-week period following an election. Political signs shall not be placed on or otherwise affixed to any public building or sign, right-of-way, sidewalk, utility pole, street lamp post, tree or other vegetative matter, or any public park or other public property.

The City recognizes that the expression of political speech is an important and constitutionally protected right; that political signs have certain characteristics that distinguish them from many of the other types of signs permitted and regulated by the City, including the fact that these signs generally do not meet the regular structure design of permanent signs, given their temporary nature; that political signs therefore present a potential hazard to persons and property; and that the City must impose reasonable time limits on the display of political signs for these reasons.

7. Temporary signs for the sale of household goods at a residence (garage sales) for a period not to exceed five (5) days.

b. **Exemptions from Sign Permit.** The following signs are exempt from the sign permit section of this Article, but shall comply with all of the other regulations imposed by this Article.

1. Name plate signs not exceeding two (2) square feet in gross area accessory to a single-family dwelling.
2. Bulletin board signs not exceeding 100 square feet in gross area accessory to a church, school or similar public or non-profit institution.
3. Business signs when located on property used for agricultural purposes and pertaining to the sale of agricultural products produced on the premises.
4. Real estate signs not exceeding eight (8) square feet in area.
5. Construction signs not exceeding eight (8) square feet in area.

SECTION 27-5 PROHIBITED SIGNS

27-501.

- a. **Sing on Public Property.** Any sign installed or placed on public property, except in conformance with the requirements of this article shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the City shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.
- b. **Flashing Signs.** Flashing signs shall not be permanent. A sign whereon the current time and/or temperature is indicated by intermittent lighting shall not be deemed as a flashing sign if the lighting changes are limited to the numerals indicating the time and/or temperature and are not more frequent than every fifteen (15) seconds.

SECTION 27-6 TEMPORARY SIGNS; PORTABLE TEMPORARY ATTRACTION SIGNS

27-601. Portable temporary attraction signs, with or without wheels, shall be allowed for not more than a total of 30 days in any twelve (12) consecutive month period.

SECTION 27-7 MAINTENANCE

27-701.

- a. **Existing Sign Maintenance.** All signs shall be designed, constructed, and maintained in compliance with applicable provision of any City-adopted building code and electrical code. Except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this Article, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame or structure.
- b. **Removal of Unsafe or Illegal Signs.** If the Zoning Administrator shall find that any sign or other advertising structure regulated by this article is unsafe or insecure, or is a menace to the public, or has been constructed or erected or is being maintained in violation of the provision of this Article, it shall give written notice to the permittee thereof. If the permittee fails to remove or alter the structure so as to comply with the standards within ten (10) days after such notice, the sign or other advertising structure may be removed or altered to comply by the Zoning Administrator at the expense of the permittee or owner of the property upon which it is located. The Zoning Administrator shall refuse to approve a permit to any permittee or owner who refuses to pay costs so assessed. The Zoning Administrator may cause any sign or other advertising structure which is an immediate peril to persons or property to be removed without notice.

c. **Sign Maintenance Enforcement.**

1. All signs within the City shall be maintained in a safe condition and in such a manner that they shall not become a visual detriment to the community at large. The Zoning Administrator shall be charged with the responsibility and authority to inspect all signs within the City and direct the maintenance of signs. Maintenance of signs is defined as keeping sign structures in a safe condition, free of rust, with broken glass or plastic replaced, electrical lights and other electrical operations in operable condition, letters and other sign components in the equivalent condition as on the sign permitted or as approved.
2. Should the enforcement agency find a non-maintained sign, as defined above, it shall cause the owner of that sign to be notified as to the deficiency and the corrective action that needs to be taken.
3. Should the owner fail to exhibit evidence of compliance within thirty (30) days after the mailing of the letter of notification, the City shall cause the owner to be cited for violation of these regulations.

- d. **Painted Sign Maintenance.** The owner of any sign regulated by this Article shall be required to have properly painted at least once every two (2) years all parts and supports of the sign, unless the same are galvanized or otherwise treated to prevent rust.

SECTION 27-8 NONCONFORMING SIGNS

27-801. For the purposes of this Article, a non-conforming sign is a sign existing at the effective date of these regulations which could not be built under the terms of these regulations.

- a. **On-Site Nonconforming Signs.** All on-site nonconforming signs not otherwise prohibited by the provisions of this Article shall be removed or shall be altered to conform to the provisions of this Article: (a) when the nature of the business conducted on the premises changes or the sign is modified either in shape, size or legend, or (b) when the name of the business changes and the sign is changed or modified either in shape, size or legend, or (c) two years following the effective date of these regulations.
- b. **Off-Site Nonconforming Signs.** Off-site nonconforming signs not otherwise prohibited by the provision of this Article shall be removed or shall be altered so as to conform with the provisions of this Article within two years following the effective date of these regulations.

- c. Signs which are nonconforming may not be replaced by another nonconforming sign. Should any nonconforming sign be damaged by any means to an extent of more than fifty (50) percent of its replacement cost at the time of damage, it shall not be reconstructed except in conformity with the provisions of this Article.

**SECTION 27-9 DISTRICT REGULATIONS
27-901.**

a. “A” Agricultural District and “CS” Countryside District

- 1. Functional Types Permitted:
 - (a) Bulletin board signs.
 - (b) Business signs, pertaining only to the sale of agricultural products produced on the premises and home occupations.
 - (c) Construction signs.
 - (d) Identification signs.
 - (e) Name plate signs
 - (f) Real estate signs.
- 2. Structural Types Permitted:
 - (a) Pole signs.
 - (b) Wall signs.
 - (c) Ground signs.
- 3. Number of Signs Permitted: One sign per 660 feet of frontage.
- 4. Maximum Gross Area:
 - (a) Bulletin board and identification signs: 24 square feet.
 - (b) Business signs – home occupations: 4 square feet; agricultural: 20 square feet.
 - (c) Construction signs: 20 square feet.
 - (d) Identification signs: 4 square feet.
 - (e) Name plate signs: 4 square feet.
 - (f) Real estate signs: 12 square feet.
- 5. Maximum Height: 50 feet.
- 6. Required Setbacks: None, except that advertising signs shall observe any setback required by state or federal law.
- 7. Illumination: Advertising signs and bulletin board and identification signs that do not exceed 12 square feet on one face for churches, hospitals, police stations, fire stations and other similar public facilities may be illuminated.

b. **“R-1”, “R-2” and “R-3” Residential Districts, “MHS” Manufactured Home Subdivision District and “MP” Manufactured Home Park District.**

1. Function Types Permitted:
 - (a) Business signs pertaining to a home occupation and subject to the sign requirements of the home occupation section of these regulations.
 - (b) Bulletin board signs.
 - (c) Construction signs.
 - (d) Identification signs.
 - (e) Name plate signs.
 - (f) Real estate signs.
2. Structural Types Permitted:
 - (a) Ground signs.
 - (b) Wall signs.
3. Number of Signs Permitted: One sign per zoning lot.
4. Maximum Gross Area:
 - (a) Business signs – home occupations: 4 square feet.
 - (b) Bulletin board and identification signs: 50 square feet.
 - (c) Construction signs: 20 square feet.
 - (d) Name plate signs: 4 square feet.
 - (e) Real estate signs: 6 square feet, provided that one sign not more than 100 square feet in area announcing the sale of lots and/or houses in a subdivision may be located on said development. Said sign shall be removed at the end of three years or when seventy-five percent (75%) of the lots have been sold, whichever occurs sooner.
5. Maximum Height: 15 feet.
6. Required Setback: No sign shall be placed closer to the front property line than one-half the distance of the front yard.
7. Illumination: Bulletin board signs may be indirectly illuminated with incandescent or fluorescent lighting.

c. **“C-1” and “C-2” Commercial Districts.**

1. Functional Types Permitted:

- (a) Bulletin board signs.
- (b) Business signs.
- (c) Construction signs.
- (d) Identification signs.
- (e) Name plate signs.
- (f) Real estate signs.

2. Structural Types Permitted:

- (a) Awning, canopy or marquee signs.
- (b) Ground signs.
- (c) Pole signs.
- (d) Projecting signs.
- (e) Wall signs.

3. Number of Signs Permitted:

- (a) Awning, canopy or marquee signs and wall signs: No limitations.
- (b) Ground, pole and projecting signs: One per zoning lot.

4. Maximum Gross Surface Area: 4 square feet for each lineal foot of street frontage, provided no single sign shall exceed a gross surface area of 300 square feet.

5. Maximum Height: Same as for the C-3 District, except pole signs may not exceed 30 feet.

6. Required Setback: None, except that ground signs shall maintain a setback of 10 feet.

7. Illumination: Illuminated signs shall be permitted.

d. **“C-3” Commercial District.**

1. Functional Types Permitted:

- (a) Bulletin board signs.
- (b) Business signs.
- (c) Construction signs.
- (d) Identification signs.
- (e) Name plate signs.
- (f) Real estate signs.

2. Structural Types Permitted:
 - (a) Awning, canopy or marquee signs.
 - (b) Ground signs.
 - (c) Wall signs.
 - (d) Projecting signs.
 3. Number of signs permitted:
 - (a) Awning, canopy or marquee signs and wall signs: No limitations.
 - (b) Ground signs and projecting signs: One per zoning lot.
 4. Maximum Gross Surface Area: 4 square feet for each lineal foot of street frontage, provided no single sign shall exceed a gross surface area of 100 square feet.
 5. Maximum Height : All signs: 10 feet, except wall and projecting signs may extend to the roof eave line.
 6. Required Setback: None.
 7. Illumination: Illuminated signs shall be permitted.
- e. **“I-1” and “I-2” Industrial Districts.**
1. Functional Types Permitted: All.
 2. Structural Types Permitted: All.
 3. Number of Signs Permitted: Two per zoning lot.
 4. Maximum Gross Surface Area: 4 square feet per lineal foot of street, frontage, provided no single sign exceeds a gross surface area of 300 square feet.
 5. Maximum Height:
 - (a) Roof signs: 10 feet above the highest point of the structure on which the sign is located.
 - (b) All other signs: 20 feet, except pole signs shall not exceed 30 feet.
 6. Required Setback: None, except that advertising signs shall maintain the same setback that is required for principal structures.
 7. Illumination: Illuminated signs shall be permitted.