



# SIGN ENFORCEMENT OVERVIEW

## Sign Ordinance Code

Chapter 7 Planning, Development and Building  
Article 4 Site Development Standards  
Part 4 Sign Regulations

- 7.2.107 – Conformity w/regulations required
- 7.2.111 – Penalty for violation of zoning code (7.5.10)
- 7.2.302 – Definitions of “Use” types
- 7.4.401 – Purpose and Intent
- 7.4.402 – Applicability
- 7.4.403 - Exemptions
- 7.4.404 – General Provisions
- 7.4.405 – Definitions
- 7.4.406 – Sign Plans and Permits
- 7.4.407 – Sign measurement and orientation
- 7.4.408 – Sign Allocation
- 7.4.409.A/B – Sign Types and Criteria, Major Sign Types
- 7.4.409. C/D – Minor Sign Types
- 7.4.409. E/F – Temporary Sign Types
- 7.4.410 – Coordinated Sign Plans
- 7.4.411 – Prohibited Signs
- 7.4.412 – Signs Along State Highways and Interstates
- 7.4.413 – Nonconforming and Abandoned Signs
- 7.4.414 – Off Premise Advertising (Billboards)

### 7.4.409.A.3 Electronic Message Center

- a. Must be permitted
- b. Up to 50% of allowed sign area
- c. One (1) per property
- d. Hold time – minimum ten (10) seconds
- e. Max transition time of one (1) second

### 7.4.409.B.3

#### Additional Criteria for Major Sign Types

3. Electronic Message Center (EMC)
  - a. Shall only be allowed as part of the freestanding sign.
  - b. Are prohibited for residential use, but may be allowed as part of a mixed-use CSP.
  - c. Documentation shall be required from the sign manufacturer which verifies compliance with auto dimming and brightness requirements.
  - d. Temporary signage shall be prohibited on any property that has an approved EMC (see § 7.4.409.E)
  - e. Any property that wishes to add an EMC component to an existing freestanding sign must comply with current sign code standards before the EMC is approved.

### 7.4.402 Applicability

The provisions of this part shall apply to the display, construction, erection, alteration, use, location and maintenance of all signs within the City, unless otherwise exempted in whole or part. All signs should be consistent with the standards and design considerations set forth in this part. If any provisions of this part conflicts with any other adopted City code which regulates sign, this part shall govern. Alternate sign requirements may be included as part of a FBZ (Form Based Zone) regulating plan.

### 7.4.409.C Window Signs (Minor Sign Types)

- A. Use: All
- B. Permit Required: No
- C. Maximum Size: No more than 25% total window coverage per elevation
- D. Permitted on 1<sup>st</sup> floor windows only
- E. Lighting permitted

Window Sign: A sign viewable through and/or affixed in a manner to a window or exterior glass door so that it is intended to be viewed from the exterior of the building (beyond the sidewalk immediately adjacent to the window), including signs located inside a building but visible primarily from the exterior of the building.

### 7.4.409.E Portable A-Frame Signs (Temporary Signage Criteria)

- A. Use: Non-residential
- B. Permit Required: No
- C. Maximum size: Four (4) feet by two (2) feet
- D. Quantity: One (1) per individual store front/tenant or one (1) per shared entrance
- E. Maximum height: Four (4) feet
- F. Setback: Within ten (10) feet of the main entrance, on the ground surface and not on any vehicle or structure.
- G. Additional Criteria:
  - a. Lighting not permitted
  - b. Located only in front of the establishment to which the sign pertains
  - c. Displayed only during business hours
  - d. The sign cannot block a sidewalk

Portable A-Frame: A movable sign not permanently attached to the ground or a building and easily removable by hand or using ordinary hand tools.

### **7.4.409.C Motor Vehicle Signs (Minor Sign Classification)**

- a. Allowed in all use classifications
- b. No permit required
- c. Signs must be permanently painted or affixed to a vehicle for advertising purposes

### **7.4.409.C Motor Vehicle Signs (Additional Criteria)**

- a. No sign shall project more than one (1) foot above the roofline of the vehicle to which it is attached
- b. The vehicle upon which the sign is affixed must be used for the normal operation of the business and not primarily used to display signage
- c. The vehicle must be moved at least once every seventy two (72) hours
- d. When not in use, the vehicle must be parked on the premises of the business that it advertises.
- e. The vehicle must be parked in a legal parking space
- f. The vehicle may not block any other legally permitted signs

### **7.4.409.E Temporary Sign Classification**

#### **Banners:**

- a. Permit required - \$30.00 Fee
- b. Not permitted to be attached to T-posts, retaining walls or fences
- c. Not permitted in landscape areas

Banner: A temporary sign having character, letters, illustrations or ornamentations applied to cloth, paper, fabric or other lightweight non-rigid material, with only such material for a backing, which projects from, hangs from or is affixed to a building, private light pole or a wire. The display surface shall not have blinking or flashing lights, nor be illuminated, animated or constructed of reflective material. Banners include decals, painted imagery, cable-hung banners and wave banners.

#### **Inflatable Displays:**

- a. Not allowed in residential uses
- b. Permit required - \$30.00 Fee
- c. Quantity – five (5) per commercial event
- d. Maximum height will be dictated by zone district where displayed
- e. Setback requirements – one and a half (1½) times the height of the display

Inflatable Display: A sign consisting of a flexible material envelope of non-porous material inflated or shaped from inserted air or other gas and used to promote special events, grand openings, sales and business transitions. Inflatable displays include air or gas blown devices that wave, lightly or rapidly, in an irregular manner and portable inflatable billboards. Inflatable displays shall not be permitted to have a sound system. Inflatable displays do not include individual latex balloons less than eighteen (18) inches in size.

### **7.4.409.F Temporary Sign Types (Additional Criteria)**

#### **Banners:**

**Banners hung between T-posts, attached to fences, retaining walls and/or vehicles; and banners in landscape area are PROHIBITED.**

1. Banners attached to single story buildings shall not exceed three fourths (.075) square foot for each linear foot of exterior wall. A banner must be attached to the exterior building wall from which it draws its allowed square footage
2. Banners may be displayed for a maximum of ninety (90) days per calendar year. Display time may be any combination of consecutive days or equal weekend periods and is cumulative for all banners displayed on the property
3. Banners must be kept in good repair (not frayed, faded or sagging) and remain firmly attached to the building or private light pole from which it is displayed
4. No banner may be illuminated, animated or constructed of reflective materials

#### **Inflatable Displays:**

1. Inflatable displays may be displayed for fourteen (14) days per commercial event
2. No more than two (2) temporary sign permits for inflatable displays may be issued to a business, development or property during a calendar year
3. Inflatable displays shall not be attached to fences, landscaping, utility poles or private light poles
4. Inflatable displays that wave, lightly or rapidly, in an irregular manner and portable inflatable billboards are PROHIBITED in all zone districts

### **7.4.411 PROHIBITED SIGNS**

- A. Any sign erected or painted upon light poles, retaining walls, fences, rocks, trees, or natural features unless the sign meets the definition of a low profile or freestanding sign as described in this part
- B. Any sign displaying flashing or intermittent light or lights of varying intensity
- C. Any sign with a digital electronic message that changes in any manner except those permitted by § 7.4.409
- D. Any sign that obstructs a window, door, fire escape, stairway, ladder, or opening intended to provide light, air, ingress, or egress for any building as required by law
- E. The parking of any motor vehicles, recreational vehicles, trailer or other movable device in a manner that the vehicle constitutes a billboard or off premise sign
- F. Any sign projecting over the façade of the building or attached directly to the roof of a building