Article 12. Signs

12.1 PURPOSE
The purpose of this Article is to establish a comprehensive system of sign controls regarding the construction, installation, and maintenance of signs that will:

A. Promote and protect the health, safety, and welfare of the City by ensuring the compatibility of signs with surrounding structures and land uses.

B. Create a more attractive business and economic climate by enhancing and protecting the orderly and effective display of signs, and discourage sign clutter.

C. Protect the public from hazardous conditions that result from the indiscriminate use and placement of signs, structurally unsafe signs, signs that obscure the vision of pedestrians or motorists, and signs that compete or conflict with necessary traffic signals, government signs, and warning signs.

12.2 GENERAL STANDARDS
All signs constructed, erected, modified, or altered must comply with the following standards.

A. Exceptions
All signs constructed, erected, modified, or altered must comply with the standards of this Article, whether such signs do or do not require a sign permit, with the exceptions listed in this section. The following signs are not regulated by this Ordinance:

1. Signs within a building or enclosed space within a development that are not visible from a public right-of-way.

2. Signs installed by federal, state, or local governments.

3. Logos and labels located on mechanical equipment, recycling bins, trash containers, and similar equipment, which are part of the equipment as manufactured and/or installed.

4. Flags of nations, states, and cities, or fraternal, religious, and civic organizations.

B. Location Restrictions

1. No sign may be erected in a location that violates the building code, fire code, and other applicable City codes or ordinances.

2. No sign is permitted within 150 feet of a signalized or within 50 feet of an un-signalized street intersection, as measured along the back of curb or edge of roadway pavement, as applicable.

3. No sign is permitted within ten feet of an intersection of a street and a driveway as measured along the back of curb or edge of roadway pavement, as applicable, or along the driveway edge.

4. Only signs that have been placed by or authorized by federal, state, or the City may be installed on public property. Any sign installed on public property, including rights-of-way, without prior authorization, will be removed by the City without notice and may be disposed of.
5. No permanent sign may be erected on private property without the consent of the property owner or his/her authorized agent. Any sign installed on private property without authorization may be removed by the property owner without notice and may be disposed of.

6. No sign may be erected in a manner that obstructs access to any ingress or egress, fire escapes, fire hydrants, fire department connections, or standpipes and similar fire safety connections.

C. Encroachment into Right-of-Way
If a sign extends into a public right-of-way, prior review and approval by the Commissioner of Public Works, after consultation with the Department of Public Safety, is required. Adherence to the design standards included in this Article do not imply approval of an encroachment.

D. Tree Protection
Sign placement, including projections from a building facade, must protect all trees. Existing trees may not be removed or significantly trimmed in order to install a sign or create more visibility for a sign.

E. Audio Components
Audio components are prohibited as part of any sign, except for the following:

1. Drive-through sign: For drive-through signs, the audio component is limited to communication between the customer and service window.

2. Signs owned and/or operated by a government agency.

F. Construction Standards

1. Supports and braces must either be designed as an integral part of the overall sign or obscured from public view to the extent feasible.

2. All signs attached to a building must be installed and maintained so that wall penetrations are watertight and the structure does not exceed allowable stresses of supporting materials.

3. All signs must be designed and constructed in compliance with the building code, electrical code, and all other applicable codes and ordinances.

4. Glass comprising any part of a sign must be safety glass.

5. All letters, figures, characters, or representations in cut-out or irregular form, maintained in conjunction with, attached to, or superimposed upon any sign must be safely and securely built into or attached to the sign structure.

6. All electrical fixtures, devices, circuits, conduits, raceways, or similar features must be installed and maintained in compliance with the current City electrical code.

7. Conduits, raceways, and other components of a sign illumination system must be designed as an integral part of the overall sign structure and obscured from public view to the extent technically feasible.

G. Permitted Materials for Signs

1. Permanent sign structures must be constructed of brick, wood or simulated wood, stone, concrete, metal, plastic, or high-density urethane (HDU) foam board or similar durable foam construction.

2. Awning, canopy, and banners may also be constructed of durable weather resistant material such as canvas, nylon, or vinyl-coated fabric. Such material must be mounted within a frame so that they are held taut between all support posts. In the case of banners, all ties must be secured so that the banner is held taut.

3. Reflective materials that create glare, either from sign illumination or from outside sources such as street lights or vehicle headlights, are prohibited.
H. Required Maintenance

1. All signs must be kept in a safe and well-maintained condition and appearance, and must be repainted or otherwise maintained by the property owner or business owner to prevent corrosion or deterioration caused by the weather, age, or any other condition.

2. All signs must be maintained to prevent any kind of safety hazard, including faulty or deteriorated sign structures, a fire hazard, or an electrical shock hazard.

3. All unused sign hardware or wiring must be removed.

4. No sign frame may remain unfilled or allow any internal part or element of the sign structure to be visible.

5. If a sign is maintained in an unsafe or unsecured condition, it must be removed or the condition corrected. If the sign is not removed or the condition is not corrected within the required time period, the City may enforce this order through permitted enforcement procedures.

6. The City may remove any sign that is an immediate public peril to persons or property summarily and without notice. The owner of such sign is responsible for all costs of removal.

7. Where possible by the design of a sign structure, a permanent sign that becomes obsolete after the associated activity or use is discontinued or abandoned must remove all sign copy from the sign structure and the panels must be removed and replaced with a blank panel. This requirement is not satisfied by reversing (i.e., turning such copy so that it faces inward), painting over, covering with vinyl or other fabric, or other means of obfuscating such copy.

8. The following maintenance activities are exempt from requiring a sign permit. All other maintenance and alterations to a sign require a permit.

   a. Painting, cleaning, or other normal maintenance and repair of a sign. This does not include any structural changes or any changes in the electrical components of the sign, including the removal or replacement of electrical components. Any activity that increases the sign area, sign height, or any sign dimension, or moves the location of a sign, requires a sign permit. The changing of a sign face requires a sign permit.

   b. Changing the copy of a changeable message sign.

12.3 DISTRICT SPECIFIC STANDARDS

A. Architectural Review and Historic Review Overlay Districts
Signs within the Architectural Review or Historic Review Overlay Districts are subject to review by the Design Review Board. Prior to issuance of a sign permit in the Historic Review and Architectural Review Overlay Districts, the Design Review Board will review all signs within the context of its visual and physical environment. Consideration will be given, but not limited to the following elements:

1. Size, bulk and mass
2. Texture, materials and colors
3. Lighting and illumination
4. Orientation and elevation
5. General and specific location
6. Proximity to streets, highways and mass transit routes
7. Design including size and character of lettering, logos, and related contents
8. Background or field including the skyline
9. Character and design of sign structure
B. Historic Review Overlay District, and the NC and UC Districts

1. Signs within the Historic Review Overlay District must be installed in a manner that does not permanently damage the historic quality of the structure.

2. Exposed neon tube, and the like, is prohibited.

3. Signs with internally-illuminated, translucent individual letters (“channel lighted”) are prohibited. However, back-lighted opaque letters are permitted provided the light source is concealed by the letter and light is reflected off the rear surface of the letter (“halo lighted”).

4. Sign lettering or logos cannot exceed 18 inches in height.

5. Exterior mounted transformer boxes for electric wall signs are prohibited in the Historic Review Overlay District, and the NC and UC Districts.

12.4 ILLUMINATION

A. Any sign illumination, including gooseneck reflectors, external illumination, and internal illumination, must be designed, located, shielded, and directed to prevent the casting of glare or direct light upon roadways and surrounding properties, and prevent the distraction of motor vehicle operators or pedestrians in the public right-of-way.

B. The sign face of internally illuminated signs must function as a filter to diffuse illumination. The sign face must cover all internal illumination components so that no exposed bulbs are visible.

C. All external illumination of a sign must concentrate the illumination upon the printed area of the sign face.

D. The use of bare bulbs as external illumination is prohibited.

E. The maximum allowable foot-candle at the lot line is one foot-candle unless such signs are allowed to extend over the lot line, where the maximum of one foot-candle is measured at the back of curb or edge of pavement.

12.5 PROHIBITED SIGNS

All signs not expressly permitted by this Ordinance are prohibited. In addition, the following sign types are specifically prohibited.

A. Banners wrapped around a permanent sign structure, such as a freestanding sign or projecting sign.

B. Balloon signs. Inflatable advertising displays designed to inflate or move by use of a fan or blower are considered a balloon sign.

C. Electronic message signs and video display screens.

D. Feather Flags/Sails.

E. Flashing signs.

F. Gas station pump video screens.

G. Light pole banners.

H. Marquee.

I. Moving signs, including any sign that rotates, revolves, or has any visible moving part, or any sign that gives the appearance of movement, including signs designed to be moved by wind or other natural elements. This excludes analog clocks up to 24 square feet in area and barber poles.

J. Off-premise commercial signs – permanent. Also known as billboards.
K. Off-premise commercial signs – temporary.

L. Portable signs, including portable reader board signs.

M. Roof signs.

N. Strobe lights, moving or fixed spotlights, floodlights/searchlights.

O. Signs that constitute a traffic hazard, including signs that:
   1. Interfere with, obstruct the view of, or may be confused with any authorized traffic sign, signal, or device because of its position, shape, or color, including signs illuminated in red, green, or amber color designed to resemble a traffic signal.
   2. May be confused with any public safety lighting, including signs illuminated in red and blue colors.
   3. Mislead, interfere with, or confuse traffic.

P. Vehicle signs. Signs placed, mounted, installed, or painted on a vehicle for the primary purpose of attracting attention to an occupant's presence within a building at which the vehicle is being parked. This prohibition does not include signs painted on or applied to vehicles, trucks, or buses that are being operated and stored in the normal course of business, such as signs located on delivery trucks, moving vans, and rental trucks, provided that the primary purpose of such vehicles is not the display of such sign, and that they are properly parked or stored in areas related to their use as vehicles and all such vehicles are in operable condition. This does not include vehicle for-sale signs.

12.6 EXEMPT SIGNS AND ACTIVITY

A. A-Frame Sign
   1. A-frame signs are permitted for nonresidential uses on Broadway between Van Dam Street and the Avenue of the Pines.
   2. A-frame signs placed in the sidewalk or tree belt require approval from the Commissioner of Public Works in accordance with Article 203-10 of the City Code.
   3. One A-frame sign is permitted per establishment, including one for each tenant in a multi-tenant development. A minimum 15 foot separation is required between all A-frame signs.
   4. An A-frame sign must be placed within 15 feet of the primary entrance of the business, and must not interfere with pedestrian traffic or violate standards of accessibility as required by the ADA or other accessibility codes.
   5. A-frame signs are limited to six square feet in area per side and four feet in height.
   6. The placement of A-frame signs outdoors is limited to business hours only. A-frame signs must be stored indoors at all other times.
   7. A-frame signs must not be used outdoors when high winds, heavy rain, snow, or other weather conditions exist.
   8. Illumination of A-frame signs is prohibited.
   9. No A-frame sign may have any type of electronic component.
A-FRAME SIGN

B. Agricultural Activity Temporary Sign

1. Temporary signs are permitted on property in agricultural use in all districts where products are sold in conjunction with the agricultural use.

2. Only ground-mounted signs are permitted and must be located five feet from any lot line.

3. Signs cannot exceed 24 square feet in area and five feet in height.

4. Only one sign is permitted per street frontage.

5. Signs shall be removed within seven days of the termination of sale activities.

C. Construction Activity Sign

1. New Construction and Expansion Activity

On a lot where active new construction and expansion activity is taking place, one temporary sign is permitted per each street frontage. Such temporary signs are subject to the following:

   a. Such temporary signs are permitted in all districts on sites with active construction projects.

   b. Such temporary signs may be installed only after approval of a building permit for such activity. Signs must be removed once construction is complete or the building permit expires, whichever occurs first.

   c. Such temporary signs may be constructed as either freestanding signs, wall signs, or installed on fences, and subject to the following:

      i. Signs are limited to 48 square feet in area.

      ii. Freestanding signs are limited to six feet in height

      iii. Freestanding signs must be located a minimum of five feet from any lot line.

      iv. Signs may not be illuminated.
d. In lieu of a freestanding sign, wall sign, or sign installed on a fence, a wrap sign may be used to wrap the fence or the structure under construction. A wrap sign requires review and approval by the Design Review Board prior to installation. Such wrap sign must be made of mesh or similar material that is not completely opaque. There is no maximum square footage limitation.

2. On-Site Renovation or Site Improvement Activity
On a developed lot where active renovation or site improvement is taking place to improve the structure or grounds, a temporary sign is permitted subject to the following.

1. Such signs are permitted in all districts on all sites with such activity.
2. One sign is permitted per street frontage.
3. Signs may be constructed as either freestanding signs, wall signs, or a sign installed on a fence. Freestanding signs must be located ten feet from any lot line.
4. Signs are limited to ten square feet in area and five feet in height.
5. Signs may not be illuminated.
6. Signs may be installed only after approval of a building permit for such activity or when activity has commenced if no building permit is required and must be removed within 72 hours once the renovation or improvement is complete.

D. Culturally or Historically Significant Sites

1. A site or building with cultural or historical significance is permitted a permanent sign. Such signs are permitted in any district.
2. Signs on culturally or historically significant sites or buildings may be constructed as either ground or wall signs, subject to the following:
   a. Signs on culturally or historically significant sites or buildings are limited to six square feet.
   b. Ground signs are limited to four feet in height and shall be located five feet from any lot line.
   c. Wall mounted signs shall be placed so as to be an integral part of the structure, cut into stone or masonry, or be a permanently affixed plaque of metal or other durable material.
   d. Signs may be externally illuminated.
3. Signs on culturally or historically significant sites or buildings are limited to one per street frontage.

E. Garage Sale Activity Signs

1. Such temporary signs are permitted in all districts on sites where private owners are selling merchandise in a garage sale or auction.
2. Such temporary signs are permitted 48 hours before the time of the sale and must be removed within 24 hours of the end of the sale.
3. Such temporary signs may be constructed as either freestanding signs, wall signs, or installed on fences. Signs are limited to four square feet in area and freestanding signs are limited to five feet in height.

F. Gas Pump Island Signs
A maximum of one sign mounted on each gas station pump island is permitted and is limited to two square feet in sign area. All such signs must be oriented to face the vehicle fueling.
G. House/Building Numbers

1. Residential and Residential Mixed-Use Districts
   The street address, number, and/or name plate identifying residents can be installed as follows:
   a. Mounted on a residence, mailbox, or lamp post.
   b. A maximum area of 1.5 square feet.
   c. Cannot be illuminated unless installed on lamp post.

2. Nonresidential Districts
   The street address and/or number is limited to a maximum area of four square feet on a building, or a maximum 1.5 square feet on a sign or mailbox.

H. Noncommercial Message Temporary Sign Structures
   Sign structures used for the expression of noncommercial ideas and messages are permitted in all districts. Examples include but are not limited to signs advocating a public issue, recommending a candidate for public office, alerts, or warnings.

1. Noncommercial message temporary sign structures are permitted in all districts.

2. Noncommercial message temporary sign structures may be ground, wall, and window structures. There is no limit on the number of non-commercial message temporary sign structures permitted; however, there is a maximum total of 32 square feet of sign area allowed from all temporary sign structures on a lot.

3. Ground and wall-mounted sign structures are limited to a maximum of four square feet in area per sign.

4. Window-mounted sign structure area must meet the coverage limitations of window signs. If no coverage is specified for the district or use, the limitation is 30% of the window area.

5. Ground-mounted temporary sign structures must be located at least five feet from any right-of-way line.

6. Noncommercial message temporary sign structure posted on private property must have the permission of the property owner.

7. Noncommercial message temporary sign structures may not be illuminated.

8. Noncommercial message temporary sign structures cannot be used for on-premise or off-premise advertising.

I. Parking Lot and Parking Structure Circulation Points

1. Parking lots and structures in all districts are permitted permanent signs at parking lot or structure circulation points in accordance with this section, whether such parking lots or structures are a principal or ancillary use. Such signs cannot be used for off-premise advertising.

2. Circulation points include, but are not limited to, entrances/exits, driveway intersections, drive-through lanes, fire zones, and parking lot drive aisles.

3. Signs for parking lot and structure circulation points may be internally or externally illuminated.

4. Signs are limited to four square feet in area and four feet in height.

5. A ground sign must be five feet from any right-of-way line.

J. Real Estate Activity
   When a structure or lot is offered for sale, lease, or rent, such lot is permitted an additional temporary sign as follows:

1. Such signs are permitted in all districts. Signs must be located on the site of the property for sale, lease, or rent or the new subdivision.
2. Signs are limited to one per street frontage, with the exception of new residential subdivisions which are limited to one sign. Signs may not be located in the right-of-way or block corner visibility at an intersection.

3. Signs may be constructed as either freestanding, wall, or window signs, with the exception of new residential subdivisions which must be freestanding.

4. Signs are limited to the following maximum sign areas:
   a. Residential and Residential Mixed-Use Districts: Four square feet
   b. Nonresidential Districts (Excluding Industrial Districts): 20 square feet
   c. Industrial Districts: 40 square feet
   d. New Residential Subdivision (Any District): 40 square feet

5. Freestanding signs are limited to six feet in height and must be located within five feet from any lot line.

6. Such signs may not be illuminated.

7. Signs must be removed within five days of final closing, lease, or rental, with the exception of new residential subdivisions which must be removed within 30 days of the sale of 75% of the lots or units. If such signs are used in conjunction with a promotional activity related to the sale, lease or rent, such signs may be installed 48 hours prior to event and must be removed within 24 hours of the end of the event.

K. Window Sign

1. Window signs are permitted for all nonresidential uses in all districts. All permanent window signs required review by the Design Review Board.

2. All window signs, whether temporary or permanent, are limited to no more than 30% of the surface of each window area or 100 square feet, whichever is less. The total of all window signs may not exceed 100 square feet per tenant.

3. Window area is counted as a continuous surface until divided by an architectural or structural element. Mullions 1.5 inches in width or less are not considered an element that divides window area.

4. An illuminated window sign is permitted but limited to a maximum area of six square feet. This is included in the maximum 30% calculation. Such sign cannot flash.

5. Window displays of items sold in the store are not considered window signs.
12.7 SIGN PERMIT REQUIRED
This section describes the types of signs allowed with a sign permit. Specific regulations on each sign type may include further restrictions on which districts and/or uses within a district may utilize these sign types.

A. Banner

1. A banner is permitted for nonresidential uses in all districts.

2. Banners are allowed from the opening day of a use for 30 days or until a permanent sign is installed, whichever comes first.

3. One banner is permitted per business, including one for each tenant in a multi-tenant development.

4. Banners are limited to a maximum area of 32 square feet.

5. Banners must be securely attached to a building wall. No banner may extend above the first floor of a building.
B. Building-Mounted Signs

1. General Regulations
   a. The following are building-mounted signs: permanent awning signs, blade signs, canopy sign, standard wall signs, painted wall signs, and projected wall signs.
   b. Each structure is permitted one building-mounted sign per façade. However, when a façade exceeds 100 feet or more in linear feet, one wall sign plus one additional building-mounted sign is permitted.
   c. All building-mounted signs are subject to any restrictions on uses and/or districts permitted to install such signs per the specific sign provisions below.

2. Awning Sign
   The following regulations apply to permanent awning signs. Awnings used as an architectural feature (no signage) are not considered an awning sign per this section. The Design Review Board may permit additional seasonal awning signs.
   a. Awning signs are permitted for multi-family dwellings and nonresidential uses in any district.
   b. Awning signs must maintain a minimum vertical clearance of seven feet.
   c. Awning signs may encroach into the public right-of-way if they meet the standards of Section 12.2.C. Awning signs are limited to a maximum projection of seven feet from the façade.
   d. Sign copy on any awning sign surface is limited to 25% of the surface area. A valance is considered a separate surface area.
   e. Solid awnings are permitted individual lettering either attached to and located above the top of the awning or mounted below the edge of the awning to a maximum height of 18 inches. If mounted below the edge of the awning, a vertical clearance of seven feet is required,
   f. Awning signs may be externally illuminated and lighting must be focused on the printed area.
   g. Back-lit awnings are prohibited.
3. **Blade Signs**

   a. Blade signs are permitted in the mixed-use and commercial districts.

   b. Blade signs are limited to six square feet.

   c. One blade sign is permitted per establishment with frontage on a street, public pathway, or alley. For a corner lot, one blade sign is permitted for each street frontage.

   d. Blade signs may project a maximum of two feet from the façade.

   e. Blade signs must maintain a minimum vertical clearance of seven feet. No blade sign affixed to a building may project higher than the first floor, including the sign support structure.

   f. Blade signs may be internally or externally illuminated. If externally illuminated, all lighting must be directed onto the sign face from above.
4. **Canopy Sign**
The following regulations apply to canopy signs. Canopies used as an architectural feature (no signage) are not considered a canopy sign per this section.

   a. Canopy signs are permitted for multi-family dwellings and nonresidential uses in all districts.

   b. Canopy signs must maintain a minimum vertical clearance of seven feet.

   c. Canopy signs cannot encroach into the public right-of-way. Support posts must maintain a minimum separation of five feet between posts and five feet between the posts and any building wall.

   d. Sign copy on any canopy sign surface is limited to 25% of each surface area.

   e. Non-structural canopy signs may be externally illuminated. Structural canopy signs may be internally or externally illuminated. If externally illuminated, the lighting must be focused on the sign.

   f. Back-lit canopies are prohibited.

   g. Structural canopies are permitted individual lettering either attached to and located above the top of the awning or mounted below the edge of the canopy to a maximum height of 18 inches. If mounted below the edge of the canopy, a vertical clearance of seven feet is required.
CANOPY SIGN

Sign copy limited to 25% of each surface area

7’ minimum clearance

5’ minimum

5’ minimum

18” maximum

7’ minimum clearance

Sign copy limited to 25% of each surface area

5’ minimum

5’ minimum
5. **Wall Sign - Standard**

   a. Standard wall signs are permitted for all nonresidential uses in any district.

   b. Wall signs are permitted on all facades of a structure. On a site consisting of multiple structures, each structure is permitted wall signs per the regulations of this section. The square footage from different structures cannot be combined to create a larger sign on any one structure.

   c. For a single tenant structure, the maximum total wall sign area is 1.5 square feet per one linear foot of building wall where the wall sign(s) will be mounted or 40 square feet, whichever is greater. The square footage from different facades cannot be combined to create a larger sign on anyone facade.

   d. For a structure that contains multiple tenants, each tenant that has exterior business façade area is permitted a total wall sign area of 1.5 square feet per one linear foot of business frontage or 40 square feet, whichever is greater, along their individual frontage(s).

   e. The number of individual wall signs on a façade is not limited, however the cumulative sign area of all signs on a façade cannot exceed the maximum allowable total wall sign area per facade.

   f. Wall signs may be internally or externally illuminated. If externally illuminated, all light must be directed onto the sign face.

   g. Wall signs must be safely and securely attached to the building wall. Wall signs may project six inches or less from the building wall, unless the sign is an electric wall sign. Electric wall signs may extend a total of 14 inches from the face of the building to accommodate a code-required transformer box but that box cannot extend more than eight inches from the building.

   h. Wall signs must be mounted below the second floor of multi-story buildings. No wall sign affixed to a building, including sign support structure, may project beyond the ends or top of the wall or higher than the roofline of the structure to which it is attached.

   i. On existing buildings, a parapet wall must not be constructed for the sole purpose of increasing the allowable height of a wall sign. For new buildings, when a sign is mounted on a parapet wall, that parapet wall must be consistent with the architectural design of the building, including building materials.

   **WALL SIGN**

   **Must be mounted below the second floor**

   **1.5sf per 1 linear foot of frontage, or 40sf, whichever is greater**
6. **Wall Sign - Painted**
   a. Painted wall signs are permitted for all nonresidential uses in any district.
   b. Painted wall signs are permitted on each facade of a structure.
   c. Painted wall signs are limited to 50% of the building wall or 200 square feet, whichever is less.
   d. Painted wall signs cannot be painted on or obscure architectural features such as windows, doors, pilasters, or cornices.
   e. Painted wall signs may be externally illuminated. If externally illuminated, all light must be directed onto the sign face.
   f. Painted wall signs cannot project more than 0.25 inches from a building wall.
   g. The property owner, or their authorized representative, is responsible for ensuring that a permitted painted wall sign is maintained in good condition and is repaired in the case of vandalism or accidental destruction.

7. **Wall Sign - Projected**
   a. Projected wall signs are permitted for all nonresidential uses in any district.
   b. Projected wall signs are limited to 50% of the building wall or 200 square feet, whichever is less.
   c. Projected wall signs must remain static and cannot flash, rotate, or move. No projected wall sign can project an electronic video.
   d. Projected wall signs cannot glare onto adjacent properties.
   e. Projected wall signs cannot be projected past the wall onto which it is projected.
   f. Projected wall signs cannot be projected over any other permanent or temporary sign, which includes painted wall signs.

C. **Ground Signs**

1. **General Regulations**
   a. The following are ground signs: freestanding signs and gateway signs.
   b. Each lot is permitted one ground sign per street frontage.
   c. All ground signs are subject to any restrictions on uses and/or districts permitted to install such signs per the specific sign provisions below.

2. **Freestanding Signs**
   a. One freestanding sign is permitted per lot.
   b. A freestanding sign must be located a minimum of 50 feet from any other freestanding sign.
   c. A freestanding sign must be located five feet from a lot line, and cannot encroach into the right-of-way or extend beyond the lot lines. Freestanding signs cannot encroach into any internal pedestrian walkway or driveway.
   d. Freestanding pole signs must have a minimum eight foot vertical clearance from the ground.
   e. Freestanding signs for nonresidential uses within residential and residential mixed-use districts are limited to a maximum of six square feet in area and six feet in height.
f. Freestanding signs for a multi-family dwelling in any district are limited to a maximum of six square feet in area and six feet in height.

g. Freestanding signs for a residential subdivision in any district are limited to a maximum of ten square feet in area and eight feet in height. Such signs may be erected near the principal entrance but not within the public right-of-way and must include provision for permanent maintenance.

h. Freestanding signs for nonresidential uses within nonresidential districts are limited to the maximum sign areas and sign heights of Table 12-A: Freestanding Signs in Nonresidential Districts:

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<tr>
<th>District</th>
<th>Maximum Height</th>
<th>Maximum Sign Area</th>
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<td>Commercial Mixed-Use Districts</td>
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<td>Commercial Districts</td>
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<tr>
<td>Industrial Districts</td>
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<td>32sf</td>
</tr>
</tbody>
</table>

i. Freestanding signs may be internally or externally illuminated. If externally illuminated, all light must be directed onto the sign face.

**FREESTANDING SIGN**

3. **Gateway Signs**

a. Gateway signs are permitted in all commercial and mixed-use districts.

b. One gateway sign is permitted per street frontage. Gateway signs must be located over a main pedestrian entryway.

c. Gateway signs cannot encroach into the right-of-way or extend beyond the lot lines. Gateway signs are prohibited above driveways or any other vehicle drive aisles.
d. Gateway signs are limited to a maximum of 12 square feet in area and 12 feet in height. A minimum nine foot vertical clearance is required.

e. Gateway signs may only be externally illuminated.

GATEWAY SIGN

D. Multiple Tenant Building Entryway
Multi-family dwellings and nonresidential developments with multiple tenants, are permitted a permanent sign at the entryway subject to the following.

1. Signs may be constructed as either freestanding or wall signs.

2. Signs are limited to six square feet in area.

3. Freestanding signs are limited to five feet in height, and must be located within five feet of the building entry and a minimum of five feet from any lot line.

4. Wall-mounted signs are must be installed at the building entryway.

5. Freestanding signs must be installed so that they are primarily viewable at the building entryway.

6. Signs are limited to one per building entry.

E. Drive-Through Sign

1. Drive-through signs are permitted for all drive-through facilities in any district.

2. Drive-through signs are limited to a maximum of two per drive-through lane.

3. Drive-through signs are limited to 70 square feet in sign area and eight feet in height. The drive-through sign may be designed as separate freestanding signs grouped together and may include the use of preview boards designed as separate freestanding signs installed a distance earlier in the drive-through lane, however the total area of all signs must not exceed 70 square feet.
4. Drive-through signs are permitted an additional ten square feet of sign area for temporary signs attached to the top or sides of the drive-through sign.

5. Drive-through signs must be located a minimum of 15 feet from any residential or residential mixed-use district lot line. This is measured from sign face to lot line, including any public right-of-way.

6. Drive-through signs may be internally illuminated. Drive-through signs may also contain an electronic screen for interaction with each customer.

**DRIVE-THROUGH SIGNS**

![Drive-through sign diagram]

**12.8 CLASSIC SIGNS**

**A. Eligibility**

1. Any person or the Design Review Board, City Council, or City Planning Board may apply for designation of an existing sign as a classic sign. Classic signs are exempt from area, setback, height, lighting, movement, flashing, placement, type, content, placement and construction materials requirements of this Ordinance.

2. To qualify for designation as a classic sign, the sign must:
   a. Be a minimum of 50 years old. This includes a sign that, due to age or damage, was replicated exactly and where together the age of the original sign and the replica is a minimum of 50 years old.
   b. Possess unique physical design characteristics, such as configuration, design, message, color, texture, etc.
   c. Be of significance to the City, regardless of the use identified by the sign.

3. A sign designated a classic sign may remain on the premises even if the original use to which the sign relates is no longer located on the premises.

4. No designated classic sign may be converted into a billboard.
B. Application

1. A sign owner may file an application for classic sign designation. An application for classic sign designation must include plans for sign maintenance, renovation, or possible reconstruction. A classic sign application may also be submitted by the City Council or City Planning Board.

2. Application for classic sign status must be made to the Design Review Board, who will schedule a public meeting, where the applicant presents classic sign recommendations to the Design Review Board.

3. The Design Review Board may approve or deny the application.

4. The applicant may appeal a decision of the Design Review Board to the City Council within 30 days of notification of the decision.

C. Maintenance
The owner of a classic sign must ensure that the sign is not structurally dangerous, a fire hazard, an electrical shock hazard, or any other kind of hazard. Classic signs may be rebuilt if damaged.

D. Designated Classic Signs
Designated classic signs are deemed to be of special significance in the City and are, therefore, designated classic signs and exempt from the provisions of this Ordinance. The Zoning Officer will keep a record of signs designated classic signs by the Design Review Board.