

104.23. Sign regulations.

The intent of this subsection is to preserve the value of property, protect the public health, safety and welfare, and promote the visual quality of the urban environment. It is the further intent of this subsection to provide for the integration of all signs with the architectural character of any structure to which they are attached and to make all signs a harmonious complement and appropriate in scale and appearance to the structure to which they are attached. This subsection shall pertain to all commercial zones. All signs public and private, shall not obstruct or otherwise disrupt the vision of drivers on public or private roadways because of sign location, size or illumination.

- (a) *Public signs.* Public signs, including but not limited to community service information signs, transit service signs, safety and traffic signs, directional and historic signs, are allowed and shall be eligible within distances consistent with their functions. They shall be unified, where appropriate, in use of theme, symbols, lettering, color, size, location and mounting.
- (b) *Business signs.* Business signs are allowed and shall be constructed, installed and maintained so as to ensure public safety. Such signs shall be clearly incidental, customary to, and commonly associated with and in the same site as the building or establishment to which it refers and shall be limited in subject matter to name, design, picture or trademark of the establishment. It shall not include any general commercial advertising materials unrelated to a principal within the building. Signs not directly related to the business shall be prohibited. All such signs shall be appropriate in scale and appearance. Business signs on adjacent buildings located on the same reuse parcel shall be of compatible design and character. Business signs may be of the following type: Canopy, painted, projecting, double-faced, hanging or wall signs. In addition, business signs may be affixed to a building wall and conform to relative facade lines or may be a freestanding ground sign. There shall be no more than one shopping center identification sign not to exceed twenty-five (25) square feet located in the front yard.
- (c) *Advertising signs.* Advertising or roof signs shall not be permitted.
- (d) *Temporary signs.*
 - (1) *Building construction.* One sign per street frontage of a building which is under construction or repair announcing the name of the enterprise or the purpose for which the building is intended is permitted. Such sign may be up to thirty-two (32)

square feet in area and no more than fifteen (15) feet in height. Said signs may be permitted by the building inspector for the duration of the construction project. Extensions of six-week intervals not to exceed three (3) months after an occupancy permit is issued may be permitted by the building inspector.

- (2) Announcements. Signs announcing public and semi-public events are permitted for up to six (6) weeks prior to the event. Said signs shall not exceed thirty-two (32) square feet in area and shall be a distance such as not to block sight lines or the flow of traffic. Said signs shall also be removed within forty-eight (48) hours after the event.
 - (3) Advertising. One sign per property to advertise the sale, lease or rental of the property on which it is located may be permitted by the building inspector. Said sign shall not exceed sixteen (16) square feet in area.
 - (4) Subdivision. A single sign, advertising for sale, lease or rental of property within a land subdivision may be permitted by the building inspector. Such sign shall not exceed thirty-two (32) square feet in area nor more than fifteen (15) feet in height. Said signs may be permitted by the building inspector for four (4) years after the final plan approval.
 - (5) Start up signs. A single illuminated sign with changeable letters used to advertise special promotional sales pertaining to the new business. Such signs may be permitted by the building inspector, for up to three (3) months, after date of certificate of occupancy provided they are on private property and they do not interfere with traffic or cause a safety hazard.
 - (6) Political signs. Signs announcing political campaigns and candidates are permitted for up to six (6) weeks prior to the election. Said signs shall not exceed thirty-two (32) square feet in area and shall be a distance such as not to block sight lines or the flow of traffic. Said signs shall also be removed within forty-eight (48) hours after the election.
- (e) *Special signs and displays.* Special signs and displays are allowed as follows:
- (1) Time or temperature signs including those provided by a business and including the businesses' name or symbol.

- (2) Spot and floodlights which are shielded so as to be invisible to the pedestrian off the property on which the sign is located.
 - (3) Address signs indicating street addresses not exceeding one square foot in area.
 - (4) One exterior directory sign per street level entrance, provided that no individual listing may exceed one square foot in area.
- (f) *Illuminated signs.* Illuminated signs are allowed except, no illuminated sign in any zone shall be of the blinking, alternating or rotating type and no sign shall constitute a safety hazard to any public right-of-way by reason of unshielded or glaring lights or for any other reason.
- (g) *Changeable letter signs.* Permanently mounted changeable letter signs up to thirty (30) square feet are allowed except:
- (1) No changeable letter sign shall be permitted in C-4 zones without zoning board approval.
 - (2) The sign must be properly maintained and designed so as not to detract from adjacent property.
 - (3) Signs on trailers or movable signs are prohibited in all zones except as noted in section 104.23, subsection (d)(5).
- (h) *Height clearance and project limits of signs.*
- (1) Ground signs. Ground signs shall be less than or equal to a height of sixteen (16) feet above ground level. The sign area shall be less than or equal to thirty (30) square feet.
 - (2) Projecting signs. Any sign mounted on and extending out more than fifteen (15) inches from the face of the building, but not including awning, canopy, marquee or wall signs shall not protrude above the roof level and shall provide at least ten (10) feet of clearance between the sign and the ground level. Such projecting signs shall not exceed a distance greater than four (4) feet into any public right-of-way, or extend to within eighteen (18) inches of the curblineline of the street. Projecting signs shall be less than or equal to twenty-five (25) feet in height.
- (i) *Size and number limits of signs.* Business signs. Primary business signs shall not exceed an area of one square foot per linear foot of principal street frontage or per ground floor establishment;

secondary signs shall not exceed an area of one square foot per linear foot of secondary street frontage; in no case, however, shall the total sign area exceed one hundred (100) square feet per street frontage. In the case of a building with more than one tenant, the gross surface area limitation shall apply to the aggregate total surface of individual signs.

In the case of structures in C-1 zones, the allowable sign area shall be one (1) foot per linear foot of street frontage or per linear foot of ground floor width facing the street, whichever is greater, with a maximum of one hundred (100) square feet. Freestanding signs for properties without street frontage shall be within twenty (20) feet of the right-of-way serving the premises, with an easement provided.

In the case of two-sided signs having the same wording on both sides, only the area of one side shall be counted when determining total sign area. The total sign area of all external signs (combination of all types) shall not exceed one hundred (100) square feet per street frontage.

(j) *Insurance.*

(1) Applicants for permits to erect signs shall file a certificate of insurance with the code enforcement officer showing that public liability insurance to the extent of one hundred thousand dollars (\$100,000.00) bodily injury to any one person, three hundred thousand dollars (\$300,000.00) bodily injury in any one accident and twenty-five thousand dollars (\$25,000.00) property damage is in effect so long as the sign is affixed over the sidewalk.

(2) Such insurance shall indemnify the municipality against all loss, cost, damage or expense incurred or sustained by or recovered against the city by reason of the construction or maintenance of such signs.

(k) *Nonconforming signs.* Signs not conforming to the provisions of this subsection on the date of enactment shall be considered nonconforming signs.

(1) Nonconforming signs may continue to exist if they are maintained in a safe, neat and clean condition.

(2) Any nonconforming sign that is altered, relocated or replaced must be made to conform with the provisions of this subsection at the time of the alteration, relocation or replacement.

- (3) Any nonconforming sign that is in need of repair must be made to conform with the provisions of this subsection if the repair takes place on more than fifty (50) per cent of the aggregate sign area.
- (l) *Removal of signs.* Within three (3) weeks after a structure is vacated and/or a business ceases to operate, all business signs shall be removed from said structure.
- (m) *Appeals to the board of appeals.* An appeal may be taken from any decision of the building inspector to the board of appeals in accordance with 107.2(a).

(Ord. of 8-19-85; Ord. of 5-4-92; Ord. of 4-1-96; Ord. of 5-6-96)