

6.0 SUPPLEMENTAL REGULATIONS

6.1 SIGNAGE

6.1.1 INTENT

The intent of this article is to promote and protect the public health, welfare and safety by regulating outdoor advertising and signs of all types. All signs shall be erected and constructed so as not to obstruct traffic, cause visual blight, nor detract from the value of adjacent properties.

6.1.2 GENERAL COMPATIBILITY

Each sign shall be compatible within the context of its visual and physical environment. Consideration shall be given, but need not be limited, to the following elements:

- A. Size, bulk and mass
- B. Texture, materials and colors
- C. Lighting and illumination
- D. Orientation and elevation
- E. General and specific location
- F. Proximity to streets, highways and mass transit routes
- G. Design including size and character of lettering, logos, and related contents
- H. Background or field including the skyline
- I. Character and design of sign structure

6.1.3 GENERAL REGULATIONS

The following regulations shall apply to all signs:

- A. Placement
 - 1. Off-premise signs or billboards shall not be permitted in any District except as allowed in Section 6.1.4.
 - 2. Portable signs shall not be permitted in any District.
 - 3. No sign shall be placed within 150 feet of a signalized, or within 50 feet of an un-signalized, street intersection so as to cause a traffic hazard at the intersection.
 - 4. No sign shall be located where its position, shape, or color may interfere or be confused with any authorized traffic sign or device.
 - 5. No signs shall be placed upon trees, manmade or natural features (excluding buildings) or on utility poles, bridges, culverts, towers or similar structures.
 - 6. No sign shall project into the public right-of-way except as approved by the Commissioner of Public Works after consultation with the Department of Public Safety.
 - 7. No lighting device or illuminated sign shall be placed so as to cause glare or reflection that may constitute a traffic hazard or public nuisance.

- B. Design
1. No sign shall use any words or symbols so as to interfere with, mislead or confuse traffic.
 2. No sign shall employ any mirror or mirror-like surface nor any day-glowing or other fluorescent paint or pigment.
 3. No sign shall be illuminated by, or contain, flashing, intermittent, rotating, or moving lights. All bare light sources and immediately adjacent reflecting surfaces shall be shielded from view.
 4. No sign shall consist of any banner, pennant, ribbon, streamer, balloons, spinner or other similar moving, fluttering, or revolving device. Such devices shall be prohibited even if they have no message or logo on them. Such devices, as well as strings of lights, shall not be used for advertising or attracting attention whether or not they are part of the sign.

6.1.4 SIGNS EXEMPT FROM PERMIT

The following signs are allowed without a permit provided they comply with the general regulations of this Article:

- A. Exempt Temporary Signs
1. Political posters, banners and signs shall not be posted for more than 60 days and must be removed within 15 days after event:
Residential Districts: maximum 4 sq. ft.
Non-Residential Districts: maximum 16 sq. ft.
 2. One on-premise, non-illuminated "For Sale," "For Rent" real estate or similar sign, to be removed within 30 days after sale or lease of the premises:
Residential Districts: maximum 4 sq. ft.
Commercial or Institutional Districts: maximum 20 sq. ft.
Industrial Districts: maximum 40 sq. ft.
 3. Directional signs within City right-of-way for real estate sales permitted on Saturdays and Sundays only: maximum 4 sq. ft.
 4. One on-premise, non-illuminated "For Sale" sign for an approved subdivision: maximum 40 sq. ft., to be removed within 30 days of the sale of 75% of the lots or units.
 5. One on-premise, non-illuminated sign listing the owner, designer and/or contractor where construction or renovation is in progress: maximum 10 sq. ft.
 6. Private owner merchandise sale signs for garage sales and auctions: maximum 4 sq. ft. and for a maximum of 7 days
 7. On-premise directional signs for meetings, conventions, and other assemblies: maximum 4 sq. ft.
 8. Off-premise directional signs to direct persons to a temporary not-for-profit service or activity: maximum 1.5 sq. ft. Must be located within public right-of-way and with approval from the Commissioner of Public Works
 9. Sandwich board signs shall only be permitted within the public right-of-way on Broadway between Van Dam Street and the Avenue of the Pines and

- with the approval from the Commissioner of Public Works in accordance with Article 203-10 of the City Code.
10. Signs or posters affixed to window interior: maximum 30% of window surface or 100 sq. ft., whichever is less
 11. One sign for a roadside stand selling agriculture produce grown on the premises in season: maximum 24 square feet.
- B. Exempt Permanent Signs**
1. Historical markers, tablets, memorial signs or plaques – when cut into masonry or constructed of bronze, stainless steel, or similar material: maximum 6 sq. ft.
 2. Emblems installed by government agencies, religious or nonprofit organizations: maximum 6 sq. ft.
 3. Governmental flags and insignia except when displayed in connection with commercial promotion: maximum 150 sq. ft.
 4. Non-illuminated warning, private drive, posted or no trespassing signs: maximum 2 sq. ft.
 5. Non-illuminated building identification signs: maximum 2 ft. in height and 5% of the building façade. Must be incorporated within the façade that has street frontage and shall not identify any tenant or occupant of the structure
 6. House/building numbers
Residential Districts: street address, number and/or name plate identifying residents; mounted on residence, mailbox or lamp post; maximum 1½ sq. ft.; non-illuminated unless on lamp post.
Non-Residential Districts: street address and/or number; maximum 4 sq. ft. on a building, or maximum 1½ sq. ft. on a sign or mailbox.
 7. Directional signs identifying public parking areas, fire zones, entrances and exits and similar signs: maximum 4 sq. ft. and 4 feet tall; business names or logos not permitted
 8. Off-premise directional signs to a governmental or not-for-profit facility: maximum 1½ sq. ft.; must be located within public right-of-way and with approval from the Commissioner of Public Works
 9. Gasoline pump signage
Fuel price: maximum 2 sq. ft.
Additional pump signage: maximum 1 sq. ft.
 10. Analog clocks: maximum 24 sq. ft.; digital time and temperature signs prohibited
 11. Murals: maximum 50% of the building façade or 200 sq. ft., whichever is less; advertising messages are not permitted

6.1.5 SIGNS REQUIRING A PERMIT

- A. Construction, erection or alteration of the following signage is allowed only in the districts indicated upon issuance of a sign permit by the Building Department. Unless otherwise restricted, an establishment may have any combination of permitted wall, awning and freestanding signage.

B. Any person who constructs, erects or alters any sign without a required permit shall be in violation of this article and shall be subject to enforcement measures and penalties as defined in this Chapter.

6.1.5.1 WALL SIGNAGE

A sign which is painted on, or attached to, the outside wall of a building with the sign face parallel to and not extending more than 6 inches from such wall. The area measurement of a wall sign include all advertising features but shall exclude non-advertising support structures.

- A. NUMBER – COMMERCIAL, INSTITUTIONAL OR INDUSTRIAL DISTRICTS
1. An establishment is permitted one wall sign per street frontage.
 2. A structure located on a lot with more than one street frontage is permitted one wall sign for each street frontage. A publicly-owned alley shall be considered street frontage.
 3. An establishment located on a lot with no street frontage is permitted one wall sign on any single façade of the establishment.
 4. An establishment, located within a portion of a structure without street frontage but on a lot with frontage, is permitted one wall sign.
 5. A single wall sign may be used to identify more than one establishment as in the case of a sign directory.
- B. INSTALLATION
1. Wall signs shall not extend beyond the ends, or over the top, of the walls to which it is attached
 2. Wall signs shall not extend above the first floor level of the building
 3. Wall signs shall not extend more than 6 inches from the face of the building.
 4. 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 shall not extend more than 8 inches from the building.
 - Whenever possible, the transformer box shall be concealed inside the building.
 - Exterior mounted transformer boxes are prohibited in the Historic District(s), in the T-6 district, and in the T-5 “downtown” and “inner Excelsior Avenue” areas.
 - All backlit signs shall have a dark background. Only the letters and/or message area of the sign shall be illuminated.
- C. SIZE:
- The maximum area for wall signage shall not exceed 2 sq. ft. for each linear foot of building frontage attributable to the identified business, or a total of 100 sq. ft., whichever is less.
- For buildings with multiple tenants having store fronts only, the facade rented by the tenant shall be considered as wall area for a sign.

6.1.5.2 AWNING SIGNAGE

A sign that is incorporated into an awning attached to a building.

A. NUMBER – COMMERCIAL, INSTITUTIONAL OR INDUSTRIAL DISTRICTS

One awning sign may be permitted for each window or door of the façade.

B. INSTALLATION

1. Awnings shall not extend more than 7 feet from the façade or be lower than 7 feet from the ground
2. Awnings to which signs may be attached must be constructed over doors or windows, fastened to the building façade, and not supported from the ground
3. Awning signs may be placed on any one face of the awning

C. SIZE

An awning sign (logo and/or lettering) shall not exceed 25% of the awning face on which it appears, or 100 sq. ft., whichever is less. There shall be no other restriction on the size or height of the lettering or logo.

6.1.5.3 FREESTANDING SIGNS

Any non-movable sign not attached to a building including post-mounted and pedestal signs. The height of a freestanding sign shall be measured from the average grade at ground level to the highest point of the sign/structure.

A. NUMBER – COMMERCIAL, INSTITUTIONAL OR INDUSTRIAL DISTRICTS

1. One sign is permitted on any parcel
2. A single free-standing sign may be used to identify more than one on-premise establishment

B. NUMBER – RESIDENTIAL DISTRICTS

1. One freestanding sign is permitted on any parcel for any lawfully existing non-residential use of that property: maximum 4 sq. ft.; shall not be back lighted
2. One sign to advertise available units in multiple residences or apartment developments: maximum 4 sq. ft.
3. One sign to identify a residential subdivision: maximum 10 sq. ft.; may be erected near the principal entrance but not within the public right-of-way; must include provision for its permanent maintenance

C. INSTALLATION

1. A freestanding sign shall not be located within 50 feet of another freestanding sign
2. A freestanding sign shall not extend into the public right-of-way or extend beyond the property lines.
3. Freestanding signs that extend over a pedestrian walkway or driveway must have a minimum 10 foot vertical clearance from the ground.

D. SIZE

The maximum height and size of permitted freestanding signs are as follows:

District or Posted Speed Limit	Height	Size
T-5 & T-6 Zones in the Downtown area, T-5 Zone in the northern South Broadway area, T-5 Zone in the inner Excelsior Avenue area	12'	12 sq. ft.
All other districts: 0-44 mph	12'	24 sq. ft.
All other districts: 45 mph or greater	20'	40 sq. ft.

6.1.6 ADDITIONAL REQUIREMENTS WITHIN CERTAIN DISTRICTS

A. Architectural and Historic Review Districts

1. Signs within the Architectural or Historic Review Districts are subject to review by the Design Review Commission.
2. Signs within the Historic Districts shall be fastened in a manner that will not permanently damage the historic quality of the structure.

B. Historic Districts, Transect-6 District and Transect-5 Districts of the Downtown, Northern South Broadway, and Inner Excelsior Avenue areas as identified in the City Comprehensive Plan.

1. Exposed neon tube, and the like, is prohibited.
2. 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”).
3. Sign lettering or logos shall not exceed 18 inches in height.

6.1.7 MAINTENANCE

A. Signs and sign structures shall be maintained and kept free from all hazards such as faulty wiring and loose supports, braces, and the like.

B. Any sign that no longer identifies or relates to a bona fide business shall be removed within 30 days.

6.1.8 ENFORCEMENT

A. Upon finding that a sign or sign structure is in violation of this Article, the Zoning Officer shall give written notice to the property owner or responsible entity. Should the property owner or responsible entity fail to comply with the notice within 10 days, the sign or sign structure shall be removed or altered to comply with the notice at the expense of the property owner or responsible entity.

B. Upon finding that a sign or sign structure presents an immediate threat to public health, welfare and safety, the Zoning Officer may remove this threat without notice. Any expense incurred shall be paid by the property owner or responsible entity.