

DIVISION 10.10 SIGNS

SECTION 10.10.1 INTENT

The intent of this Division 10.10 is to:

- 10.10.1.1 Enhance the appearance and economic value of the visual environment by regulating and controlling the type, location, and physical dimensions of signs and sign structures;
- 10.10.1.2 Preserve locally recognized values of community appearance, and safeguard and enhance property values;
- 10.10.1.3 Reduce hazards that result from signs that obscure or distract the vision of motorists, bicyclists, and pedestrians;
- 10.10.1.4 Recognize that signs are a useful means of visual display for the convenience of the public and for the efficient communications of commercial and noncommercial speech; and
- 10.10.1.5 Allow flexibility in the size, type and location of signs identifying the use and location of large facilities.

SECTION 10.10.2 **SCOPE APPLICABILITY & SUBSTITUTION OF MESSAGES**

10.10.2.1 **Applicability**

This [Article](#)[Division 10.10](#) shall govern and control the erection, remodeling, enlarging, moving, operation and maintenance of all signs **by permitted uses** within all zoning districts established by this [chapter](#)[Code](#). Nothing herein contained shall be deemed a waiver of the provisions of any other ordinance or regulation applicable to signs. Signs located in areas governed by several ordinances and/or applicable regulations shall comply with all such ordinances and regulations.

10.10.2.2 **Substitution of Messages Allowed**

A protected noncommercial message of any type may be substituted, in whole or in part, for the message displayed on any sign for which the sign structure or mounting device is legal without consideration of message content. This provision applies to all signs, including outdoor general advertising devices (billboards), allowed under Division 10.10. Such substitution of message may be made without any additional approval, permitting, registration or notice to the City.

SECTION 10.10.3 SIGNS PERMITTED IN ALL DISTRICTS

10.10.3.1 **Signs Not Subject to a Permit**

The following signs may be erected in all districts without a permit:

- A. Signs required or specifically authorized for a public purpose by any law, statute or ordinance; may be of any type, number, area, height above grade, location, illumination or animation, authorized by the law, statute or ordinance under which the signs are required or authorized;
- B. Signs limited in content to name of occupant and address of premises; signs of danger or a cautionary nature which are limited to: wall and ground signs; not more than 2 per street front for each use by right, or 2 for each dwelling unit; not more than 4 square feet per sign in area; not more than 10 feet in height above grade; may be illuminated only from a concealed light source which does not flash, blink or fluctuate; shall not be animated;
- C. Signs in the nature of cornerstones, commemorative tables and historical signs which are limited to: ground signs; not more than 2 per zone lot; not more than 6 square feet per sign in area; not more than 6 feet in height above grade; may be illuminated only from a concealed light source which does not flash, blink or fluctuate; shall not be animated;

- D. Signs which identify by name or number individual buildings within institutional or residential building group complexes and which are limited to: wall and ground signs; not more than 4 signs per building; not more than 20 square feet per sign in area; not more than 12 feet in height above grade; may be illuminated from a light source which does not flash, blink or fluctuate and if directly illuminated does not exceed 25 watts per bulb; shall not be animated;
- E. Flags on nonresidential zone lots. The flags listed herein are allowed on nonresidential zone lots without limitation as to type; number; area; height; or location. The listed flags may be externally illuminated; however, the illumination shall not flash, blink or fluctuate. For purposes of Division 10.10, "nonresidential zone lot" means a zone lot used entirely or in part for a use other than a primary residential use listed within the "Residential Primary Use Classification" in the Use & Parking Tables found in Articles 3-9 of this Code.
1. Flags of nations, or an organization of nations;
 2. Flags of states and cities;
 3. Flags of fraternal, religious and civic organizations; and
 4. Any other flag containing no commercial advertising copy or trademark. Signs in the nature of decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs shall be displayed for a period of not more than 60 consecutive days nor more than 60 days in any 1 year; and may be of any type; number; area; height; location; illumination or animation;
- F. Temporary commercial signs which identify, advertise or promote a temporary activity and/or sale of merchandise or service of a business use located on the same zone lot.
1. Shall be limited to:
 - a. Window signs;
 - b. Banners with commercial advertising copy;
 - c. Wall signs or posters which have been treated so as to be shielded from the elements (water, wind, sun, etc.);
 - d. Streamers which are attached to vehicles located in the front row only of retail car lots when said vehicular sales lot is located on an arterial street and is not across from a residential Zone District; and
 - e. Window graphics consisting of paint or decals applied directly to glazing; and
 2. Shall meet the following conditions:
 - a. Shall be maintained in a clean, orderly and sightly condition;
 - b. Shall be placed in/on ground level windows/walls only (except for streamers);
 - c. Shall be limited in placement to 45 days for sign or copy;
 - d. May be illuminated only from a concealed light source;
 - e. Illumination shall not flash, blink or fluctuate;
 - f. Shall not be animated;
 - g. Shall be placed only on the business structure (except for streamers);
 - h. Shall not exceed 50 percent of the maximum use by right permitted sign area for the permitted use on the zone lot, plus either 65 percent of the unused permitted permanent sign area or 60 percent of the ground level window area, whichever is greater, neither of which is to exceed 75 square feet.
 3. The Zoning Administrator may allow additional temporary signage area up to 100 square feet upon application in specific cases providing that the procedure outlined in Section 12.4.2, Zoning Permit Review With Informational Notice, is satisfied.

4. All portable signs regardless of location are specifically not allowed.
 5. Parked motor vehicles and/or trailers are not allowed to be intentionally located so as to serve as an advertising device for a use by right, product or service.
- G. Signs that identify or advertise the sale, lease or rental of a particular structure or land area and limited to: wall, window and ground signs; 1 sign per zone lot; not more than 5 square feet in area per face; not more than 6 feet above grade; no illumination; and no animation;
- H. Signs commonly associated with and limited to information and directions relating to the permitted use on the zone lot on which the sign is located, provided that each such sign is limited to wall, window and ground signs; not more than 100 square inches per sign in area, except that notwithstanding other limitations of Division 10.10, golf course tee box signs may contain up to 8 square feet of sign area of which 1 square foot may be devoted to advertising; not more than 8 feet in height above grade; may be illuminated only from a concealed light source which does not flash, blink or fluctuate; shall not be animated except that gauges and dials may be animated to the extent necessary to display correct measurement;
- I. ~~Political and n~~Noncommercial signs on residential ~~zone lots property shall meet the following conditions.~~ For purposes of Division 10.10, "residential zone lot" means a zone lot that is used in its entirety for a use listed within the "Residential Primary Use Classification" in the Use & Parking Tables found in Articles 3-9 of this Code.
1. ~~Political and n~~Noncommercial signs may be erected on any residential zone lot.
 2. ~~Political and n~~Noncommercial signs shall be limited to the following types:
 - a. Wall signs;
 - b. Window signs; and
 - c. Ground signs not more than 6 feet above grade, unless mounted to a single pole no taller than 25 feet.
 3. The size of each ~~political or~~ noncommercial sign erected on any zone lot shall not exceed the area of 815 square feet.
 4. ~~Political and n~~Noncommercial signs shall meet the following conditions:
 - a. Shall be maintained in a clean, orderly, and sightly condition;
 - b. Shall not be illuminated;
 - c. Shall not be animated;
 - d. Shall not flash, blink, or fluctuate
- J. ~~Political and n~~Noncommercial signs erected on nonresidential zone lots commercial property shall ~~meet be subject to the following conditions, ,limitations, and restrictions, applicable to temporary commercial signs according to Section 10.10.3.1.F., except that Section 10.10.3.1.F.2.c. shall not apply.~~
1. Shall be maintained in a clean, orderly and sightly condition;
 2. Shall be placed in/on ground level windows/walls only (except for banners, inflatables, balloons or streamers);
 3. May be illuminated only from a concealed light source;
 4. Illumination shall not flash, blink or fluctuate;
 5. Shall not be animated;
 6. Shall be placed only on the business structure (except for banners, inflatables, balloons or streamers);

7. Except for banners, inflatables, balloons or streamers, shall not exceed 50 percent of the maximum use by right permitted sign area for the permitted use on the zone lot, plus either 65 percent of the unused permitted permanent sign area or 60 percent of the ground level window area, whichever is greater, neither of which is to exceed 75 square feet; and
8. Noncommercial streamers and banners shall not exceed 15 square feet in area.

See also Section 10.10.3.1.E. regarding allowance for and limitations on noncommercial flags on nonresidential zone lots.

- K. Signs that identify a business which was a permitted use on a zone lot but that, under threat of a government entity exercising its powers of eminent domain, has relocated.

The sign shall be limited:

1. To 32 square feet and shall not be more than 6 feet above grade;
2. In content to the name of the business, the business logo, the new location of the business and when the business will re-open, or that it has re-opened, at the new location;
3. To wall or ground signs set back a minimum of 5 feet from the front line of the zone lot, provided, however, that a wall sign attached to structural wall of a building need not meet setback requirement; and
4. To being posted for 180 days or 60 days after the business has re-opened at its new location, whichever is shorter.

10.10.3.2 Signs Subject to a Permit

Upon application to and issuance by the department of zoning administration of a permit therefore, the following signs may be erected and maintained in all zoning districts:

- A. Signs which are not visible from any public right-of-way or from any level whatsoever of any other zone lot; may be illuminated but such illumination shall not be visible beyond the boundaries of the zone lot on which the sign is located; shall not be animated;
- B. Signs identifying home occupations. Signs identifying home occupations shall comply with the home occupation use limitations in Article 11, Division 11.9, Home Occupations Accessory to a Primary Residential Use - All Zone Districts.
- C. Signs displaying only the name and address of a subdivision or of a planned building group of at least 8 buildings each containing a use or uses by right and limited to: wall and ground signs; 1 per street front; not more than 20 square feet per face in area; not more than 6 feet in height above grade; may be illuminated only from a concealed light source which does not flash, blink or fluctuate; shall not be animated;
- D. Signs consisting of illuminated buildings or parts of buildings which do not display letters, numbers, symbols or designs and limited to: illumination from a concealed light source which may not flash or blink, but may fluctuate by a change of color or intensity of light, provided that each change of color or dark to light to dark cycle shall have a duration of 1.5 minutes or longer; shall not be animated;
- E. Signs giving parking or traffic directions and other directional information commonly associated with and related to the permitted use on the zone lot on which the sign is located; provided that such signs are limited to: wall and ground signs; 1 sign for every 1,000 square feet of land area up to 10,000 square feet, thereafter only 1 additional sign for every 5,000 square feet; not more than 4 square feet per face in area, not more than 6 feet in height above grade; may be illuminated from a concealed light source which does not flash, blink or fluctuate: shall not be animated;

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Screening: A method of visually shielding or obscuring one abutting or nearby structure or use from another by fencing, walls, berms, or densely planted vegetation

Secondary Area of GDP: Boundary of a designated area adjoining the primary area of the GDP where development may not be imminent, but based on adopted City plans, can be expected to transition over time.

Semi-Trailer: Any vehicle of the trailer type so designed and used in conjunction with a truck-tractor that some part of its own weight and that of its own load rest upon or is carried by a truck-tractor.

Setback: See Rule of Measurement, Division 13.1.

Setback Space or Area: The area between a zone lot line and a required minimum setback line.

Shielded: The light emitted from the lighting fixture is projected below a horizontal plain running through the lowest point of the fixture where light is emitted. The lamp is not visible with a shielded light fixture, and no light is emitted from the sides of such a fixture.

Short-Term Occupancy: The use of housing accommodations or rooms by a person or persons for periods less than one month.

SIC: Standard Industrial Classification as published by the U.S. Census Bureau, has been replaced by the NAICS.

Side Zone Lot Line: See “Zone Lot, Side”.

Side Street: See Rule of Measurement, Division 13.1.

Sign: A sign is any object or device or part thereof situated outdoors or indoors which is used to advertise or identify ~~an object~~, person, institution, organization, business, product, service, event or location by any means including words, letters, figures, designs, symbols, fixtures, colors, motion illumination or projected images. Signs do not include merchandise, pictures or models of products or services incorporated in a window display ~~the following:~~

- a. ~~Flags of nations, or an organization of nations, states and cities, fraternal, religious and civic organizations;~~
- b. ~~Merchandise, pictures or models of products or services incorporated in a window display;~~
- c. ~~Time and temperature devices not related to a product;~~
- d. ~~National, state, religious, fraternal, professional and civic symbols or crests;~~
- e. ~~Works of art which in no way identify a product.~~

Sign, Animated: Any sign or part of a sign which changes physical position by any movement or rotation.

Sign, Arcade: A wall or projecting sign attached to the roof or wall of an arcade and totally within the outside limits of the structural surfaces which are delineating the arcade.

Sign, Billboard: See definition of “Outdoor General Advertising Device,” above.

Sign, Flashing: Any sign either stationary or animated, which exhibits any change in: natural or artificial light or color effects; text; pictures or any other form of message more frequently than once per hour by any means whatsoever.

Sign, Ground: A sign supported by poles, uprights or braces extending from the ground or an object on the ground but not attached to any part of any building.

Sign, Illuminated: A sign lighted by or exposed to artificial lighting either by lights on the sign or directed towards the sign.

Sign, Individual Letter: Letters or figures individually fashioned from metal or other approved materials and attached to the wall of a building, but not including a sign painted on a wall or other surface.

Sign, Joint Identification: A sign which serves as a common or collective identification for three (3) or more business or industrial uses by right on the same zone lot excluding, however, the identification of products.

Sign, Marquee: A sign attached to, painted on, erected against or extending from a marquee.

Sign, Noncommercial: A sign expressing noncommercial speech generally in the form of an opinion on a particular subject, or support for, or opposition to, a particular cause, political or otherwise. This includes a sign expressing support for, or opposition to, a political candidate, political party, ballot or other election issue.

Sign, Off-Site Commercial: A sign that directs attention to a business, commodity, service, entertainment or attraction sold, offered or existing elsewhere than upon the same zone lot where such sign is displayed. This definition does not include noncommercial signs.

Sign, Outdoor General Advertising Device: See definition of "Outdoor General Advertising Device," above.

~~**Sign, Political:** A sign expressing support for, or opposition to, a political candidate, political party, ballot or other election issue.~~

Sign, Portable: Any sign that is not permanently affixed to building, structure or the ground.

Sign, Projecting: A sign or graphic, other than a wall sign, that is attached to and projects from the wall, soffit, or eave of a building, is not in the same plane as the wall, soffit, or eave to which it is attached, and identifies a use within that building.

Sign, Roof: A sign attached to the roof of a building which sign projects above the highest point of the roof of the building or the roof of that portion of the building to which it is attached.

Sign, Temporary: Any sign or advertising display constructed of cloth, canvas, fabric, paper, plywood or other light material intended to be displayed for a short period of time.

Sign, Wall: A sign attached to, painted on or erected against a wall, fascia, parapet wall or pitched roof of a building or structure, and no part of which sign projects above the highest point of the roof and whose display surface is parallel to and extends not more than twenty-four (24) inches from the wall to which it is attached and extends not more than eight (8) inches from the fascia to which it is attached or, if attached to a pitched roof, the bottom of its display surface does not extend more than six (6) inches vertically from the roof surface and the