

SEC. 12-4-101 SIGNS

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A. Purpose. These regulations balance the need to protect public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication, and advertising. The regulations for signs have the following specific objectives:

1. To promote the safety of persons and property by providing that signs do not:
 - a. Create a hazard due to collapse, fire, collision, decay, or abandonment.
 - b. Obstruct firefighting or police observation abilities.
 - c. Create traffic hazards by confusing or distracting pedestrians, bicyclists, and motorists, or by impairing the operator's ability to see pedestrians, other vehicles, or traffic signs.
 - d. Become obstacles that hinder free passage along streets or sidewalks to pedestrians, bicyclists, or motorists.
2. To protect the public welfare and to enhance the appearance and economic value of the landscape, by:
 - a. Recognizing that visual clutter leads to a decline in the community's appearance, property values, and the effectiveness of the signs.
 - b. Encouraging a better aesthetic environment by enhancing the appearance of the city's major corridors and downtown area.

- c. Not interfering with scenic views.
 - d. Not creating a nuisance to persons using the public rights-of-way.
 - e. Not creating a nuisance to occupants of adjacent and contiguous property by their brightness, size, height, or movement.
 - f. Ensuring signs are not detrimental to land or property values.
 - g. Not contributing to visual blight or clutter, and are similar in construction materials, and style as that of the structure or tract of land.
3. To promote the efficient transfer of information in sign messages provided that:
- a. Those signs which provide public safety messages and information are given priority.
 - b. Businesses and services can identify themselves.
 - c. Customers and other persons can locate a business or service.
 - d. No person or group is arbitrarily denied the use of the sight lines from the public rights-of-way for communication purposes.
 - e. Persons exposed to signs are not overwhelmed by the number of messages presented and are able to exercise freedom of choice to observe or pay no attention to such messages, according to the observer's purpose.
 - f. The right of free speech is preserved and exercised through the use of signs.
4. To promote the stated purposes of the International Building Code, as adopted and modified by the city, which are expressly incorporated herein.
- B. Applicability.** The requirements of this section apply to all signs, sign structures, awnings, and other types of sign devices located within the city, except as specified below:
- 1. Signs and sign structures located in the city that cannot be seen from a public roadway are not subject to the size, height, location, and number regulations listed herein. These signs must however comply with safety and construction as outlined in the applicable Building Code.
- C. Hierarchy of Regulations.**
- 1. Where there is a conflict between specific sign regulations and the base or general sign regulations of this Code, the specific sign regulations supersede the base sign regulations.
 - 2. Where there is a conflict between a land use regulation and a structural regulation, or other conflicts not otherwise addressed by this section, the most restrictive applies.
- D. Definitions.** For purposes of this section of the Zoning Ordinance, the following words, terms, and phrases shall have the meanings indicated. Definitions of other terms used within this section may be found elsewhere in the Zoning Ordinance. Words, terms, and phrases not defined herein or elsewhere in the zoning ordinance shall be construed to have the meaning given by common and ordinary use and shall be interpreted within the context of the sentence or section in which they appear.

Abandoned sign. A sign that no longer identifies or advertises an ongoing business, product, location, service, idea, or activity conducted on the premises on which the sign is located.

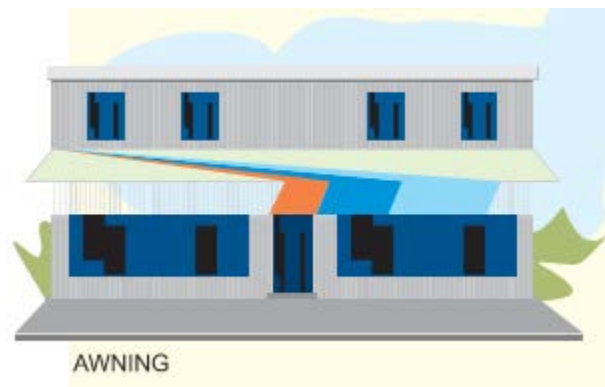
Alteration. A change in the size or shape of an existing sign. Copy or color change of an existing sign is not an alteration. Changing or replacing a sign face or panel is not an alteration.

Animated sign. A sign employing actual motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means. Animated signs, which are differentiated from changeable signs as defined and regulated by this Code, include the following types:

1. *Environmentally activated.* Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.
2. *Mechanically activated.* Animated signs characterized by repetitive and/or rotation activated by a mechanical system powered by electric motors or other mechanically-induced means.
3. *Electrically activated.* Animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of a cycle of repetitive flashing in phases of four (4) seconds or less or through the use of patterned illusionary movement (simulated movement through alternating or sequential activation of illuminated elements).

Architectural projection. Any projection from a building that is decorative and/or functional and not intended for occupancy, and that extends beyond the face of an exterior wall of a building but that does not include signs as defined herein. See also: Awning; Back-lit Awning; and Canopy, Attached and Freestanding.

Awning sign. A sign displayed on or attached flat against the surface or surfaces of an awning. An awning that contains a “sign” section or copy area shall comply with the applicable sign area requirements for parallel signs. Only the sign or copy area displayed on an awning shall be used to determine the permitted sign area. The entire awning shall not be included in a sign area calculation. See also: Wall or Fascia sign.



Banner. A temporary flexible substrate on which copy or graphics may be displayed.

Bench sign. A sign applied or affixed to the seat or back of a bench.

Billboard. A sign designed for the purpose of off-premise advertising or commercial outdoor advertising. Billboards signs are prohibited.

Canopy sign. A sign affixed to the visible surface(s) of an attached or freestanding canopy. May be internally or externally illuminated. Similar to a Marquee sign.



Changeable sign. A sign with the capability of content change by means of manual or remote input, including the following types:

1. **Manually Activated.** Changeable sign where the message copy or content can be changed manually on a display surface.
2. **Electrically Activated.** Changeable sign where the message copy or content can be changed by means of remote, electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices, or it may be from an external light source designed to reflect off the changeable component display. See also: Electronic Message Center.

Channel letter (internally illuminated). A dimensional letter with a back, sides, and a translucent front face capable of transmitting light from an internal light source within the letter.

Directional sign. Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

Electronic message center or sign (EMC). An electrically activated, changeable sign whose variable message and/or graphic presentation capability can be electronically programmed by computer from a remote location. EMCs typically use light emitting diodes (LEDs) as a lighting source. See also, these following terms principally associated with EMCs: Display time, Dissolve, Dynamic frame effect, Fade, Frame, Frame effect, Scroll, Transition, and Travel.

Illuminance. The amount of light falling upon a real or imaginary surface, commonly called "light level" or "illumination."

Illuminated sign. A sign characterized by the use of artificial light, either projecting through its surface(s)—internally or trans-illuminated, or reflecting off its surface(s)—externally illuminated.

Marquee sign. See Canopy sign.

Monument sign. A freestanding sign that is constructed with brick or covered in masonry. Monument signs are limited to 12 feet in height and 15 feet in width.



Multiple-faced sign. A sign containing three (3) or more faces.

On-premise sign. A sign erected, maintained, or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

Pole sign. A sign principally supported by one or more columns, poles, or braces placed in or upon the ground. May also be referenced as a pylon sign.



Portable sign. Any cord-connected sign not permanently attached to the ground that can be removed without the use of tools.

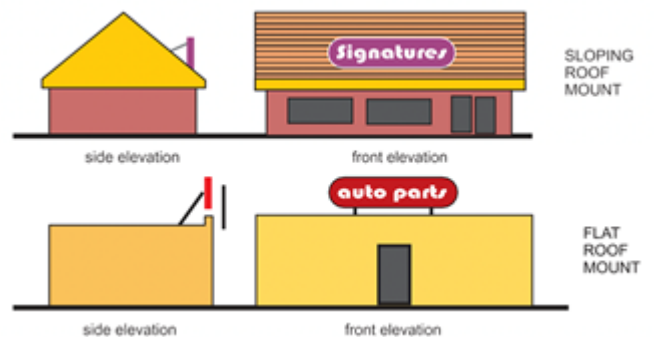
Projecting sign. A sign other than a wall sign that is attached to or projects more than 18 inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign..



Pylon sign. See Pole sign

Revolving sign. A sign that has the capability to revolve three hundred and sixty degrees (360°) about an axis.

Roof sign. A sign mounted on the main roof portion of a building or on the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such building. Signs mounted on mansard facades, pent eaves, and architectural projections such as canopies or marquees shall not be considered to be roof signs.



Sign. Any device visible from a public place whose essential purpose and design is to convey either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any other flags displayed from flagpoles or staffs will not be considered to be signs.

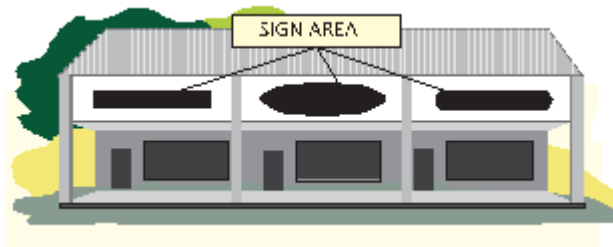
Sign Structure. Any structure designed for the support of a sign.

Sign area. The area of the smallest geometric figure, or the sum of the combination of regular geometric figures, which comprise the sign face. The area of any double-sided or “V” shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multiple-sided signs shall be computed as fifty percent (50%) of the sum of the area of all faces of the sign.



Sign face. The surface upon, against, or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural thematic or decorative trim, or any areas that are separated from the background surface upon which the sign copy is displayed by a distinct delineation, such as a reveal or border.

1. In the case of panel or cabinet type signs, the sign face shall include the entire area of the sign panel, cabinet, or face substrate upon which the sign copy is displayed or illustrated, but not open space between separate panels or cabinets.
2. In the case of signs painted on a building or individual letters or graphic elements affixed to a building or structure, the sign face shall comprise the sum of the geometric figures or combination of regular geometric figures drawn closest to the edge of the letters or separate graphic elements comprising the sign copy, but not the open space between separate groupings of sign copy on the same building or structure.



3. In the case of sign copy enclosed within a painted or illuminated border or displayed on a background contrasting in color with the color of the building or structure, the sign face shall comprise the area within the contrasting background or within the painted or illuminated border.

Special event sign. A temporary sign pertaining to any civic, patriotic, or special event of general public interest.

Temporary sign. A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

V sign. A sign containing two faces of equal size, positioned at an interior angle subtending less than one hundred seventy-nine degrees (179°) at the point of juncture of the individual faces.

Wall or fascia sign. A sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than 18 inches from the building or structure wall. Also includes signs affixed to architectural projections that extend away from a building, provided the copy area of such signs remain on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed.



E. Exemptions. The following are exempt from permit, fee requirements, and the regulations of this Code:

1. Signs which are not visible from a public roadway. However, these signs must comply with any building and construction provisions enacted by the city.
2. Signs inside a building.
3. Signs carved into a building or raised in integral relief on a building.
4. Signs required by federal or state law.
5. Flags (not to exceed six (6) on any lot) and pennants on a string.
6. Signs required by municipal authority.
7. Painted and/or applied wall accents and decorations.
8. Illuminated building accents and decorations.
9. Public art, including original art murals. Murals are not considered advertisement.
10. Name and address – up to two (2) signs indicating address, number, and/or name of occupants of the premises that do not exceed 2 square feet in area per side, and do not include any commercial advertising or other identification.
11. Decals and/or logos affixed to windows or door glass panels, such as those indicating membership in a business group or identifying credit cards accepted at the establishment.
12. Handicapped parking space signs not exceeding 2 square feet in area reserving parking for handicapped individuals.
13. On-premise private drive signs are limited to one (1) per driveway entrance, not exceeding 2 square feet in area.
14. Public signs erected by government agencies or utilities, including traffic, utility, safety, railroad crossing, and identification signs for public facilities and any signs erected by the city.
15. On-premise security and warning signs regulating the use of the premises, such as “no trespassing,” “no hunting,” and “no soliciting” signs. These signs shall not exceed one (1)

sign that is 2 square feet in area in residential areas and one (1) sign that is 5 square feet in area in commercial and industrial zones. These limitations shall not apply to the posting of conventional “no trespassing” signs in accordance with state law.

16. Seasonal signs (e.g., political, real estate, holiday). No more than two (2) seasonal signs may be displayed on any property at the same time, each sign is limited to eight (8) square feet in size for residential uses and twenty-four (24) square feet in size for nonresidential uses. The typical display time for a seasonal sign is sixty (60) days or less.

F. Prohibited Signs. The following signs are prohibited:

1. Signs containing strobe lights.
2. Abandoned sign structures, as defined by this code.
3. Signs placed on or painted on a motor vehicle or trailer parked with the primary purpose of providing signage not otherwise allowed by the Code. Any sign displayed on a parked trailer or truck or other vehicle where the primary purpose of the vehicle is to advertise a product, service business, or other activity is prohibited. This regulation shall permit the use of business logos, identification, or advertising on vehicles primarily and actively used for business purposes and/or personal transportation.
4. Signs on fences, fence posts, railings, gutters, standpipes, fire escapes, courtesy benches or any other device on which to sit, sidewalks, curbs (except house numbers), or any other public facility.
5. Signs attached to rocks or any natural growth, such as trees, shrubs, or other natural foliage.
6. Signs constructed of nondurable material including, but not limited to, paper or cardboard.
7. Signs that imitate or resemble official traffic lights, signs, or signals, or signs that interfere with the effectiveness of any official traffic light, sign, or signal.
8. An environmentally activated sign or other display with actual mechanical motion powered by natural, manual, mechanical, electrical or other means, including but not limited to pennant strings, streamers, spinners, propellers, and search lights.
9. Flashing signs (see Definitions). For the purposes of this code, a sign that has a change rate or dwell time of four (4) seconds or longer does not fit within the prohibition noted herein.
10. Signs and other objects which are inflated, including but not limited to, balloons. Balloons may be permitted in temporary non-commercial situations, for instance, they are permitted for special occasions at a residence.
11. - Any posters and handbills affixed to any structures, trees, or other natural vegetation, rocks or poles.
12. Any sign which may be confused with or obstructs the view of any authorized traffic sign or signal, obstructs the sight-distance triangle at any road intersection, or extends into the public right-of-way.
13. Signs which prevent free ingress or egress from any door, window, fire escape, or that prevent free access from one part of a roof to any other part. No sign other than a safety sign shall be attached to a stand-pipe or fire escape.

14. No sign which emits smoke, visible vapors, particles, sound, or odor shall be permitted. Open flames used to attract public attention to a place of business or to an advertising sign shall not be permitted.
15. Billboards.
16. No mirror device shall be used as part of a sign.
17. A-frame signs, except as defined in Section L.3.c.
18. Signs that are obscene as defined by § 43.21 of the Texas Penal Code.

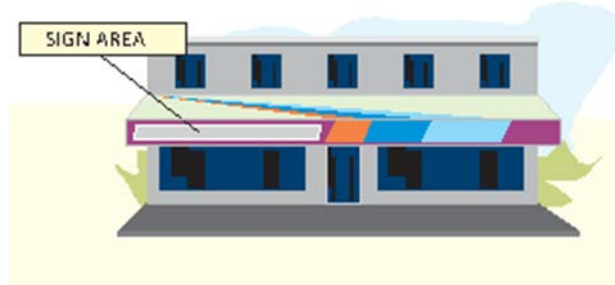
G. General Rules for Reading and Applying the Code Language.

1. Literal readings of the code language will be used. Regulations are no more or less strict than as stated. Application of the regulations that are consistent with the rules of this code are non-discretionary actions of the Code Officer to implement the code. The action of the Code Officer is final.
2. Where the code is silent, or where the rules of this code do not provide a basis for concluding that a sign is allowed, the sign is prohibited.

H. Sign Face Area.

1. *Sign Cabinets.* The area of sign faces enclosed in frames or cabinets is determined based on the outer dimensions of the frame or cabinet.
2. *Double-sided Signs.* Only one (1) side of a double-sided sign is counted in determining the area of sign faces. Where the two (2) sides are not of equal size, the larger of the two (2) sides is used for the determination of sign area. The area of multiple-faced signs in which the interior angle formed by the faces is greater than ninety-one degrees (91°) shall be expressed as the sum of the areas of all the faces, except for multiple-faced signs containing faces that are configured back to back, in which case the area of the faces configured back to back will be calculated according to the rule for double-sided signs.
3. *Round, Oval, and Irregularly Shaped Signs.* To be measured based on the appropriate mathematical formula to obtain the sign area for a circle, an oval or irregularly shaped sign.
4. *Calculating Sign Area.*
 - a. For square or rectangular signs, the area shall be measured by multiplying the length by the height of the outside edges of the sign frame
 - b. For irregular shaped signs, the area shall be measured by calculating the area of rectangles, triangles, or a combination thereof measured from the outside edges of the sign frame necessary to enclose the sign face.
 - c. For signs composed of only letters, words, or symbols, the area shall be measured or determined by the area included within imaginary straight lines drawn around the entire copy or grouping of such letters, words, or symbols.
 - d. For signs with two or more faces, the area of a double-faced sign is calculated using the area of one side only. The area of all other multiple-sided signs shall be computed as 50 percent (50%) of the sum of the area of all faces of the sign.

5. *Awnings and Marquees.* When graphics or sign copy is incorporated into an awning, the sign area is determined by computing the area of a standard imaginary geometric shape or combination of shapes drawn around the sign copy area or graphics. When the ends of awnings or marquees are parallel and contain graphics or sign copy, only one side is counted in addition to the sign face area on the front.



I. Height of Signs.

1. The overall height of a freestanding sign or sign structure is measured from the lowest point of the ground directly below the sign to the highest point of the freestanding sign or sign structure.
2. *Exception.* Where a freestanding sign or sign structure is mounted along a roadway that has a higher grade level as compared to the grade level directly below the freestanding sign or sign structure, then the freestanding sign or structure's height will be measured from the roadway grade level nearest the sign to the highest point of the freestanding sign or sign structure. See Figure F.

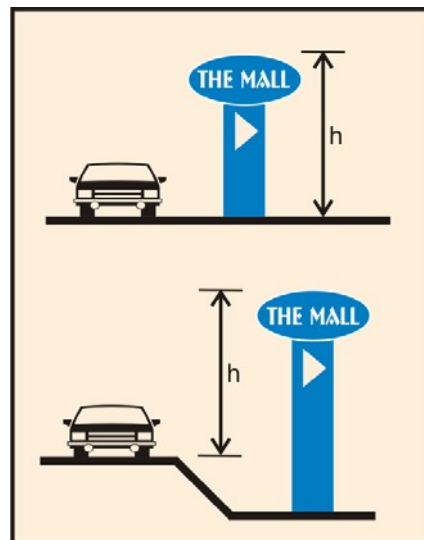


Figure F. Height of freestanding signs.

J. Standards in Residential Zones.

1. General standards for permanent, on-premise signs in the Residential, Apartment, Multi-family, Agricultural, and Sub-Division Development Zones are described below.
2. All single-family residential properties that are located in Residential Zoning Districts are permitted signs not to exceed 8 square feet in total sign area per road frontage. Corner lots and lots with frontage on more than one street are entitled to 8 square feet per frontage.

This sign area allowance covers but is not limited to address signs, home occupation signs, lawn signs, real estate signs, contractor signs, and political signs. Signs may be freestanding, mounted to a permanent building structure, or displayed in a window. Trees, rocks, or other naturally occurring landscape features may not be used to support a residential sign.

3. Subdivisions, apartments, multi-family dwellings, and condominium complexes are permitted a freestanding sign not to exceed 32 square feet, and further provided that one (1) such sign shall be permitted for each separate street and/or separate building frontage occupied by the subdivision, apartment, or condominium complex and/or for each means of entrance to or exit from the subdivision, apartment, or condominium complex.
4. For properties located in a Residential Zone as described above, other directional, incidental, and/or accessory signs are also permitted to be located within the subdivision, complex, or multi-family residential development. Such directional, incidental, and/or accessory signs shall not exceed 6 square feet in sign area and 6 feet in height (if freestanding).
5. Electronic Message Centers (EMC's) are allowed by special exception only, on properties with permitted non-residential uses in a Residential Zone. They are prohibited on residential properties and on subdivision, apartment, multi-family dwellings, and condominium properties.
6. Animated signs as defined by this Code are prohibited in Residential Zones.
7. Roof signs as defined by this Code are prohibited in Residential Zones.

K. Standards in Commercial and Industrial Zones.

1. The standards for permanent signs in Commercial and Industrial Zones are as follows. All such signs must conform to the regulations of this section.
2. Any signs permitted in a Residential Zone are permitted in Commercial and Industrial Zones.
3. Signs on Commercial and Industrial properties as regulated by reference to types noted below.
 - a. *Monument and Pole Signs.*
 1. Monument signs shall be limited to two (2) per property, not to exceed 180 square feet in sign area unless otherwise permitted by these regulations. A minimum distance of 150 lineal feet shall exist between any monument or pole signs. One (1) pole sign not to exceed 20 feet in height and 180 square feet in area, may be authorized in lieu of an otherwise allowed monument sign. In no case shall two (2) pole signs exist on the same lot. A pole sign in lieu of a monument sign will not be authorized in the following districts; CBD Central Business District, CN Central Neighborhood, and within the Commercial Corridor Overlay
 2. *Height.* Monument signs shall not exceed 12 feet in height above existing finish grade level. Pole signs shall not exceed 20 feet unless specified herein. Pole signs are prohibited in all Residential Districts, CBD Central Business District, CN Central Neighborhood, and within the Commercial Corridor Overlay. A business situated in a nonresidential zoning district that has frontage directly along Interstate 20 or within 500 feet of the Interstate may have one free standing pole sign that shall not exceed 40 feet in height and 400 square feet in sign area.

3. *Location.* Pole and monument signs shall not intrude into any public right-of-way and all structures, supports and sign faces shall be a minimum of five feet from any property line. The distance between such signs shall be a minimum of 150 lineal feet and the signs must be principally placed on different property lines (e.g. north and east property line, or east and west property lines).
4. *Vehicles used as a monument sign.* A vehicle may be converted into a monument sign if it is a model year of 1969 or older, does not exceed fifteen and a half (15.5) feet in length, does not exceed six (6) feet in width, does not exceed six (6) feet in height, is placed on a masonry platform with a minimum of thirty (30) inches in height but not to exceed thirty-six (36) inches in height, is anchored to the platform to withstand minimum sustained (three[3] seconds) wind gusts of ninety (90) miles per hour, has no shattered glass or windows, the motor and all fluids have been removed, and has no flat tires.

b. *Building Signs.*

1. Building signs include wall or fascia signs, roof signs, and signs otherwise permanently applied to walls or other building surfaces.
2. Within nonresidential zoning districts, total signage allowed shall not exceed 10 square feet per lineal foot of building frontage. Accessory structures not housing primary business activity shall not be included in the calculation of maximum allowable signage.
3. In addition to other signs allowed under this subsection, a business situated in a nonresidential zoning district may have either one projecting sign or one awning sign. Projecting signs and awning signs shall not exceed 12 square feet in area.
 - a. Graphic treatment and/or embellishment in the form of striping, patterns, or valances shall be permitted on the face or side surfaces of any awning or backlit awning without restriction, and the area of any such graphic treatment and/or embellishment shall not be calculated as a component of permitted area.
 - b. Projecting signs shall be limited to one (1) per building facade on which any such sign is mounted except for a use that fronts on more than one (1) street, in which case, one (1) such sign shall be permitted per facade for each separate street frontage.
 - c. No projecting sign shall extend in a vertical dimension above the highest architectural point of the facade to which it is mounted in excess of twenty-five percent (25%) of the vertical dimension of the facade itself.
 - d. Projecting signs extending over a public sidewalk shall be limited to a projection distance not to exceed two-thirds (2/3) of the width of the sidewalk.

c. *Canopy and Marquee Signs.* In addition to other signs allowed under this subsection, a business situated in a nonresidential zoning district may have one canopy or marquee sign. A canopy or marquee sign shall not exceed 12 square feet in sign area.

1. Canopy signs, marquee signs and signs on Architectural Projections are signs that are mounted to either structures that project off the face of the building more than

eighteen (18) inches or signs that are mounted to a freestanding structure not attached to a building that creates a canopy or covering over an area below.

2. Signs affixed or applied in an essentially flat plane to the face of a building or freestanding canopy, marquee, or architectural projection provided that the copy area of any such sign, as defined herein, does not exceed an area equal to forty percent (40%) of the product of the height and length of the face area of the canopy, marquee, or architectural projection to which such sign is affixed or applied, or fifteen percent (15%) of the building façade to which it is attached, whichever is greater.
 3. Graphic treatment in the form of striping or patterns shall be permitted on the face of any building or freestanding canopy, marquee, or architectural projection without restriction, and the area of any such graphic treatment shall not be calculated as a component of permitted copy area.
- d. *Wall Signs.* A business situated in a nonresidential zoning district shall be allowed wall signage for each side of its building. Wall signs shall not project more than 18 inches from the building wall. The total sign area permitted for all wall signs on a wall fronting a street or a wall housing the primary entrance to the business, shall not exceed twenty percent (20%) of the wall face. The total sign area of all other walls shall not exceed ten percent of the wall face. Window signs shall be considered as part of the total wall sign area permitted and shall not exceed twenty-five percent (25%) of the window area.
 - e. *Roof Signs.* A business situated in a nonresidential zoning district may have one roof sign, not to exceed 30 square feet in sign area, in lieu of an otherwise permitted free-standing sign.
 - f. *Roof Sign Special Consideration.* A business situated in a nonresidential zoning district that has frontage directly along an Interstate may have one roof sign, not to exceed 50 square feet in sign area, in lieu of an otherwise permitted free-standing sign.

L. Additional Standards in All Zones.

1. These regulations apply to all signs regulated by this code.
2. All signs and sign structures must be erected and attached totally on or within the site or property to which they refer, behind any applicable legal right of way.
3. Exceptions for signs extending into the right-of-way:
 - a. Projecting signs: in a Downtown or Central Business District, projecting over a public sidewalk.
 - b. Awnings and marquees: in a Downtown or Central Business District, projecting over a public sidewalk.
 - c. A-frame signs. A-frame signs may be used in a Downtown or Central Business District if they meet the following standards:
 1. The sign is entirely outside the street or roadway;
 2. The sign is no larger than 10 square feet;
 3. The sign does not obstruct a continuous through pedestrian zone of at least 6 feet in width.

4. The sign does not obstruct pedestrian and wheelchair access from the sidewalk to any of the following:
 - a. transit stop areas;
 - b. designated disabled parking spaces;
 - c. disabled access ramps; or
 - d. building exits including fire escapes.
4. *Pole and Monument Signs.* Freestanding signs may not extend into the right-of-way.
5. *Fascia or Wall Signs.*
 - a. Vertical extensions: Fascia or wall signs may not extend above the top of the building wall upon which they are mounted.
 - b. Horizontal extensions: Fascia or wall signs may not extend more than 18 inches out from the wall or structure to which they are attached.
6. *Pitched Roof Signs.*
 - a. Vertical extensions: A pitched roof sign may not extend above the roofline.
 - b. Placement and angle: Pitched roof signs must be parallel to the building face. They may not extend beyond the building wall.
 - c. Support structures: Support structures must be designed so that there is no visible support structure above the sign.
 - d. Projecting signs. Projecting signs are not allowed on rooftops or on pitched roofs. Projecting signs may not extend over a right-of-way unless they are located in a Downtown or Central Business District.
7. *Directional Signs.*
 - a. General standards: Directional signs that meet the standards of this subsection are allowed in all zones and are not counted in the total square footage of permanent signage allowed on any property or site.
 - b. Size: Freestanding directional signs may be up to 6 square feet in area and 96 inches in height. Fascia directional signs may be up to 16 square feet in area.
 - c. Directional signs in any zone may have internal or external illumination.
8. *Permanent Banners.*
 - a. General: Banners used as permanent wall signs are allowed in all Commercial and Industrial Zones and will be included in the total square footage of permanent signage allowed on the site. The banner must have a permanent frame to which it is attached.
 - b. Standards: Permanent banners are subject to the standards for either fascia signs or projecting signs depending on how the banner is supported or anchored.
9. *Temporary Signs.*
 - a. Signs that meet the standards of this subsection are exempt from the standards for permanent signs and are not counted in the total square footage of signage allowed on

any particular property or site. signs that do not meet the standards of this subsection are subject to the standards for permanent signs.

- b. Temporary signs may not have external or internal illumination.
- c. Temporary banners are subject to the following regulations:
 - 1. In all Residential Zones, temporary banners are not permitted on sites with houses, duplexes, and attached houses. Exception: banners for holidays, religious commemoration, and special family events.
 - 2. In the Commercial, and Industrial Zones, one banner no larger than 32 square feet in size is permitted per property or, on a multi-use property, per storefront. Only one (1) of these banners may be hung on each building wall or on each separate structure.
 - 3. One feather flag type banner not to exceed 15 feet is allowed per business in addition to a temporary banner. In no case may a site or storefront have more than two (2) temporary signs.
 - 4. In no case shall a temporary banner be larger than 32 square feet in size.
 - 5. A temporary banner may be displayed no longer than 90 days per calendar year.
 - 6. Banners that do not meet the regulations of this subparagraph, must meet the standards for permanent signs.
- d. Temporary Wall or Fascia signs. One (1) temporary wall sign is allowed per street frontage in the Commercial and Industrial Zones. Temporary wall signs may be up to 32 square feet in area. Temporary wall signs may not extend above roof lines. Extensions into the right-of-way are prohibited. A temporary wall sign may be displayed no longer than 90 days per calendar year.
- e. Temporary Freestanding or Portable signs. One (1) temporary freestanding sign is allowed per property in the Commercial Zones and is not counted in the total square footage of permanent signage allowed on the site. Temporary freestanding signs may be up to 32 square feet in area. Extensions into the right-of-way are prohibited. A temporary freestanding sign may be displayed no longer than 90 days per calendar year.

M. Electronic Message Centers.

- 1. In Commercial, and Industrial Zones, Electronic Message Centers (EMCs) are permitted.
- 2. Additional general EMC regulations:
 - a) An EMC sign may be a portion of a building sign or freestanding sign or may comprise the entire sign area.
 - b) All EMC signs shall have automatic dimming controls, either by photocell (hardwired) or via software settings, in order to bring the EMC lighting level at night into compliance with Section N of this Code "sign Illumination Standards."
- 3. EMC regulations by Zone
 - a) In Residential Zones, EMC signs are permitted only in certain circumstances by Special Exception in accordance with Section J.5of this Code. They are otherwise prohibited in Residential Zones.

- b) In Residential Zones, where permitted, EMC signs shall have a minimum display time of 12 seconds. The transition time between messages and/or message frames is limited to one (1) second.
- c) In Residential Zones, where permitted, the following EMC display features and functions are prohibited: scrolling, traveling, flashing, spinning, rotating, fade, dissolve, any other moving effects, and all dynamic frame effects or patterns of illusionary movement or simulated movement.
- d) In Commercial and Industrial Zones, EMC signs shall have a minimum display time of 8 seconds. The transition time between messages and/or message frames is limited to 3 seconds and these transitions may employ fade, dissolve, and or other transition effects.
- e) In Commercial and Industrial Zones, the following EMC display features and functions are prohibited: continuous scrolling and/or traveling, flashing, spinning, rotating, and similar moving effects, and all dynamic frame effects or patterns of illusionary movement or simulating movement.

N. Sign Illumination Standards. Signs may be illuminated consistent with the following standards:

- 1. A sign in any district may be illuminated at night. signs that are illuminated at night may not exceed a maximum luminance level of 750 cd/m² or Nits, regardless of the method of illumination.
- 2. Signs that have external illumination, whether the lighting is mounted above or below the sign face or panel, shall have lighting fixtures or luminaires that are fully shielded.
- 3. All illuminated signs must comply with the maximum luminance level of 750 cd/m² or Nits at least one-half hour before Apparent Sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA), US Department of Commerce, for the specific geographic location and date. All illuminated signs must comply with this maximum luminance level throughout the night, if the sign is energized, until Apparent Sunrise, as determined by the NOAA, at which time the sign may resume luminance levels appropriate for daylight conditions, when required or appropriate.
- 4. On-premise signs do not constitute a form of outdoor lighting at night and are exempt from any other outdoor lighting regulations that the city has adopted or will adopt in the future.

O. Nonconforming Signs.

- 1. Nonconforming permanent signs may continue to exist after passage of this Code. Nonconforming signs will be removed and changed in accordance with the provisions of this Code.
- 2. Permanent signs and sign structures that are moved, removed, replaced, or structurally altered must be brought into conformance with the sign regulations. However, nonconforming signs required to be moved because of public right-of-way improvements may be re-established. Removable faces or sign panel inserts in a cabinet style sign may also be changed by right, and such change does not constitute a structural alteration nor trigger loss of nonconforming status.
- 3. Nonconforming temporary signs must be removed within two (2) months of the passage of this Code.
- 4. Ownership. The status of a nonconforming sign is not affected by changes in ownership.

5. Once a sign is altered to conform or is replaced with a conforming sign, the nonconforming rights for that sign are lost and a nonconforming sign may not be re-established.
6. Destruction. When a sign or sign structure is removed or intentionally destroyed, replacement signs and sign structures must comply with the current standards.

P. Electrical Regulations Applying to all Permanent and Temporary On-Premise Signs.

1. All on-premise electric signs, outline lighting systems and skeleton neon lighting systems shall be manufactured and installed in compliance with NFPA 70, the National Electric Code (NEC).
2. The Listing label number for all signs shall be provided on the sign Permit Application, or, if the sign has not been manufactured yet, through Nationally Recognized Testing Laboratory (NRTL) validation: A NRTL file number from the sign manufacturer shall be provided for all electric signs on the sign Permit Application.
3. The Code Officer shall have the authority to immediately remove any sign that is not in conformance with this section, or to have said sign removed, at the owner's expense.

Q. Construction and Structural Requirements.

1. Structural Standards.
 - a) Signs, sign structures, sign foundations and methods to attach and anchor signs must be designed and constructed in accordance with applicable provisions of the Building Code adopted by the city. All signs and their foundations and attachments must be designed for the appropriate dead, wind and snow loads for the geographic area in question.
 - b) The supports and foundations used in construction for all signs and sign structures must be located outside of any rights-of-way.
 - c) Welds of sign structures and sections of sign structures must be welded in accordance with the Building Code.
2. *Engineering Standards.*
 - a) Signs, sign structures, sign foundations and anchorages to a building must be individually designed in accordance with the Building Code and the provisions of this sign Code.
 - b) When the Building Code of the city, or any Building Code enacted after passage of this sign Code, calls for sealed sign design construction plans to be submitted as a part of any sign permit application, this requirement is not compulsory as it relates to on-premise signs regulated under this sign Code.
3. *Clearances.*
 - a) Vision clearance areas: Vision clearance areas are triangular- shaped areas located at the intersection of any combination of rights- of-way, alleys or driveways. The sides of the triangle extend 25 feet from the intersection of the right-of-way, alley or driveway in either/each direction. No sign may be installed within this clear sight triangle.
 - b) Vehicle area clearances: In areas outside of rights-of-way, when a sign or awning extends over an area in which vehicles travel or are parked, the bottom of the structure must be at least 14 feet above the ground. Vehicle areas include driveways, alleys, parking areas, and loading and maneuvering areas.

- c) Pedestrian area clearances. When a sign or awning extends more than twelve (12) inches over a sidewalk, walkway, or other space used by pedestrians, the bottom of the structure must be at least 8 feet above the ground.
- d) Clearances from fire escapes, means of egress or standpipes. signs, sign structures and awnings are prohibited from being erected in any manner that interferes in any way with the free use of any fire escape, means of egress or standpipe. Attaching signs, sign structures or awnings to a fire escape is prohibited.
- e) Obstruction of windows and ventilation. signs, sign structures and awnings are prohibited from being installed in any way that obstructs any building openings to such an extent that light, ventilation or exhaust are reduced to a level below that required by either the Building Code, Plumbing Regulations, Heating and Ventilating Regulations or Housing and Maintenance Regulations.

R. Maintenance Requirements.

- 1. Signs, sign structures and awnings, together with their supports, braces, guys, anchors and electrical components must be maintained in a proper state of repair. The Code Officer may order the removal of any sign, sign structure or awning that is not maintained in accordance to this Code.
- 2. Dangerous Structures and Equipment. signs, sign structures or awnings that are dangerous must be taken down and removed or made safe as the Code Officer or Building Official deems necessary. signs may be deemed dangerous for one or more of the following reasons:
 - a) Whenever a sign structure or its foundation, a sign's attachments to a building, or a building to which a sign is attached is damaged by fire, earthquake, wind, flood or by any other cause, to such an extent that the structural strength or stability is materially less than it was before the catastrophe and is less than the minimum requirements of the Building Code.
 - b) Whenever any portion or member of a sign, sign structure or awning is likely to fail, or become detached or dislodged, or to collapse and thereby injure persons or property.
 - c) Whenever any portion or member of a sign, sign structure or awning is likely to partially or completely collapse as a result of any cause, including, dilapidation, deterioration, or decay; faulty construction or wiring; or removal, movement or instability of any portion of the ground or building necessary for supporting such structure.
 - d) Whenever a sign, sign structure or awning is structurally or electrically unsafe or otherwise hazardous to human life or safety by reason of inadequate maintenance, dilapidation, obsolescence, fire hazard, disaster, damage or abandonment.
 - e) All signs, sign structures and awnings determined after inspection by the Code Officer to be dangerous must be abated by repair, rehabilitation, demolition or removal.

S. Permits and Registration.

- 1. *Permits Required.* Unless specifically exempted, a permit must be obtained from the director of planning and development to erect, alter, renovate, or demolish any sign or sign structure within the city and its extraterritorial jurisdiction and in accordance with other ordinances of

- the city. Exemptions from the necessity of securing a permit, however, shall not be construed to relieve the owner of the sign from responsibility for its erection and maintenance in a safe manner and in a manner in accordance with all the other provisions of this ordinance. A permit shall not be required for the ordinary maintenance and repair of a sign or sign structure for which a permit has previously been issued under this section. Ordinary maintenance and repair shall not include additions to, alteration of, replacement of or relocation of any sign or sign structure.
2. *Sign Permit Application.* Before any permit is granted for the erection of a sign or sign structure requiring such permit, construction documents shall be filed with the director of planning and development showing the dimensions, materials and required details of construction, including loads, stresses, anchorage and any other pertinent data. The permit application shall be accompanied by a written consent of the owner or lessee of the premise upon which the sign is to be erected and by engineering calculations signed and sealed by a registered design professional where required.
 3. Applications shall provide the following information in order to be considered complete:
 - a) The type of sign and cost of sign construction.
 - b) The street address of the property upon which the sign is to be located. In the absence of a street address, a method of location acceptable to the city shall be used.
 - c) Sign details to include a technical drawing or picture of the sign which includes shape and dimensions, text size and design, artwork, and proposed colors. Additionally, a scaled elevation of the size and height of the proposed sign from ground level and adjacent street level shall be provided.
 - d) The square foot area per sign and the aggregate square foot area if there is more than one sign face.
 - e) The gross floor area of all building(s) on the property.
 - f) The name(s) and address(es) of the owner(s) of the real property upon which the sign is to be located.
 - g) Written consent of the property owner, or his authorized agent, granting permission for the placement and/or maintenance of the sign on the property.
 - h) The name, address and phone number of the sign contractor.
 - i) For free-standing signs, a Site Plan drawn to scale, showing the proposed location of all primary and accessory free-standing sign(s) on the property. The Site Plan shall include, at a minimum, a closed boundary survey of the property, gross acreage, the proposed sign location, street right-of-way lines, public and/or private easements, driveway locations and parking spaces.
 - j) For wall signs, two sets of building elevations, mounting details and weight of signs.
 - k) When required by the Building Official, plans for certain signs shall be prepared by a registered professional engineer.
 4. *Changes to Signs.* No sign shall be structurally altered, enlarged or relocated except in conformity to the provisions in this section, nor until a proper permit, if required, has been secured. The changing or maintenance of movable parts or components of an approved sign that is designed for such changes, or the changing of copy, business names, lettering, sign

faces, colors, display and/or graphic matter, or the content of any sign shall not be deemed a structural alteration.

5. *Expiration of Permit.* Every permit issued shall become invalid unless the work on the site authorized by such permit is commenced within 180 days after its issuance, or if the work authorized on the site by such permit is suspended or abandoned for a period of 180 days after the time the work is commenced. The Building Official is authorized to grant, in writing one or more extensions of time, for periods not more than 180 days each. The extension shall be requested in writing and justifiable cause demonstrated.

T. Inspection. Construction or work for which a permit is required shall be subject to inspection by the director of planning and development and such construction or work shall remain accessible and exposed for inspection purposes until approved. It shall be the duty of the permit applicant to cause the work to remain accessible and exposed for inspection purposes. Neither the director of Development & Neighborhood Services nor the city shall be liable for expense entailed in the removal or replacement of any material require to allow inspection. Approval as a result of an inspection shall not be construed to authorize a violation of the provisions of this section or of any other ordinances or regulations of the city. Inspections presuming to give authority to violate or waive the provisions of this section or any other ordinances of the city shall not be valid.

1. *Footing and Foundation Inspection.* Footing and foundation inspections shall be made after excavations for footings are complete and any required reinforcing steel is in place. For concrete foundations, any required forms shall be in place prior to inspection.
2. *Other Inspections.* In addition to the inspections specified above, the Building Official is authorized to make or require other inspections of any construction work to ascertain compliance with the provisions of this section, any other ordinances or regulations of the city and other laws that are enforced by the department of building safety.

U. Enforcement.

1. *Removal or Securing of Sign.* The director of planning and development or other authorized representative of the city may immediately remove or secure a sign without notice in the following circumstances constituting a violation of this section:
 - a) The sign is prohibited under this section and constitutes an immediate threat to persons or property.
 - b) The sign is prohibited under this section and is classified as a temporary sign.
 - c) The sign is nonconforming or otherwise authorized under this section, but in its present condition constitutes an immediate threat to persons or property.
 - d) The sign is a political sign and is not removed within 15 days following the election to which it pertains.
 - e) The sign is a garage sale sign and is not removed within 24 hours after the date of the sale.
 - f) The city is not required to store these signs which may be immediately destroyed.
2. *Notice and Hearing Following Removal or Securing of Sign.* With the exception of the summary removal of political signs and garage sale signs as provided herein, following summary removal of a sign pursuant to this subsection, the director of planning and

development shall give written notice to the owner of the sign or the owner of the property on which the sign was placed of such person's right to appeal the decision of the city regarding removal or securing of the sign. The person(s) so notified shall provide the city written notice of appeal of the director of planning and development's determination within ten days of receipt of notice, setting forth the reasons in detail why the director of planning and development's determination was in error. Failure to provide written notice of appeal within the ten-day period provided herein shall constitute a waiver of the right to appeal the removal or other action.

3. For purposes of this subsection, the director of planning and development shall be deemed to have given written notice by either personal delivery of or the mailing of said notice, by United States Postal Service certified mail, to the entity or person identified on the sign made the subject of the notice; or to the person or entity identified on the sign for purposes of notice; or to the owner of the property on which the sign was placed or displayed.
4. *Removal of Sign Following Notice.*
 - a) A sign may be removed by the city following 15 days written notice from the director of planning and development, or other official authorized herein, to the owner of the sign or the owner of the property on which the sign is located, upon determination of one of the following:
 1. The sign is prohibited under this section, but is not subject to summary removal under this section, and the sign is not a nonconforming sign;
 2. There is no sign permit as required under this section authorizing the sign;
 3. The sign did not comply with the sign regulations in effect on the date it was erected, or was otherwise unlawful on such date;
 4. The sign has been destroyed; for purposes of this provision, a sign is considered destroyed whenever the cost to repair it exceeds 60 percent of the cost of erecting a new sign of the same type at the same location on the date of the damage.
 5. Any condition occurs which would have been cause for removal of the sign under the sign regulations in effect when the sign was erected.
 - b) If the sign owner does not remove the sign or give written notice of his/her intent to obtain a permit authorizing the sign, or repair or reconstruct the sign in accordance with the terms in the notice within such 15-day period, the director of planning and development may enter the property upon which such sign is located, and cause the removal of the sign. The director of planning and development may specify a reasonable amount of time for the sign owner to obtain a sign permit, or repair or reconstruct the sign to meet the requirements of this section.
 - c) The sign owner or the owner of the property on which the sign is erected may appeal the determination of the director of planning and development or other authorized person under this subsection to the City Council within ten days following receipt of the notice of the violation.
 - d) *Responsibility for Costs of Removal.* Whenever the city lawfully removes or causes a sign to be removed under this section, the sign permit holder, if any, the owner of the sign and the owner of the property on which the sign is erected shall be jointly and severally liable to the city for any expenses incurred in removal of the sign.

V. Fees.

1. *Permit Fees.* Permit fees to erect, alter, replace or relocate a sign shall be in accordance with the fee schedule adopted by the city. Whenever any work for which a permit is required by this section has been commenced without first obtaining said permit, a special investigation shall be made to determine compliance with this section before a permit may be issued for such work. An investigation fee, in addition to the permit fee, shall be collected whether or not a permit is then or subsequently issued. The investigation fee shall be equal to the amount of the permit fee.

FORMULAE: COMMON GEOMETRIC SHAPES

Even the most complex sign backgrounds are simply combinations of various geometric shapes. Included here are useful formulae to assist in the computation of the areas of common shapes. Some of these formulae utilize the Greek letter pi, designated as the symbol π . The approximate numerical value of π is 3.1416.



CIRCLE

The AREA of a circle is found by multiplying the square of its radius (radius is the distance from the center to the outer edge or circumference) by π (3.1416). **Area = πr^2**



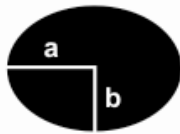
SQUARE, RECTANGLE, PARALLELOGRAM

The AREA of a square, rectangle, or parallelogram (all four sided figures with two pair of parallel sides) is found by multiplying the length by the width. **Area = $L \times W$**



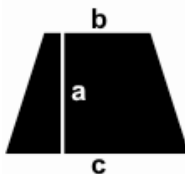
TRIANGLE

The AREA of a triangle (three sided figure) is found by multiplying one-half of the base times the height. **Area = $\frac{1}{2} (bxh)$**



ELLIPSE

The AREA of an ellipse is found by multiplying half the length of the major axis by half the length of the minor axis, then multiplying the result by π (3.1416). **Area = $\pi (axb)$**



TRAPEZOID

A four sided figure with only one pair of parallel sides. The AREA equals one-half the product of its altitude (a) multiplied by the sum of its bases (the bases are the two parallel sides - b and c). **Area = $\frac{1}{2} a (b+c)$**



REGULAR POLYGONS

Polygons are figures bounded by straight lines called sides. The AREA of a polygon equals the number of triangles within it times the area of each triangle. See formula for triangle. **Area = $\frac{1}{2} (bxh) \times \text{number of triangles}$**

Figure G. Common Geometric Shapes.