

DEVELOPMENT CODE

ARTICLE 151.10
SIGN REGULATIONS

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Section 151.10.001

Purpose

It is the purpose of this article to regulate signs. Regulations put forth in this Article promote traffic safety, safeguard public health and comfort, facilitate police and fire protection, enhance community appearance, and protect the character of the City. The sign regulations are designed for maximum sign legibility and effectiveness and to prevent the over concentration, improper placement, and excessive height, bulk, and area of the signs. Residential, commercial, and industrial signs are generally intended to be located in those zoning districts where the activities are allowed and where signs directly relate to the activities on the premises.

Section 151.10.002

Measurement of Signs

A. When signs are made of individual, fabricated, or painted letters mounted directly on an opaque building facade or building projections of permanent construction the area shall be

computed by measuring the sum of the squared-off area of individual letters.

- B. For all other types of signs, the area shall include the entire area within a single contiguous perimeter enclosing the extreme limits of the sign. However, the perimeter measurements shall not include any structural elements located outside the limits of the sign and not forming an integral part of the display.
- C. The total square footage of all face surfaces of a spherical or multi-faced sign shall not exceed twice the allowable square footage of a single-faced sign.

Section 151.10.003

Applicability

This Article regulates all signs within the City. The City must approve a sign permit before any sign is constructed, re-constructed, altered, repaired, used, or changed with the exception of the signs listed under *Section 151.10.004, Exempt Signs*. When the sign

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permit is issued, the City will provide a decal that shall be placed on the upper right hand corner of the sign. Failure to display the decal is a violation of this code and may result in any permit being revoked and the sign removed.

- A. A newly constructed sign that may consist of new footings, pole, frame, electric, and sign face.
- B. Signs changing a business name or wording over a sign face. If the sign face change is located on a currently legal nonconforming sign, the face change shall not expand the nonconformity (*Section 151.24, Nonconforming Uses*).
- C. Any repairs or renovations to a sign that changes the height, area, location, or original sign face.

Section 151.10.004

Exempt Signs

The following signs do not require a sign permit, but shall conform to all other applicable provisions of this Code and shall be permitted in all districts in which the use identified or advertised is permitted. All signs shall be located on private property unless otherwise specified.

- A. Bulletin Board Signs. The sign area shall be a maximum of 16 square feet. If the bulletin board is freestanding, the sign shall be a maximum of 5 feet high.
- B. Bus Bench Signs. Bus bench signs shall have a maximum area of 12 square feet per bench. Under no circumstance shall any sign other than transit information or other City-designated signs be placed on any bus bench.
- C. Construction Project Signs. For major projects under construction, there can be one

temporary nonilluminated sign that does not exceed 32 square feet in area. The message shall be limited to the identification of the architect, engineer, contractor, and other individuals or firms involved with the construction and the name of the building, the intended purpose, and expected completion date. The sign shall be placed at the construction site. Upon submittal of a completed site plan or subdivision application, signs may be placed at the construction site until the project is completed. Signs placed at the site prior to the submittal of the completed application will be limited to six months and will be allowed three 6-month extensions. Signs showing deterioration shall be replaced.

- D. Contractor Signs. Each contractor or subcontractor working on a residential lot can have one temporary, nonilluminated sign with a maximum area of 3 square feet. Each sign shall be removed from the premises within 20 days following completion.
- E. Directional Signs. Directional signs direct and guide traffic and parking on private property in commercial and industrial zoning districts. The signs may be a maximum size of 3 square feet in area and 3 feet high when measured from the edge of the adjoining street pavement. These signs shall not bear the business name or any advertising matter.
- F. Garage, Yard, Estate, and Moving Sale Signs. Garage, yard, estate, and moving sale signs may be located on the premises of the sale or with the permission of the owners of the premises upon which the sign is located and meet the following criteria:

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1. The signs can be a maximum of 4 square feet in area.
 2. The signs cannot be placed earlier than two days prior to the sale and cannot be displayed longer than five consecutive days.
 3. The sign must be installed in a location that is not hazardous to public safety, does not obstruct the clear vision area, or interfere with Americans with Disability Act (ADA) requirements. The signs shall not be placed in the public right-of-way or on public property.
- G. Holiday lighting.
- H. Home-Based Business Signs. Only one home-based business sign, either internal or external is allowed. The sign is to be located on the principal structure, shall be nonilluminated, and is allowed a maximum area of 4 square feet.
- I. Identification Signs. Identification signs may bear only property numbers, post box numbers, names of occupants of premises, or other identification of premises not having commercial connotations. The maximum area of an identification sign is 1 square foot.
- J. Memorial or Dedication Signs. Memorial or dedication signs shall include names of buildings, dates of erection when cut into any masonry surface, and when constructed of bronze or other noncombustible material. The signs may be a maximum of 8 square feet in area.
- K. Murals.
- L. Nameplates. Professional nameplates shall have a maximum area of 2 square feet.
- M. Political Signs. Temporary political signs endorsing candidates or issues during any bona fide governmental election are allowed subject to the following requirements:
1. Political signs can be placed 60 days before an election.
 2. Political signs must be removed within 15 days following the election or termination of the candidacy.
 3. Political signs may have a maximum area of 16 square feet for each sign in a residential zoning district and 32 square feet for each sign in a nonresidential zoning district.
 4. Each candidate, party, or issue headquarters may be identified with any legal temporary signage. Signs may have a maximum aggregate area of 100 square feet.
 5. Political signs may be installed on private property with the permission of the property owner. Signs may be installed on public rights-of-way in all zoning districts. Signs must be installed in a location that is not hazardous to public safety, obstructs the clear vision area, or interferes with ADA requirements.
 6. Signs cannot be installed on any City-owned structures.
- N. Real Estate Signs. Real estate signs advertising the sale or rental of property must be located on the site. Residential real estate signs can be a maximum of 4 square feet. Commercial real estate signs shall be a maximum of 32 square feet. Off-site real estates signs, such as "open house" signs, are allowed provided

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the applicant has permission of the property owner and the sign is located outside of a public right-of-way. Apartment complexes shall not have off-site real estate signs.

- O. Real Estate Open House Signs in New Subdivisions. Signs directing the public to the sale or rental of a new home can be both on- and off-site. The signs must be installed in a location that is not hazardous to public safety, does not obstruct the clear vision area, does not interfere with ADA requirements, and meets the following conditions:
1. Only three signs are allowed and can remain on site until the subdivision has been completed; the signs shall be immediately removed following the issuance of the final Certificate of Occupancy for the subdivision.
 2. The signs are to be located so that they do not cause a public hazard or nuisance.
 3. The signs can have a maximum aggregate area of 18 square feet, but all signs must be equal in size.
- P. Subdivision Development Signs. One temporary sign is allowed per subdivision. However, two signs are permitted if the subdivision is 5 acres or larger or if the subdivision has more than one street frontage. The maximum area of each sign is 32 square feet in area with the message limited to the identification of the subdivision and its sales agent. The signs may remain in place during active development.
- Q. Traffic and Municipal Signs. Traffic and other municipal signs are defined as directional signs for hospitals or emergency services, legal notices, crossing signs, and danger signals.

Section 151.10.005

Temporary Signs

- A. A temporary sign is any sign, regardless of construction material, which is not permanently mounted and is displayed for a limited period of time. Under this definition, air puppets are temporary signs; however, due to the unique nature of air puppets, they have been given their own set of regulations.

A temporary sign can be either a wall or freestanding sign. Freestanding signs must be located 20 feet from the street edge and 10 feet from a driveway.

All signs, with the exception of special event signs, must be installed in a location that is not hazardous to public safety, does not obstruct the clear vision area, or interfere with ADA requirements. The signs shall not be placed in the public right-of-way or on public property.

The following signs require an approved temporary sign permit before being displayed.

1. Temporary Wall Signs

- a. Type. Temporary wall signs include banners and pennants.
- b. Size. The maximum aggregate sign area for temporary wall signs shall be 1½ square feet for every linear foot of building frontage.
- c. Height and Clearance. Temporary wall signs shall not extend above the roofline or the top of a parapet wall.

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2. Temporary Freestanding Signs

a. Temporary Ground-Mounted Signs.

- (1) Area. The total sign area for temporary freestanding ground-mounted signs shall be 16 square feet per sign face.
- (2) Height. The maximum height of an H-frame sign or other legally ground-mounted sign shall be 6 feet.
- (3) Number. The number of temporary freestanding ground-mounted signs is limited to one per street frontage.
- (4) A-frame signs are prohibited except for special event signs.

b. Temporary Inflatable or Windblown Signs. Inflatable or windblown signs are defined as balloons, streamers, pennants, and flags and shall not have advertising on them.

- (1) Area. Temporary inflatable or windblown signs shall be a maximum of 32 square feet.
- (2) Height. The height for temporary inflatable or windblown signs shall not exceed the zoning height limit (*Section 151.22, Establishment of Zoning Districts*).
- (3) Number. The number of temporary inflatable or windblown signs is not regulated with the exception of air puppets.

c. Air puppets

- (1) Location. Air puppets shall be located behind the property line, no closer to the pedestrian way (multi-use path or sidewalk) than the height of the sign. If there is no pedestrian way present, the

setback should be measured from the curb of the street or the edge of the pavement.

- (2) Height. The height of an air puppet shall not exceed the zoning height limit.
- (3) Number. Air puppets are limited to one per business name and one per shopping center, industrial park, or commercial or industrial subdivision.

B. Temporary Sign Permits. Temporary sign permits will be approved or disapproved within five days from the date the application is received. Only one type of permit can be used at any one time with the exception of holiday sign permits. Failure to comply with the terms of this temporary sign permit process shall result in revocation of all temporary sign permits for the remainder of the calendar year. The following are allowed temporary sign permits:

1. Seven-Day Sign Permit

- a. Can be used with all types of temporary signs except air puppets.
- b. A maximum of ten 7-day permits may be issued in a calendar year. The 7-day permits may be issued back-to-back or for the duration of a promotion not to exceed ten permit periods.

2. Air Puppet Sign Permit

- a. The height requirement shall be limited to the zoning district height.

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- b. This permit shall only be issued for weekends and holidays.
- 3. Special Event Sign Permit. The purpose of a special event sign permit is to allow nonprofit organizations and community-oriented functions to advertise their special events by allowing for off-site directional signage to the special event. Special event sign permits will not be issued to individual businesses.
 - a. Applicable only to portable ground-mounted signs.
 - b. Signs can be located in the right-of-way for a period up to three consecutive days. Upon request, the City may extend this time period up to five additional days. Signs are to be located so as to not conflict with ADA requirements, pedestrian rights-of-way, and clear vision areas.
 - c. A single special event sign permit will be issued annually for an organization's recurring event.
 - d. The sign message is limited to the name of the event, the location, dates and times, and directional information.
- 4. Saturday Promotion Sign Permit. This permit is applicable to all types of temporary signs except for air puppets.
- 5. Going Out of Business Sale Sign Permit
 - a. This permit is applicable to all types of temporary signs except for air puppets.
 - b. The permit shall not exceed 30 consecutive calendar days per business within a 12-month period.

6. Holiday Sign Permit

- a. Applicable to all types of temporary signs except air puppets.
- b. Permits shall be issued between the Thanksgiving Holiday and New Year's Day and do not count toward the maximum number of allowed days for the above temporary sign permits.

Section 151.10.006

Prohibited Signs

It shall be unlawful for any person to erect, display, or maintain a sign or advertising structure as described below.

- A. Moving or flashing signs or advertising structures, with the exception of time-and-temperature signs, including any signs that are moved by either human or mechanical means. The prohibited flashing signs include any signs with intermittent electrical pulsations.
- B. Signs that are hazardous to traffic, imitate official government signs (i.e., Stop, Danger, Caution, etc.), or obstruct visibility creating a hazard.
- C. Windblown signs, such as posters, pennants, streamers, balloons, air puppets propelled by forced air, or other inflated objects except as provided for in *Section 151.10.005, Temporary Signs*. Excluded from this definition is a flag of any government or governmental agency.
- D. Temporary signs except as permitted in *Section 151.10.005, Temporary Signs*.

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- E. All signs with more than 25-watt lamps or bulbs exposed to direct view, any reflective or power spot bulbs, strings of light bulbs, or spotlights with the following exceptions.
 - 1. Time-and-temperature signs can use 33-watt bulbs.
 - 2. Holiday decorations are excluded.
- F. Electronic Reader Boards.
- G. Reader Boards, except for the following:
 - 1. One sign on the premises of a fueling station that advertises the price per gallon of fuel.
 - 2. One movie promotion sign may be used under marquee signs in connection with a theater. The advertising is restricted to attractions that the theater is offering or will be offering.
 - 3. Signs on churches and religious institutions, and charter schools, when the reader board does not exceed 25 percent of the total allowable sign area. (A commercial sign permit is required.)
 - 4. Signs permitted through *Section 151.10.011, Special Use Permit.*
 - 5. No wooden, paper, cloth, or other temporary signs shall be hung or attached to a reader board.
- H. Off-premise signs, including billboards, except as provided in *Section 151.10.005, Temporary Signs.*
- I. Signs or portion thereof which:
 - 1. Obstruct a fire exit, stairway, or standpipe;
 - 2. Interfere with an exit to any window or any room located above the first floor of any building;
 - 3. Obstruct any door or required exit from any building;
 - 4. Obstruct or redirect any required light or ventilation.
- J. Signs erected in a residential zoning district with information other than allowed under *Section 151.10.004, Exempt Signs.*
- K. Sandwich board signs or A-frame signs, except as permitted in *Section 151.10.005, Temporary Signs.*
- L. Roof signs as defined in *Section 151.02.004, Definitions.*
- M. Signs less than 6 feet horizontally or 12 feet vertically away from overhead electrical conductors energized with 440 volts or more. (Overhead electrical conductors, either bare or insulated, installed above the ground, except those enclosed in rigid iron conduit or other material of equal strength.)
- N. All portable signs, except as otherwise provided in *Section 151.10.005, Temporary Signs.*
- O. Signs on Parked Vehicles. Signs or advertising on parked vehicles or trailers are prohibited unless the vehicles or trailers are primarily used in conducting business and the signs advertise or identify the business and the products or services offered on the premises. This paragraph shall not apply to signs affixed to vehicles or trailers used as public carriers, businesses, taxis, or vehicles

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when operating during the normal course of business.

- P. Obscene signs.

Section 151.10.007

Residential Zoning Districts

SFR, MFR, MHR, or RV

A. Subdivision Signs in Residential Zoning

Districts. Subdivisions signs are only allowed to have the subdivision name on the sign.

1. Area. The total sign area of a subdivision sign in residential zoning districts shall be 32 square feet.
2. Height and Clearance. The maximum height of a subdivision sign in residential zoning districts shall be 4 feet high.
3. Location. Signs shall be located on private property and not project over any portion of a street, sidewalk, or other public right-of-way and cannot conflict with any clear vision area.
4. Number. Subdivision signs in residential zoning districts are limited to two freestanding or two wall signs per main entrance.
5. The City shall have a copy of an acceptable agreement describing who is responsible for sign maintenance prior to issuing a sign permit.

B. Signs For Multi-Dwelling Uses in Residential Zoning Districts. Multi-dwelling use signs are only allowed to have the name of the complex on the sign.

1. Freestanding Sign for Multi-Dwelling Uses in Residential Zoning Districts

- a. Area. The total sign area of a freestanding sign for multi-dwelling uses in residential zoning districts shall be 32 square feet or 16 square feet per display surface if the sign has two display surfaces.
- b. Height and Clearance. The maximum height of a freestanding sign for multi-dwelling uses in residential zoning districts shall be 6 feet high when measured from the edge of the adjoining street pavement.
- c. Location. Signs shall be located on private property and not project over any portion of a street, sidewalk, or other public right-of-way and cannot conflict with any clear vision area.
- d. Number. Freestanding signs for multi-dwelling uses in residential zoning districts shall be limited to one freestanding sign for each access into the site.

There shall be at least 100 linear feet separating each sign.

2. Wall Signs for Multi-Dwelling Uses in Residential Zoning Districts

- a. Area. The total sign area of wall signs for multi-dwelling uses in residential zoning districts shall be 32 square feet per building frontage.
- b. Height and Clearance. Wall signs shall not extend above the roofline or the top of a parapet wall.

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3. The City shall have a copy of an acceptable agreement describing who is responsible for sign maintenance prior to issuing a sign permit.
- C. Sign Illumination. Signs in residential zoning districts may have external illumination or reflective-type bulbs if the illumination is properly shielded from direct glare onto streets and adjacent properties as per *Section 151.11, Outdoor Lighting Control*.
- D. Permitted Conditional Uses. Signs for approved conditional uses in residential zoning districts shall have an aggregate sign area of 4 square feet.
4. Number. Freestanding signs for a single business in commercial or industrial zoning districts shall be limited to one multi-faced freestanding sign identifying the business, designating the principal goods or products, and facilities or services available on the premises.

One additional freestanding sign may be erected on a single street frontage of 450-599 linear feet, two additional signs for 600-749 linear feet, or three additional signs for 750 linear feet or greater. For a lot sharing more than one street frontage, each street frontage will be calculated separately.

There shall be at least 100 linear feet separating each sign.

Section 151.10.008

Commercial or Industrial Zoning Districts

NC, LC, OP, GC, LI, HI, IP

A. Freestanding Sign for a Single Business in Commercial or Industrial Zoning Districts

1. Area. The total sign area of a freestanding sign for a single business in commercial or industrial zoning districts shall be 32 square feet for each side of the sign.
2. Height and Clearance. The maximum height of a freestanding sign for a single business in commercial or industrial zoning districts shall be 10 feet high when measured from the edge of the adjoining street pavement. The height of a sign may increase with the decrease in the number of signs as calculated in subsection 4.
3. Location. Signs shall be located on private property and not project over any portion of a street, sidewalk, or other public right-of-way and cannot conflict with any clear vision area.
5. Pole Cover. For all new pole sign structures, the sign structure must be equipped with pole covers or architectural embellishments that hide or conceal all structural components or braces (such as pipes, angles, irons, cables, internal back framing, bracing, etc.). Exceptions can be made if the uncovered poles are part of the overall site architecture.
6. Landscaping. All new sign structures associated with a site plan shall be constructed within a landscaped area or island. The signs cannot be located within a clear vision area.

The property owner can choose to construct fewer signs than allowed in order to increase sign height. Each allowed sign omitted may add 2 feet in height to another sign.

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B. Wall Signs for a Single Business in Commercial or Industrial Zoning Districts

1. Area. The total area for wall signs for a single business in commercial or industrial zoning districts shall be 1½ square feet per linear foot of building frontage or 1½ square feet per each 5 linear feet of lot frontage. Bulletin board signs are limited to 15 square feet and do not count toward the overall allowed wall signage.
2. Height and Clearance. Signs shall not extend above the roofline or the top of a parapet wall.
3. Maximum Square Footage for Multiple Frontages. On buildings that have more than one building frontage, each frontage can be used to calculate the overall signage square footage.
4. Transferability of Wall Signage. Wall signs for a single business in commercial or industrial zoning districts can be transferred, in whole or in part, to any building wall provided the aggregate area does not exceed the total allowed signage area.
5. Awning or Canopy Signs. The gross surface area of an awning or canopy sign shall not exceed 50 percent of the gross surface area of the largest face of the awning or canopy to which the sign is affixed. The total area of an awning or canopy sign shall be included as part of the total wall signage.

C. Freestanding Signs for a Multi-Tenant Building in Commercial or Industrial Zoning Districts

1. Area. The total sign area of a freestanding sign for a multi-tenant building in commercial or industrial zoning districts shall be 75 square feet of which at

least 15 percent shall be dedicated to the building identification.

Changeable directory panels identifying the tenants in the building can be used provided each panel is a minimum of 9 square feet. The sign shall use materials that blend architecturally with the building.

2. Height and Clearance. The maximum height of a freestanding sign for a multi-tenant building in commercial or industrial zoning districts shall be 10 feet high when measured from the edge of the adjoining street pavement. The height of a sign may increase with the decrease in the number of signs as calculated in subsection 4.
3. Location. Signs shall be located on private property and not project over any portion of a street, sidewalk, or other public right-of-way and cannot conflict with any clear vision area.
4. Number. Freestanding signs for a multi-tenant building in commercial or industrial zoning districts shall be limited to one multi-faced free-standing sign identifying the businesses, designating the principal goods or products, and facilities or services available on the premises.

One additional freestanding sign may be erected on a single street frontage of 450-599 linear feet, two additional signs for 600-749 linear feet, or three additional signs for 750 linear feet or greater. For a lot sharing more than one street frontage, each street frontage will be calculated separately.

There shall be at least 100 linear feet separating each sign.

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The property owner can choose to construct fewer signs than allowed in order to increase sign height. Each allowed sign omitted may add 2 feet in height to another sign.

5. Pole Cover. For all new pole sign structures, the sign structure must be equipped with pole covers or architectural embellishments that hide or conceal all structural components or braces (such as pipes, angles, irons, cables, internal back framing, bracing, etc.). Exceptions can be made if the uncovered poles are part of the overall site architecture.
 6. Landscaping. All new sign structures associated with a site plan shall be constructed within a landscaped area or island. The signs cannot be located within a clear vision area.
- D. Wall Signs for a Multi-Tenant Building in Commercial or Industrial Zoning Districts
1. Area. The total sign area of wall signs for a multi-tenant building in commercial or industrial zoning districts shall be 1½ square feet per linear foot of building frontage or 1½ square feet per each 5 linear feet of lot frontage. Bulletin board signs are limited to 15 square feet and do not count toward the overall allowed wall signage.
 2. Height and Clearance. Signs shall not extend above the roofline or the top of a parapet wall.
 3. Maximum Square Footage for Multiple Frontages. On buildings that have more than one building frontage, each frontage can be used to calculate overall signage square footage.
4. Transferability of Wall Signage. Wall signs for a multi-tenant building in commercial or industrial zoning districts can be transferred, in whole or in part, to any building wall provided the aggregate area does not exceed the total allowed signage area.
 5. Awning or Canopy Signs. The gross surface area of an awning or canopy sign shall not exceed 50 percent of the gross surface area of the largest face of the awning or canopy to which the sign is affixed. The total area of an awning or canopy sign shall be included as part of the total wall signage.
- E. Freestanding Signs for a Shopping Center, Industrial Park, or Commercial or Industrial Subdivision
1. Area. The total sign area of a freestanding sign for a center, park, or commercial or industrial subdivision shall be 75 square feet of which at least 15 percent shall be dedicated to the identification of the center or subdivision. Changeable directory panels identifying the tenants in the center or subdivision can be used provided each panel is a minimum of 9 square feet. The sign shall use materials that blend architecturally with the center, park, or subdivision.
 2. Height and Clearance. The maximum height of a freestanding sign for a center, park, or commercial or industrial subdivision shall be 10 feet high when measured from the edge of the adjoining street pavement.
 3. Location. Signs shall be located on private property and not project over any portion of a street, sidewalk, or

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other public right-of-way and cannot conflict with any clear vision area.

4. Number. Freestanding signs for a center, park, or commercial or industrial subdivision shall be limited to one freestanding sign for each access into the site.

There shall be at least 100 linear feet separating each sign.

5. Freestanding signs for a center, park, or commercial or industrial subdivision shall be prohibited on a single lot or parcel of property.
6. Pole Cover. For all new pole sign structures, the sign structure must be equipped with pole covers or architectural embellishments that hide or conceal all structural components or braces (such as pipes, angles, irons, cables, internal back framing, bracing, etc.). Exceptions can be made if the uncovered poles are part of the overall site architecture.
7. Landscaping. All new sign structures associated with a site plan shall be constructed within a landscaped area or island. The signs cannot be located within a clear vision area.

F. Wall Signs for a Shopping Center, Industrial Park, or Commercial or Industrial Subdivision

1. Area. The total sign area of wall signs for tenants in a multi-tenant building in a center, park, or commercial or industrial subdivision shall be as follows:
 - a. Each tenant shall be allowed at least 24 square feet of total sign area.
 - b. Each tenant shall have a total sign area of 1½ square feet per linear foot

of building frontage or 1½ square feet per each 5 linear feet of lot frontage.

2. Height and Clearance. Signs shall not extend above the roofline or the top of a parapet wall.
3. Transferability of Wall Signage. All signs for tenants in multi-tenant buildings within a center, park, or commercial or industrial subdivision may not be transferred. Signs must be placed on the building in which the business or use is located.
4. Awning or Canopy Signs. The gross surface area of an awning or canopy sign shall not exceed 50 percent of the gross surface area of the largest face of the awning or canopy to which the sign is affixed. The total area of an awning or canopy sign shall be included as part of the total wall signage.

Section 151.10.009

Height Reduction of Legal Nonconforming Freestanding Signs

The following process is provided as an incentive to reduce the height of (currently classified) legal nonconforming freestanding signs.

(For a definition of legal nonconforming signs and non-legal nonconforming signs, please see *Article 151.24.002E* of the Development Code.)

A. Incentives to Reduce the Height of Legal Nonconforming Freestanding Signs

1. The incentive to reduce the height of currently classified legal

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nonconforming freestanding signs is to allow wall signage to be 2 square feet per linear foot of building frontage or 2 square feet per each 5 linear feet of lot frontage. Other than the allowances for total sign area, all other wall signage requirements are applicable. In order to receive this increase in total sign area, the following changes must be made:

- a. All legal nonconforming freestanding signs on a site must be reduced to a maximum of 10 feet high.
 - b. Freestanding signs must have pole covers attached to the bottom of the sign unless the uncovered poles are part of the overall site architecture.
- B. The total sign area of a legal nonconforming freestanding sign can remain at current size.

Section 151.10.010 **Non-Legal Nonconforming Freestanding Signs**

Current signs that are classified as non-legal nonconforming freestanding signs, as defined in *Article 151.24,002E*, must be brought into conformance or removed from the premises. However as an alternative to removing the sign, the total sign area can remain at its current size provided the height of the sign is reduced to a maximum of 10 feet high when measured from the adjoining street pavement. Other sign regulations (other than size and height) apply.

Section 151.10.011 **Special Use Permits**

A Special Use Permit is used to request variations to this Article so that there can be increases in and a cohesive theme between all signage that are placed at a center, park, or associated subdivision.

To obtain a Special Use Permit, the applicant must demonstrate the need for the additional signage and identify the architectural elements. Since the City will be making an exception to its code, it will be looking to the applicant to make the sign and building architectural elements as aesthetically pleasing as possible.

A Special Use Permit can be obtained for (1) new and existing residential or commercial subdivisions or (2) new and existing shopping centers or industrial parks. Special Use Permits cannot be used for a single business on a single lot.

The process for a Special Use Permit requires the Permit to be approved by both the Commission and the Council. The meeting notifications are given to the community through a published notice and posting on the property 15 days before the hearing. Any appeals of the Commission or Council decision will go to the Hearing Officer under the provisions of *Article 151.30, Appeals and Variances*.

A. Comprehensive Sign Plan. To receive a comprehensive sign plan special use permit, the applicant must address (1) the need for additional signage and (2) how the signs will architecturally blend with the buildings. Additional information to be included in the application will be the size, location, height, lighting, construction materials, and orientation of all proposed signs in addition to any other information deemed necessary by the City. The sign areas and densities requested must conform to the intent of this Article.

B. Special Sign District. As an exception to the subdivision, center, or park special use permit limitations, the owners of 60 percent or more of the street frontage, in linear feet, on both sides of the street in

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any defined area, may petition the City for the formation of a special sign district for the purpose of creating an integrated special sign theme in the area.

Section 151.10.012 **Street Address in Signs**

When street addresses are placed on any freestanding signs in commercial or industrial zoning districts, the numbers shall be at least 6 inches high and clearly legible from the street.

Section 151.10.013 **Removal of Certain Signs**

On or after the effective date of this code, any signs that no longer advertise a legitimate business or product sold at the location, shall be removed by the owner, agent, or person having the beneficial use of the building or property on which the signs are located. The signs shall be removed within ten days after receiving written notification from the City. If the signs are not removed within the time specified in the letter, the Director of Community Development is authorized to remove the signs at the expense of the owner of the building or property on which the signs are located.