

**SECTION 27**

**SIGN REGULATIONS**

**2701 SIGN PERMITS**

1. Signs shall not be erected or installed without first obtaining a building permit.
2. All sign permits will be reviewed by the Planning Board for their recommendation.
3. A permit issued for a temporary sign shall designate the dates for use of the temporary sign.
4. The fee for a temporary sign permit is \$10.00 per sign.
5. A temporary sign permit may be renewed only once, on the condition that the renewal shall last for no more than 45 days and that the applicant pays an additional permit fee of \$100 for each temporary sign.

**2702 PROHIBITED SIGNS**

1. All signs painted on or attached to rocks, trees or other natural objects.
2. All signs or sign structures which resemble or conflict with traffic-control signs or devices, which mislead or confuse persons traveling on public streets, or which create a traffic hazard.
3. All signs on public property, unless specifically authorized by the appropriate public agency.
4. All pole signs.
5. All roof signs.
6. All off premises off site signs (i.e., bill boards).
7. All pole banners located on public right of way.
8. Any sign constructed which resembles any official marker erected by the City, State or any governmental agency.
9. Any sign or portion of a sign that encroaches upon or overhangs the City's right-of-way of any street, sidewalk, or highway. This shall include any political campaign sign.
10. Any outdoor sign or portion of a sign that is located on any property without consent of the owner, holder, lessee, agent or trustee.
11. Any sign that obstructs the view of any street or railroad so as to render dangerous the use of the street or road or by reason of position, shape or color would conflict with the proper functioning of any traffic sign or signal.
12. More than one free standing advertising sign erected per building, per street side.
13. More than one business sign located on one free standing advertising sign at any one advertising sign location.

**2703 TYPES OF PERMITTED SIGNS:**

1. Directional On-premises Signs
  - a. One on-premises directional sign is permitted at each entrance to or exit from a multifamily residential, civic, commercial, industrial, transportation or parking use.
  - b. Such directional signs are not considered in calculating compliance with the total sign area.
  - c. Directional signs shall not exceed four square feet in face area per side.
  - d. Directional signs shall not exceed four feet in height above the ground.
2. Ground and Monument Signs:
  - a. Ground and monument signs may be used on the premises if the front wall of the building or structure which the sign serves is set back at least 15 feet from the right-of-way line of the street, private way, or court to which the sign is oriented.

- b. A monument sign should be no larger than 32 square feet and 6 feet in height (residential) and no more than 64 square feet and 8 feet in height (non-residential).
  - c. A maximum of one sign per entrance is permitted.
3. Projecting Signs and Graphics:
- a. Each projecting sign must maintain at least the following vertical clearances to the bottom of the sign:
  - b. Eight feet six inches over private sidewalks.
  - c. If a canopy is used, the canopy may reduce vertical clearance of the sign from eight feet six inches to seven feet six inches over a private sidewalk.
  - d. Sixteen feet six inches over alleys, driveways or parking lots.
  - e. No projecting sign may be located within 25 feet of any other projecting sign.
  - f. Projecting signs must minimize visible support structure and may not expose guy wires, cables, turnbuckles, angle iron, or other similar external support structure.
4. Temporary Signs:
- a. A temporary sign shall be defined as a sign that is designed to inform the public that a new business is opening or will be opening. The use of a temporary sign shall be limited to three months unless otherwise extended herein.
  - b. A maximum of three temporary signs may be installed.
  - c. A temporary sign can be a maximum of 32 square feet.
  - d. Temporary Promotional Banners:
    1. A temporary banner is defined as a banner that may be used for no longer than thirty days.
    2. Temporary banners or cloth signs may be utilized as projecting graphics in certain zoning districts.
    3. A temporary banner sign may not project from a building and may not exceed the wall height of the building.
    4. Maximum projection for any temporary banner is five feet, with a minimum clearance of ten feet.
    5. Maximum size of a temporary banner is 32 square feet.
5. Wall Signs and Graphics:
- a. For the purpose of calculating permitted sign areas pursuant to this chapter, signs painted on the walls of buildings and signs mounted on cupolas shall be considered wall signs.
  - b. A wall sign shall not:
    1. Extend more than 18 inches from the wall to which it is attached.
    2. Cover in whole or in part any wall opening or major architectural feature of the building.
    3. Extend beyond the corner of the wall to which it is attached except where attached to another wall sign, it may extend to provide for the attachment.
    4. Extend beyond its building's roofline.
    5. Where permitted, canopy signs are counted as wall signs when calculating total permitted sign area.
6. Window signs:
- a. Window signs may not occupy more than 40 percent of the total area of the window in which they are displayed.
  - b. Up to 2 percent of this the total window area may be permanent window signs.
  - c. Permanent window signs are not counted against the total permitted sign area for each premise.

**2704 NUMBER OF FREE STANDING SIGNS PER LOCATION.**

- a. No more than one free standing advertising sign may be erected per building, per dedicated public street side.
- b. For buildings containing one business, no more than one business sign may be displayed on any one free standing advertising sign, at any one location.
- c. For buildings containing more than one business, each business may use their pro-rata share of the signage space allowed in proportion to that business entity's percentage of occupancy of the developed premises.

**2705 SIGN SIZING:**

- a. Total permitted sign area.
  1. Total permitted sign area is one of the following:
    - (a) Residential - see 5a below
    - (b) Commercial and Industrial - For frontage(s) on a dedicated street, two times the frontage for a single frontage property or two times the longest frontage for a single frontage property plus ½ additional frontage for multiple frontage property.
  2. For common developments containing several business entities, each business may use only their pro-rata share of the frontage allowed for signage in proportion to that business entity's percentage of occupancy for the developed premises.
- b. Sign area.
  1. Sign area includes the entire area within the perimeter enclosing the extreme limits of the sign, excluding any structure essential for support or service of the sign, or architectural elements of the building.
  2. The area of double-faced (back to back) signs is calculated on the largest face only.
  3. For signs with more than two faces, the area of each face is calculated separately and totaled.
  4. The sign area for ground signs, monument signs and architectural sign bands is calculated as the area enclosing the extreme limits of the sign copy only.
  5. In the case of letters mounted to a wall, the total area of all the letters themselves including the space between the letters is included within the sign area.
- c. Sign Height  
The height of a sign is measured from the average grade level below the sign to the top most point of the sign or sign structure.
- d. Sign Setback.
  1. The setback of a sign is measured from the property line to the nearest part of the sign placed on the property.
- e. Residential Signs:
  1. Attached Wall Signs
    - a. Total permitted sign area - 2 square feet per premise.
    - b. Maximum area - 2 square feet
    - c. Maximum height - 8 feet
  2. Detached signs - Not permitted, except exempt signs.
  3. Neighborhood identification signs:
    - a. Total permitted sign area - 32 square feet including support structure
    - b. Maximum Height - 6 feet
    - c. Minimum setback - 15 feet back from property line
- f. Commercial Signs:
  1. Attached Wall Signs:
    - a. Maximum area - 20% of street facade
    - b. Maximum height - Top of exterior wall
    - c. Projecting Signs a. Maximum area - 40 square feet b. Maximum height - 24 feet

2. Ground/Monument:
  - a. Maximum area - 64 square feet
  - b. Maximum height - 8 feet
  - c. Minimum setback - 15 feet from City Right-of-Way line
- g. Industrial Signs:
  1. Attached Wall Signs:
    - a. Total permitted sign area - 2 x frontage
    - b. Maximum area - 20 % street facade
    - c. Maximum height - wall height
    - d. Projecting Signs a. Maximum area - 40 square feet b. Maximum height - height of wall
  2. Ground/Monument
    - a. Maximum area - 64 square feet
    - b. Maximum height - 8 feet
    - c. Minimum setbacks - 15 feet from City Right-of-Way line

**2706 SIGN CONSTRUCTION AND MAINTENANCE:**

1. Construction:
  - a. All signs shall be constructed of permanent materials.
  - b. All signs shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame or structure except for temporary banners, flags, temporary signs, and window signs which conform in all respects with the requirements of this ordinance.
2. Maintenance:
  - a. All signs shall be maintained in accordance with all applicable requirements of the City's building and electrical codes.
  - b. All signs shall be maintained in good and safe structural condition.
  - c. The painted portions of signs shall be periodically repainted and be kept in good condition.
  - d. The general area in the vicinity of any ground sign must be kept free and clear of sign materials, weeds, debris, trash and other refuse within an area having a radius equal to the height of any such ground sign.
  - e. All signs must be readable.

**2707 ABANDONED SIGNS**

In addition to all other applicable regulations, sign structures that contain no sign copy on all faces for a continuous period of six months shall be considered an abandoned sign and shall be removed.

**2708 SIGN ILLUMINATION**

1. Signs may be illuminated by indirect and internal lighting only, subject to the following conditions:
  - a. Lighting when installed, must be positioned in such a manner that light is not directed onto an adjoining property or onto a public street or highway.
  - b. No sign shall be lit in a manner that impairs the vision of the driver of any motor vehicle.
  - c. Signs may not contain or be illuminated by flashing lights.
  - d. Signs may include an electronic information sign.
  - e. Lighting shall be shielded to direct light away from streets and surrounding property and shall not cause glare or impair vision.

- f. Neon or incandescent illumination that is integral to the design of the sign face shall be permitted on such sign face, provided that this illumination does not cause glare or impair vision.

**2709 SIGN MOTION**

Slow and continuous motion or rotation within a portion of the sign face comprising less than 38 percent of the area of such sign shall be permitted.

**2710 EXEMPT SIGNS**

1. Official signs authorized by a government or governmental subdivision that give traffic, directional warning information.
2. Seasonal decorations for display on private or public property.
3. Political signs, provided they are installed no more than two months prior to the election to which they pertain and are removed within seven days after the election to which they refer, except no political campaign signs may be placed on the City Right-of-Way.
4. Street numbers.
5. "For Sale" signs that are equal to or less than 6 square feet.

**2711 NON-CONFORMING SIGNS**

Any sign in existence on the effective date of this ordinance which does not comply with the provisions of the ordinance and which at the time of its erection was in conformity with all other applicable ordinances and statutes may continue in existence so long as the size is not increased beyond its existing size and it complies with the construction and maintenance requirements of this ordinance.

**2712 ENFORCEMENT**

1. Remedies.
  - a. If a violation of this ordinance occurs, the City shall have the following remedies:
    1. Issuing a stop-work order for any and all work on any signs.
    2. Seeking an injunction or other order of restraint or abatement that requires the removal of the sign(s) or the correction of the nonconformity;
    3. Imposing any penalties that can be imposed directly by the City under this ordinance;
    4. The Building Inspector can order the removal and disposal of any sign that poses a danger to the public health or safety, or has been abandoned or is not used by the property owner for at least six months,
  - b. Procedure.

The City shall notify the property owner that the sign is considered abandoned and shall direct the property owner to have the sign removed within ten days of the date of the letter. Failure of the property owner to remove the sign shall authorize the City to enter upon the premises for the purposes of removing the sign and charging the cost of the sign removal to the property owner through the placement of a lien on the property or shall authorize the City to institute abatement procedures under the City Code to seek fines and penalties for the property owner's failure and refusal to remove the sign and to provide for Court-ordered authority for the City to remove the sign from the premises.
2. Penalties.

Any property owner, sign erector, installer or other person who violates, disobeys, omits, neglects or refuses to comply with or resists the enforcement of any of the provisions of this

ordinance, shall be deemed guilty of a civil municipal infraction and upon conviction thereof shall be fined \$200 for a first offense and \$500.00 for each subsequent offense.

**2713 APPEALS & VARIANCES:**

Property owners may request a variance in this ordinance or may appeal the Planning Board's recommendation to the City Council for the Council's review and determination.

**Table 27-1:  
Permitted Signs by Type and Zoning Districts**

Sign Types	R-1 R-2 R/CC	R-3 R-M	C/L	C-1	C-2	TC	C/A	BP	M-1	M-2
<b>Detached Signs</b>										
Residential	P	P	P	P	P	N	N	N	N	N
Premise Identification	P(C)	P(C)	P	P	P	P	P	P	P	P
Directional	P(C)	P(C)	P	P	P	P	P	P	P	P
Ground	P(C)	P(C)	P	P	P	P	P	P	P	P
Pole	N	N	P	N	P	N	P	N	P	P
<b>Attached Signs</b>										
Awning	N	N	P	P	P	P	P	P	P	P
Banner	N	N	N	N	N	N	N	N	N	N
Building Marker	P	P	P	P	P	P	P	P	P	P
Canopy	N	N	P	P	P	P	P	P	P	P
Premise Identification	P(C)	P(C)	P	P	P	P	P	P	P	P
Incidental	P(C)	P(C)	P	P	P	P	P	P	P	P
Marquee	N	N	P	P	P	P	P	P	P	P
Projecting	N	N	P	P	P	P	P	P	P	P
Roof, Integral	N	N	N	N	N	N	N	N	N	N
Roof, Above Peak	N	N	N	N	N	N	N	N	N	N
Wall	P	P	P	P	P	P	P	P	P	P
Window	P	P	P	P	P	P	P	P	P	P
<b>Miscellaneous</b>										
Flag Sign	N	N	N	P	P	P	P	P	P	P

P: Permitted for All Uses  
P(C): Permitted for Civic Uses  
N: Not Permitted

**Table 27-2:  
Auxiliary Sign Elements**

	R-1 R-2 R/CC	R-3 R-M	C/L	C-1	C-2	TC	C/A	BP	M-1	M-2
<b>Design Element</b>										
<b>Illumination</b>										
<b>Indirect</b>	P(C)	P(C)	P	P	P	P	P	P	P	P
<b>Direct</b>	N	N	N	N	N	N	N	N	N	N
<b>Internal</b>	P(C)	P(C)	P	P	P	P	P	P	P	P
<b>Neon</b>	N	N	P	P	P	P	P	N	P	P
<b>Flashing</b>	N	N	N	N	N	N	N	N	N	N
<b>Flame</b>	N	N	N	N	N	N	N	N	N	N
<b>Bare Bulb</b>	N	N	N	N	N	N	N	N	N	N
<b>Other</b>										
<b>Electronic Information</b>	N	N	P	P	P	P	P	P	P	P
<b>Moving</b>	N	N	N	N	N	N	N	N	N	N
<b>Rotating</b>	N	N	N	N	N	N	N	N	N	N

**P: Permitted for All Uses**

**P(C): Permitted for Civic Uses**

**N: Not Permitted**



**Table 27-3:  
Permitted Signs by Maximum Permitted Area and District**

This Maximum Permitted Area for all signs on a premises excluding directional signs, building marker signs, and US, State, or University flags shall not exceed the lesser of the following:

Zoning District	R-1 R-2 R-3 R/CC RM	C/L	C-1	C-2	TC	C/A	BP	M-1 M-2
<b>Square Feet of Signage per Linear Foot of Frontage</b>	NA	1.0	1.0	2.0	1.5	2.5	1.0	2.0
<b>Maximum Total Square Feet</b>	Note 3	300 Note 4	300 Note 5	800	500	800	300	800

**Note 1:** 200 square feet for civic or commercial uses, 2 square feet for residential uses, including home occupations.

**Note 2:** 50 square feet for project identification signs or civic uses, 2 square feet for residential uses, including home occupations.

**Note 3:** 32 square feet for civic uses, 50 square feet for project identification signs for multi-family or mobile home developments and for non-residential uses when permitted, 2 square feet for residential uses, including home occupations.

**Note 4:** Maximum limits apply to non-residential premises only. On premises with primary residential use, 50 square feet for project identification signs for multi-family developments, 2 square feet for residential uses, including home occupations.

**Note 5:** One Business Center Identification Sign with a maximum area of 100 square feet is permitted in addition to the Maximum Total Square Feet established here, subject to the regulations set forth by Table 27-4.

**Table 27-4:  
Permitted Signs by Numbers, Dimensions, and Location**

Each individual sign shall comply with the regulations for maximum quantity, maximum size, minimum setbacks, and height limits shown in this table:

Zoning District	R-1 R-2 R-3 R/CC RM	C/L	C-1	C-2 (Note 2)	TC	C/A (Note 2)	BP	M-1 M-2 (Note 2)
<i>Detached Signs</i>								
Number Permitted Per Premise	1	1	1	NA	1	NA	NA	NA
Per Feet of Frontage of Property	NA	NA	1	1 per 300	NA	1 per 300	1 per 300	1 per 300
Maximum Size* (sq. ft.)	X	100	100	300	100	300	150	300
Maximum Height (feet) of Structure Above Ground	10	10	10	25	25	35	15	35
Front Yard Setback (feet)	10	10	10	10	0	5	5	0
Side Yard Setback (feet)	10	10	5	5	0	5	5	0
<i>Attached Signs</i>								
Maximum Size* (sq. ft.)	X	50	150	NA	NA	300	300	300
% of Street Facade		15%	15%	20%	20%	20%	20%	20%

X See Table 27-3 for maximum sign sizes.

**Note 1:** In addition to its total permitted sign area, each premises used for a business center may have one detached center identification sign, subject to the following conditions:

1. The maximum area for a center identification sign shall be 100 square feet.
2. No center identification sign shall be within 300 feet of any other center identification sign or within 150 feet of any other detached sign on the same or adjacent premises.
3. The sign shall display no more than the name and location of the business center.
4. Each sign shall be subject to all other regulations for detached signs or graphics set forth in this Article.

**Note 2:** Within the total maximum sign allowance permitted by Table 27-3, properties in the C/A district may elect to locate an outdoor advertising sign in excess of 300 square feet, subject to the conditions set forth in Section 2711.