

Town of Clarksville

Article 4,
Division 200:

Sign REGULATIONS

ADOPTED
FEBRUARY 19, 2019

CONTENTS

200-1.	General Requirements.....	3
200-2.	Exempt Signs.....	6
200-3.	Temporary Signs.....	7
200-4.	Prohibited Signs.....	10
200-5.	Permitted Types & Quantity of Parcel Signage.....	11
200-6.	Wall Sign.....	14
200-7.	Projecting or Suspended Sign.....	15
200-8.	Projecting Marquee Sign.....	16
200-9.	Awning Sign.....	17
200-10.	Canopy-Mounted Sign.....	18
200-11.	Window Sign.....	19
200-12.	Monument Sign.....	20
200-13.	Ped-Scale Pole-Mounted Sign.....	21
200-14.	Multi-Tenant Monument.....	22
200-15.	Pole Sign.....	23
200-16.	Electronic Displays.....	24
200-17.	Outdoor Advertising Signs.....	24
200-18.	Administration of Signs.....	26

200-1. GENERAL REQUIREMENTS

A. INTENT

This chapter regulates both permanent signage and temporary signage, and specifies which signs are exempt from regulation or prohibited.

1. **Purpose.** The general purpose of this chapter is to:
 - a. Balance the rights of individuals to convey their messages through signs with the right of the public to be protected against the unrestricted proliferation of signs;
 - b. Create a sense of place at the scale of humans, that addresses both the pedestrian experience and the need to inform drivers of destinations;
 - c. Protect public health, safety, and welfare;
 - d. Reduce traffic and pedestrian hazards;
 - e. Protect property values by minimizing the possible adverse effects and visual blight caused by sign clutter;
 - f. Promote economic development; and
 - g. Ensure the fair and consistent enforcement of sign regulations.
2. **Definition of Signs.** Any object, device, structure or part thereof used to advertise, identify, advocate, display or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination or images. Signs as defined herein do not include temporary holiday decorations or landscape features that display no words or symbols.

B. APPLICABILITY

These standards shall apply to all signs and sign structures within the town under the following situations:

1. **Newly Constructed or Substantially Altered Signage.** These standards apply to all new signs and substantially altered signs. Substantially altered signs includes any structural changes,

changes in shape, changes in size, changes in location, and changes in any major component of the sign (sign box, pole, base).

2. **Not Applicable.** The following activities, shall not be considered a substantial alteration and shall not require a permit:
 - a. The changing of facial panels or letters on an existing sign and/or outdoor advertising sign.
 - b. The changing of painted and/or printed window signs, and/or changeable letter panels, specifically designed for the use of replaceable copy.
 - c. The painting, repainting, cleaning, and/or normal maintenance and/or repair of a sign, sign structure, and/or outdoor advertising sign except when structural changes occur.

C. EXISTING SIGNS

As of the effective date of this Ordinance, all lawfully existing signs and/or outdoor advertising signs shall be maintained in all respects, but shall not for any reason be enlarged and/or substantially altered except as permitted by this Division 200.

D. RESIDENTIAL LOTS DEFINED

Throughout this division 200, "residential lots" refers to any lot with only a single- or two-family residential use, whether attached or detached, such as a building in an R district, a row building in the SCMU, or a building on a lot designated as such in a planned unit development.

E. ABANDONED SIGNS

1. A sign which is not a temporary sign shall be deemed to be abandoned when one of the following occurs:
 - a. The business, service, product, or activity being advertised has ceased to exist for a period of 1 year or more;
 - b. The sign has not been utilized for a period of 1 year or more; or
 - c. The sign is a nonconforming sign and the owner has been notified by the zoning officer of the need to conform to these regulations.

Division 200: Signs

General Requirements

2. Abandoned signs shall be completely removed and the site of such sign shall be restored within 90 days of the date the code enforcement officer gives notice of such designation to the property owner.
3. Panels for signs where the business has ceased to exist and the sign structure is not abandoned per above shall be replaced with a new panel within 90 days of the business ceasing to operate.

F. SIGN LOCATION

Unless otherwise specified, signs shall only be located within the boundaries of the parcel and not in the right-of-way or on public property.

1. **Definition of Parcel.** For the purposes of Division 200, parcel is defined as a lot or series of abutting lots of record. All lots must be under the same ownership and filed as a connected development, either through a subdivision plat for a neighborhood sign, master plan approval, approved development plan, or master sign plan.
2. **Off-Premises Signs.** Signs shall be located upon the parcel where the activity is taking place, unless otherwise allowed in this Division 200 and approved as part of a sign permit.
3. **Extension into Right-of-Way.** Certain sign types may extend beyond a property line into the right-of-way or public property per the sign type regulations, Secs. [200-6](#) through [200-15](#). An encroachment permit from the Town's Public Works Department is required.
4. **Owner Approval.** No sign or sign structure shall be placed on a property without the express written consent of the property owner.
5. **Utility Appurtenances.** No sign shall be attached to or painted upon a standpipe, gutter, drain, light standard, traffic control device, or other utility structure.
6. **Landscape and Streetscape Site Furnishings.** No sign shall be attached to or painted upon any streetscape or landscape item, such as a bench, seat, seatwalls, landscape retaining walls, trash receptacle, or other site or street furnishing, not including dumpsters or recycling bins.

7. **Natural Elements.** No sign shall be attached to or painted upon any tree, rock, or other natural feature.
8. **Ingress/Egress.** Signs shall be erected so as to permit free ingress to or egress from any door, window, roof, or any other exitway required by the building code or by fire department regulations.
9. **Visibility Requirements.** Signs shall be located in a manner which does not obstruct, or substantially interfere with, the sight lines used by pedestrians and/or motorists, to cross streets, proceed safely through intersections, or to enter or exit from public or private rights-of-way. See Division 15.
10. **Traffic Signs.** No sign shall be erected or maintained in such a manner as to obstruct free and clear vision of, interfere with, or be confused with any authorized traffic sign, signal, or device.

G. ILLUMINATION

All signs may be illuminated according to the following provisions unless otherwise stated.

1. Signs may be illuminated only by steady, stationary light sources directed solely at the sign or internal to it.
2. Individual letters or logos may be internally illuminated as permitted per each sign type; no other portion of the sign shall be internally illuminated.
3. When an external artificial light source is used to illuminate a sign, the lamp (or bulb) shall be located, shielded, and directed so as to not be visible from any public street or private residence.
 - a. Shielding of the light source is required to prevent light from projecting to the sky.
 - b. No receptacle or device housing a permitted light source which is attached to the sign itself shall extend more than 18 inches from the face of the sign.

- c. Gooseneck reflectors and lights shall be permitted on permanent freestanding sign, wall signs, projecting signs and roof signs, provided that any such reflectors or lights shall be installed only in a manner such that the direct rays of such reflectors or lights are concentrated on the sign and are directed, shielded or otherwise constructed so as to avoid any glare on the adjacent street or adjacent properties.
 - d. If ground lighting is used to illuminate a sign, the receptacle or device should not extend more than 12 inches above ground and must be fully screened and housed.
4. Illumination and movement. The light from every illuminated sign shall be shaded, shielded or directed so that direct or indirect illumination therefrom, measured at any parcel line adjacent to a residential district, will not exceed 0.1 foot candles. Except for electronic displays per [200-16](#), in no case shall the lighting intensity of any sign exceed 150 foot Lamberts measured with a light meter having an accuracy rating determined by regulation.
5. All electrical components shall conform to the electrical code of the town.
6. In no case, shall electrical wiring, bulbs exceeding 15 watts, and other internal components be exposed to the view or access by the public.

H. CONSTRUCTION, DESIGN, & MAINTENANCE STANDARDS

- 1. All signs shall meet the construction, design standards, and maintenance requirements of all applicable building codes, as adopted by the Town.
- 2. All permanent exterior signs shall be designed to withstand a wind pressure of not less than 30 pounds per square foot of area.
- 3. **Sign Maintenance Requirements**
 - a. All signs and sign structures shall be kept in good repair and in safe condition. The owner of the premises on which a sign is erected or located shall be directly responsible for

keeping such sign and premises in a safe and neat condition.

- b. Signs shall have clean surfaces so that the sign's message does not become illegible or have missing, torn, or defective parts in any portion of such sign or supporting structure.
- c. No waste, debris, or other refuse shall be allowed to accumulate on or about the area on which a sign is located.

4. Sign Construction and Installation:

- a. Construction and installation methods shall be subject to review by the Building Department.
- b. All signs shall be engineered and designed to all applicable standards, with adequate foundations and supports, and of durable materials.

Division 200: Signs

Exempt Signs

200-2. EXEMPT SIGNS

A. GENERAL REQUIREMENTS

Permitted exempt signs meeting the standards of this section [200-2. Exempt Signs](#) are subject to the following:

1. **Definition.** Exempt signs are permanently attached fixtures, i.e. plaques, flags, signs, that are minor and incidental in relation to other site signs.
2. **All Districts.** Exempt signs are permitted in all districts, unless otherwise specified in this section.
3. **No Sign Permit Required.** Exempt signs do not require a sign permit for installation, unless otherwise specified in this section.
4. **No Sign Type Standards.** Exempt signs are not required to meet any sign type standards, except those specified in this section.
5. **Maximum Quantity of Signage.** Except as specified in this section, exempt signs are not counted in the determination of the total permitted area of signage on a parcel per the requirements of [Table 200-5-2. Maximum Total Quantity of Signs Permitted by District.](#)

B. EXEMPT SIGNS PERMITTED

The following are permitted exempt signs.

1. **Incidental Signs.** The following incidental signs are permitted:
 - a. Entrance Sign for All Lots.
 - (1) On all single- and two-family residential lots, one incidental sign with a maximum area of 1 square foot is permitted per street-facing building entrance.
 - (2) On all lots other than single- and two-family residential lots, two incidental signs with a total maximum area of 3 square feet are permitted per street-facing building entrance.
 - b. General Incidental Building Sign for All Districts. One incidental sign with a maximum area of 3 square feet is permitted per principal building.
2. **Official Signs.** Any official sign, public notice sign, or warning sign erected by the town, state, or country, or required by a valid and applicable federal, state, or local law, regulation, or ordinance, by order of a court of competent jurisdiction, or for the safety and welfare of the public.
3. **Signs Inside Buildings.** Any sign which is located completely within an enclosed building, when such sign is not readable from 10 feet or more outside the building.
4. **Banners and Flags on Light Poles.** Banners and flags made of fabric or other similar non-rigid material mounted on a light poles located in the right-of-way of a street are permitted for noncommercial, civic events with town approval.
5. **Driveway and Parking Signs.** Driveway signs are located adjacent to vehicular driveways on all lots other than single- and two-family residential lots. These signs shall meet the following requirements:
 - a. No more than 2 driveway signs are permitted for each parcel per right-of-way frontage, not to exceed 3 feet in height.
 - b. One parking lot sign is permitted per lot per right-of-way frontage is permitted, not to exceed 3 feet in height.
 - c. One parking space sign is permitted for each space, located on the parking space, not to exceed 6 feet in height.
 - d. Each sign face shall not exceed 2 square feet in area.
 - e. Signs shall be set back a minimum of 2 feet from property lines and are not permitted to overhang any property line.
6. **Drive-Through Signs.** Drive-through signs are permitted on the site of any allowed drive-through use, subject to the following:
 - c. Unlimited Rear and Interior Side Yard Facing Signs. Incidental signs one square foot or less are permitted on the rear and interior side yard facades provided the signs are not visible from any adjacent yard or any public street, space, or way.

- a. Permit. A sign permit is required for all drive-through signs.
- b. Location. Drive-through signs must be located within 10 feet of a drive-through lane in a side or rear yard.
- c. Number Permitted. Refer to [Figure 200-5\(1\). Drive-Through Sign.](#)
 - (1) One major drive-through sign is allowed per order station up to a maximum of 2 primary drive-through signs per lot.
 - (2) One minor drive-through sign is allowed per lot.
- d. Dimensions.
 - (1) Major drive-through sign must not exceed 36 square feet in area and 6 feet in height.
 - (2) Minor drive-through sign must not exceed 15 square feet in area or 4 feet in height.
- e. Residential Separation. Drive-through signs must be set back at least 25 feet from residential (R) district lots.
- f. Visibility. Drive-through signs must be oriented to be visible by motorists in allowed drive-through lanes.

- 2. **All Districts.** Temporary signs are permitted in all districts, unless otherwise specified in this section.
- 3. **Sign Permit Required.** A temporary sign permit is required for all signs over 6 square feet, displayed for more than 5 days, unless otherwise specified in this Sec. 200-3. Refer to Sec. [200-18.A.](#)
- 4. **No Sign Type Standards.** Temporary signs are not required to meet any sign type standards, except those specified in this section.
- 5. **Time Sensitive Events.** Temporary signs installed related to any time sensitive events shall be removed within one week after the completion of the event.
- 6. **Maximum Quantity of Signage.** Except as specified in this section, temporary signs are not counted in the determination of the total permitted area of signage on a parcel per the requirements of [Table 200-5-2. Maximum Total Quantity of Signs Permitted by District.](#)
- 7. **Location.** The following regulations apply to locating temporary signs.

- a. Temporary signs are allowed in all districts, unless otherwise specified.
- b. Temporary signs must be located on private property and shall not be posted, attached or placed on any tree, utility pole, street sign post, light post, or any official traffic control sign or signal post in the public right-of-way.
- c. Temporary signs located within the public right-of-way may be removed by the town and will be held for a minimum of 7 days. After 7 days, the town may dispose of the sign(s).
- d. On all single- and two-family residential lots, temporary signs shall be set back a minimum of 5 feet from any property line, except where the front yard is less than 5 feet.
- 8. **Maintenance & Materials.** All temporary signs must be properly maintained and of a material able to withstand the elements.

200-3. TEMPORARY SIGNS

A. GENERAL REQUIREMENTS

Permitted temporary signs meeting the standards of this section [200-3. Temporary Signs](#) are subject to the following:

- 1. **Definition.** Temporary signs are signs intended to serve for a limited time with no permanent attachment to a structure or the ground.

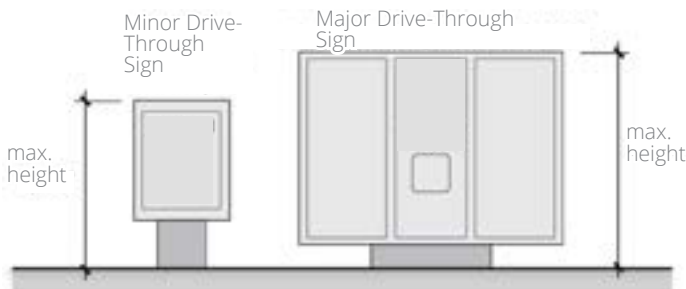


Figure 200-5(1). Drive-Through Sign

Division 200: Signs

Temporary Signs

9. **General Sign Requirements.** The general requirements for signs per [200-1](#) shall apply to all temporary signs.

B. TEMPORARY YARD SIGNS

Temporary yard signs are lightweight, freestanding signs placed in a street yard.

1. **Single- and Two-Family Residential Lots.**
 - a. Any number of temporary yard signs must not exceed a total of 12 square feet on any lot at any time.
 - b. Each lot is permitted temporary yard signs for a maximum period of 60 days.
 - c. Once removed, temporary yard signs shall not be reinstalled on the lot until after the expiration of an interim period of 30 days, provided.
 - d. A temporary sign permit is not required for temporary yard signs on single- and two-family lots defined per Sec. [200-1.D](#).
2. **Lots Other Than Single- and Two-Family Residential Lots.**
 - a. Any number of temporary yard signs must not exceed a total of 18 square feet per 100 feet of street frontage of the parcel at any time. Signs shall be calculated and located per each 100 feet of street frontage, as opposed to totalling for the whole parcel and locating the temporary signs all in one location.
 - b. Each parcel permitted temporary yard signs for a maximum period of 60 days.
 - c. Once removed, temporary yard signs shall not be reinstalled on the parcel until after the expiration of an interim period of 30 days, provided.
 - d. One temporary sign permit is allowed per parcel for each 90 day increment of allowable signs.

C. TEMPORARY REAL ESTATE SIGNS

Temporary real estate signs are allowed on each parcel, lot, or portion of a parcel that is actively

being marketed for sale, rental or lease, or is under construction.

1. **Districts.** Temporary real estate signs are permitted in all districts.
2. **Permitted Display Time.** Temporary real estate signs are permitted for the period during which the property is actively marketed for sale, rental, or lease or under construction.
3. **Size on Single- and Two-Family Residential Lots.** General temporary signs shall not exceed 9 square feet in area and 6 feet in height on all single- and two-family residential lots per Sec. [200-1.D](#).
4. **Size on All Lots Except Single- and Two-Family Residential Lots.** The following general temporary sign sizes pertain to all lots except single- and two-family residential lots per Sec. [200-1.D](#).
 - (1) **Parcels with 100 to 300 Feet of Frontage.** For properties with parcel frontages between 100 and 300 feet, any number of temporary real estate signs shall not exceed 18 square feet in total per frontage and shall not exceed 8 feet in height.
 - (2) **Parcels with Over 300 Feet of Frontage.** For properties with parcel frontages over 300 feet, any number of temporary real estate signs shall not exceed 36 square feet in total per frontage and shall not exceed 8 feet in height.

D. SPECIAL EVENT SIGNS

Special event signs are allowed on parcels on which a business or organizational special event is actively occurring.

1. **Districts.** Special event signs are permitted on all lots except single- and two-family residential lots per Sec. [200-1.D](#).
2. **Sign Types.** Special events signs include all sign types, including balloons and feather flags.
3. **Quantity and Permitted Display Time.** Special events signs shall be displayed for no more than consecutive 30 days. Special event signs are permitted twice per calendar year per parcel.

4. **Size.** Any number of special event signs shall not exceed 24 square feet in total area, in total for the parcel.

E. TEMPORARY WINDOW SIGNS

Temporary window signs are signs located on any lots except single- and two-family residential lots per Sec. 200-1.D that do not exceed 2 square foot in size, are located wholly in the window of a building, and are composed of paper or other temporary materials not specified in [Table 200-11-1. Window Sign Requirements](#), pertaining to permanent window signs.

1. **Multiple Signs.** Multiple temporary window signs are considered one sign for the purposes of computing the quantity of temporary signs on a parcel.
2. **Permit.** No permit shall be required.
3. **Quantity.** The combined total of permanent and temporary window signs shall not exceed the allowed quantity for permanent window signs per [Table 200-11-1. Window Sign Requirements](#).

F. SANDWICH BOARD SIGNS

A sandwich board is a set of 2 signs set up in a triangular shape and hinged along the top or a T-frame or I-frame sign.

1. **Permitted Display Time.** Sandwich boards are not restricted to any display time restriction.
 - a. Signs shall only be displayed during business hours and must be removed by close of business each day.
 - b. Signs shall not be displayed when winds exceed 20 miles per hour.
2. **Location.** Sandwich board signs may be located in the right-of-way in the SCMU district where the pedestrian walkway is at least 6 feet in width and shall not be placed within 10 feet of an intersection or crosswalk. Such sign location is subject to approval by the planning director.
 - a. Sandwich board signs shall be located within 15 feet of the entrance to the business and no more than one foot from the building line.

- b. Signs shall not be attached to the sidewalk or to town-owned property, including but not limited to electric light poles and traffic signs.

- c. A clear zone is required on the sidewalk, minimum 5 feet in width continuously.

3. **Size.** Signs shall not be greater than 3 feet in height and no more than 6 square feet in area per sign face.
4. **Quantity.** No more than one sandwich board sign is permitted per tenant space and no more than one per 60 feet of sidewalk length.
5. **Materials.** Signs shall be constructed of wood, metal, or other durable materials to withstand the elements. Signs shall not be reflective.
6. **Liability.** The owner of any sandwich board sign has an absolute duty to prevent such sign from causing any property damage or personal injuries.

G. BANNERS.

A sign made of fabric or other similar non-rigid material with no enclosing framework or electrical components that is supported or anchored on 2 or more edges or at all 4 corners.

1. **Permit.** A permit shall be required for all banners.
2. **Location.** Banners must be mounted to the face of a building and may not cover any window or other building opening.
3. **Multi-Unit Residential Uses.** Temporary banners are allowed on parcels with multiple residential units.
 - a. One temporary banner is allowed per every 400 feet of building along a street frontage.
 - b. Temporary banners may not exceed 32 square feet in area.
 - c. The temporary banner shall be mounted above 8 feet and no more than 25 feet above average grade below the banner.
 - d. Temporary banners on multi-unit buildings may be in place for no more than 60 total days in any calendar year.

Division 200: Signs

Prohibited Signs

4. **Non-Residential Uses.** One temporary banner is allowed on parcels with non-residential uses.
 - a. The temporary banner may not exceed 32 square feet in area.
 - b. The temporary banner may remain in place for no more than 60 days total in any calendar year.

200-4. PROHIBITED SIGNS

A. GENERAL REQUIREMENTS

Prohibited signs shall not be permanently constructed or temporarily installed in any district.

B. PROHIBITED SIGNS

The following signs are prohibited.

1. **Animated, Wind, or Moving Signs.** Signs not erected by bona fide public traffic officials which move or give the appearance of movement, including but not limited to signs which flutter, undulate, swing, rotate, oscillate, or otherwise move by natural or artificial means. Moving signs shall not include flags per [200-2](#), signs displaying time and temperature, and electronic display signs as permitted in this division.
2. **Flashing Lights.** Flashing signs, flashing or moving lights on signs, and reflective pennants are prohibited, except that both signs that exhibit time, temperature, date or other similar information and search lights permitted by the planning director as an attention getting device are permitted.
3. **Similarity to Traffic Control Signs.** Signs that include words such as "Stop", "Danger", "Warning", "Caution", or "Go Slow," unless such language is part of the name of the business, or any other words, phrases, symbols, or characters that imitate any authorized traffic sign by shape, color, or character or employs any red, yellow, green, or other colored lamps or lights in such a manner as to interfere with, mislead, or confuse traffic.
4. **Vehicles as Signs.** Any sign attached to or placed on a vehicle or trailer parked on public or private property that is prominently visible from public streets, except during the following conditions:
 - a. The primary purpose of such a vehicle or trailer is not the display of signs.
 - b. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets, and actively used or available for use in the daily function of the business to which such signs relate.
5. **Portable or Wheeled Signs.** Any sign permanently mounted on wheels.
6. **Inflatable or Balloon Signs.** Temporary or permanent signs that are inflatable or balloon-like are not permitted, except as allowed in temporary special events signs (Sec. [200-3.D](#)).
7. **Off-Site Advertising.** Signs utilized to market, promote, or draw attention to an activity, business, person, entity, or thing not located or offered on the site on which the sign is located, are prohibited.
8. **Signs with Sound.** Signs that emit or utilize in any manner any sound capable of being detected from any public right-of-way by a person with normal hearing.
9. **Rope Lighting.** Rope lighting, or other similar linear lighting with small lights (usually incandescent bulbs or light emitting diodes (LEDs)) covered in heavy-duty plastic tubing, and installed to outline signs, merchandise, windows, buildings, or building elements, where such lighting is intended to be visible from the exterior of the building, is prohibited.
10. **Feather Flags.** Feather flags are vertically oriented flags in the shape of a feather, attached to a pole or stand, except as allowed in temporary special events signs (Sec. [200-3.D](#)).
11. **Other Signs.** Signs not addressed in this division shall not be permitted unless reviewed and approved by the BZA through the appeal or development standard variance process defined in Article 5 of the zoning ordinance.

Division 200: Signs

Permitted Types & Quantity of Parcel Signage

200-5. PERMITTED TYPES & QUANTITY OF PARCEL SIGNAGE

A. PERMITTED SIGN TYPES BY DISTRICT

[Table 200-5-1](#) establishes the sign types permitted by district.

- 1. Exempt/Temporary Signs.** Exempt and temporary signs are permitted in all districts per [200-2. Exempt Signs](#) and [200-3. Temporary Signs](#), unless otherwise specified.
- 2. Prohibited Signs.** In addition to the signs listed in [200-4. Prohibited Signs](#), when a sign type is not listed as permitted or permitted with conditions in the district on [Table 200-5-1](#), the sign is prohibited in the district.
- 3. Planned Unit Developments.** All signs are permitted for use in a planned unit development; however, a master signage plan is required.
- 4. Organization of Multiple Signs on a Facade.** Multiple signs on a facade shall be organized in a coherent way and located in a space on the facade designated for signs. The application of signs to a facade without any reference to architectural features or alignment of signs is not permitted. See [Figure 200-5\(2\)](#).

B. MAXIMUM QUANTITY OF SIGNS PERMITTED BY DISTRICT

[Table 200-5-2](#) establishes the overall maximum amount of signage of all types permitted on a parcel within each district. The quantity and size of signage shall be calculated per [200-5.C. Computation](#).

- 1. Exempt/Temporary Signs.** [Table 200-5-2](#) does not apply to exempt (see [200-2. Exempt Signs](#)) or temporary signs (see [200-3. Temporary Signs](#)), unless otherwise specified.
- 2. Front Facade.** Front facades are those facades of the business with a public entrance facing a street.
- 3. Window Signs.** Window signs shall not count towards a parcel's maximum permitted amount of signage. Refer to [200-11. Window Signs](#).

- 4. Through-Parcels and Visible Side /Rear Signage.** In addition to the maximum amount of signage permitted per parcel, through-parcels and rear and/or side facades visible facing a street may incorporate an additional 30 square feet of signage permitted for the parcel located in either the rear yard or along the rear facade, provided the rear does not face an R district.
- 5. Corner Parcels.** In addition to the maximum amount of signage permitted per parcel, corner parcels may incorporate an additional 1.5 square feet per 1 linear foot of corner side parcel length with a maximum of 100 square feet, with the exception of residential uses.

C. COMPUTATION

The following standards generally apply to computing the area and height of signs by type and by building parcel.

- 1. Sign Area.** Refer to the sign types [200-6](#) through [200-13](#) for calculation of sign area per sign type.
 - a.** Exempt and temporary signs are not included in the maximum signage area calculations, unless otherwise specified.
 - b.** Front or Primary Building Facade Length. For the purposes of determining allowable sign area, measure the length of the building facade that is parallel to the primary or principal street frontage of the lot or parcel.
 - (1) For internal block parcels, the facade parallel to the street is measured.
 - (2) For parcels with outlots or outbuildings between the building and the street, the building facade that faces the primary or principal street or the facade with principal building entrances is measured, as determined by the planning director.
 - (3) If the parcel is a corner parcel, measure the facade parallel to the primary or front lot line as determined by the planning director, based upon the location of the front door or principal entrance of the building and/or the dominance of one street over the other.
 - (4) On corner parcels, if front doors exist on street facades facing more than one street, the planning director may allow

Division 200: Signs

Permitted Types & Quantity of Parcel Signage

those facades or portions of facades to be treated as frontage on a front parcel line.

- c. Street Frontage Length. For the purposes of determining allowable sign area, measure the length of the lot line that is parallel to the primary or principal street along the lot or parcel.

2. Sign Height

- a. The height of a sign shall be measured as the vertical distance from the grade at the adjacent public sidewalk of the sign to the top of the highest component of the sign.
- b. The ground clearance of a sign under these regulations shall be measured as the vertical distance from the grade at the base of the sign to the top of the lowest component of the sign.
- c. For the purposes of this article, grade shall be computed as the average finished ground level of the land around the base of the sign, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.



Figure 200-5(2). Example of multiple sign types on one facade: wall sign, awning sign, projecting sign, window sign.

Division 200: Signs

Permitted Types & Quantity of Parcel Signage

TABLE 200-5-1. PERMITTED SIGN TYPES BY DISTRICT

SIGN TYPES		DISTRICTS								
		R-1, R-2, R-3 Neighborhood Entrance Sign	R-3 (except Single- Family and Duplex Lots), MHP	RPO, MED, OPS	SCMU General,Civic, Warehouse Building Type	SCMU Commercial Cottage Building Type	SCMU Storefront Building Type	B-1, VPCZ	B-2, AB, EBCZ	I-1, I-2
BUILDING MOUNTED	Awning Sign		●	●	●	●	●	●	●	
	Window Sign			●	●	●	●	●	●	
	Wall Sign			●	●	●	●	●	●	●
	Projecting Sign		●	●	●	●	●	●	●	
	Projecting Marquee Sign						●	●	●	
	Canopy- Mounted Sign		●	●	●		●	●	●	●
FREESTANDING	Monument Sign	●	●	●	●	●		●	●	●
	Ped-Scale Pole- Mounted Sign	●	●	●	●	●		●	●	●
	Multi-Tenant Sign			●				●	●	●
	Pole Sign								●	

● = Permitted, subject to the conditions of this chapter

TABLE 200-5-2. MAXIMUM TOTAL QUANTITY OF SIGNS PERMITTED BY DISTRICT

		DISTRICTS								
		R-1, R-2, R-3 Neighborhood Entrance Sign	R-3 (except Single- Family and Duplex Lots), MHP	RPO, MED, OPS	SCMU General,Civic, Warehouse Building Type	SCMU Commercial Cottage Building Type	SCMU Storefront Building Type	B-1, VPCZ	B-2, AB, EBCZ	I-1, I-2
MAXIMUM QUANTITY OF BUILDING MOUNTED SIGNS	none permitted	max. 100 s.f. per building; max. 30 s.f. for any one sign.	2 s.f. per linear foot of primary or front building facade length; max. 100 s.f. for any one sign			3 s.f. per linear foot of front or primary building facade length; max. 80 s.f. for any one sign	2 s.f. per linear foot of front building facade length; max. 200 s.f. for any one sign; max. 300 s.f. with an approved sign waiver			
ADDITIONAL BUILDING- or SITE-WIDE SIGN	one sign permitted per street entrance		1 additional sign (max. 150 s.f.) for each min. 100-foot long building OR 1 additional freestanding sign (max. 100 s.f.)			1 additional sign (max. 200 s.f.) for each min. 100-foot length of building facade	1 additional sign (max. 200 s.f.) for each min. 100-foot long building OR 1 additional s.f. of freestanding sign per linear foot of street frontage (max. 400 s.f.)			

Division 200: Signs

Wall Sign

200-6. WALL SIGN

A. DESCRIPTION

Wall Signs, also known as flat or band signs, are mounted directly to the building face to which the sign is parallel. Refer to [Figure 200-6\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Wall Signs shall be developed according to the standards in [Table 200-6-1](#).

1. **Building Openings.** Wall Signs shall not cover windows or other building openings.
2. **Architectural Features.** Wall Signs shall not cover significant architectural building features, such as sculptural elements, windows, doors, cornices, or other expression lines.

C. COMPUTATION

The area of a Wall Sign is calculated using the following information.

1. **Wall Signs.** Area is calculated by drawing the smallest possible square or rectangle around the largest letters and/or graphic elements, as is illustrated in [Figure 200-6\(2\)](#).
 - a. **Area Credit.** All areas that utilize individual alphanumeric characters or logos may adjust the total sign area provided to 95 percent of the calculation as outlined above.



Figure 200-6(1). Example of Wall Sign

TABLE 200-6-1. WALL SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District.
Sign Area	Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel.
Height	2 ft. maximum letter or 3 ft. maximum element or logo height; 4 ft. maximum letter and 5 ft. maximum logo height with a sign waiver
Location on the Building or Site	Permitted on all facades. Permitted on fences, maximum 200 sq. ft. or 10% of the fence face area.
Placement on the Building or Site	1 foot maximum projection from building face; shall not project above the roofline
Quantity	1 per tenant per building frontage; 1 per tenant per side or rear facade on a parking parcel
Internal Illumination	Permitted for individual letters and logos only
Permitted Materials	Finished (painted or sealed) solid wood, metal, and masonry; plastic & synthetics permitted only as separate alphanumeric characters or logos.

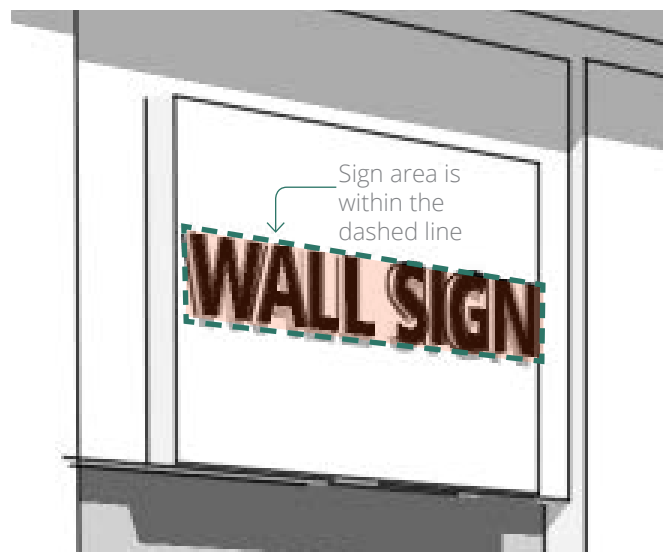


Figure 200-6(2). Area Calculation for Wall Sign

200-7. PROJECTING OR SUSPENDED SIGN

A. DESCRIPTION

A Projecting Sign is attached to and projects from a building face or hangs from a support structure attached to the building face. Sign faces are typically perpendicular to the building face, but may be at an angle greater than 45 degrees from the facade. The sign may be vertically or horizontally oriented. Refer to [Figure 200-7\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Projecting Signs shall be developed according to the standards in [Table 200-7-1](#)

C. COMPUTATION

The area of a Projecting Sign is equal to the area of one of the sign's faces. Refer to [Figure 200-7\(2\)](#).

TABLE 200-7-1. PROJECTING SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District.
Sign Area	Maximum size for each projecting sign is 20 sf per face. Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	12 ft. maximum sign length; 8 feet minimum clearance to walk required
Location on the Building or Site	Permitted on all facades
Placement on the Building or Site	Shall not project more than 3 ft. from building face or closer than 3 ft. from back of curb; sign and structural supports shall not extend above the eave or parapet; All projections beyond property line require an encroachment permit.
Quantity	1 per building per street frontage; 1 per building per parking parcel frontage; 1 additional projecting sign permitted per tenant, maximum 4 sq ft. for each tenant sign
Internal Illumination	Permitted for individual letters and logos
Materials	Finished (painted or sealed) solid wood, metal, and masonry; plastic & synthetics permitted only as separate alphanumeric characters or logos

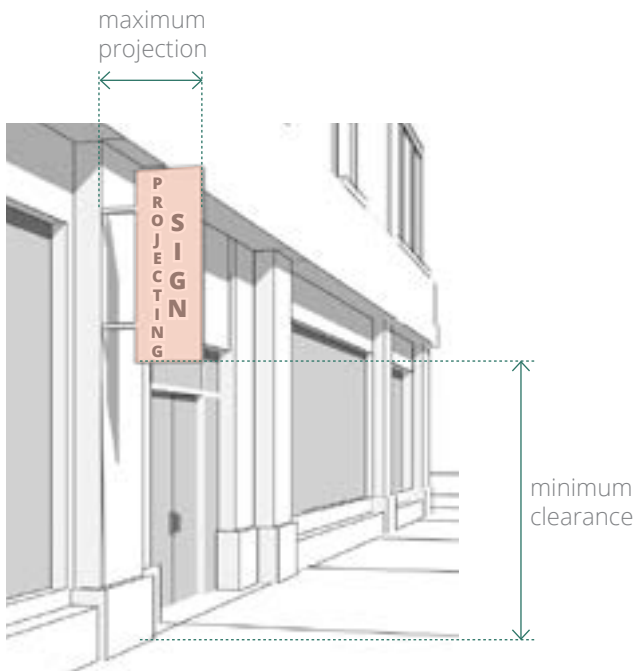


Figure 200-7(1). Example of Projecting Sign

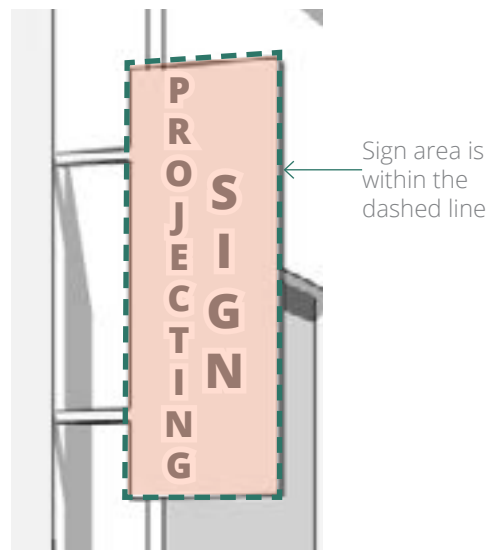


Figure 200-7(2). Area Calculation for Projecting Sign

Division 200: Signs

Projecting Marquee Sign

200-8. PROJECTING MARQUEE SIGN

A. DESCRIPTION

A Projecting Marquee Sign is a projecting sign designed to have manually changeable copy or, where permitted, electronic displays, and 2 to 3 sign faces. Refer to [Figure 200-8\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Projecting Marquee Signs shall be developed according to the standards in this division and [Table 200-8-1](#) [Figure 200-7\(1\)](#). [Example of Projecting Sign.](#)

1. **Manually Changeable Copy Boards.** Manually Changeable Copy Boards are permitted on this sign type, provided the following conditions are met:
 - a. The area shall not be greater than 30% of the total sign area or 32 square feet, whichever is less.
 - b. One sign of any type containing a Manually Changeable Copy Board is permitted per parcel.
2. **Electronic Display.** Electronic displays of numeric characters are permitted on one sign of this type per parcel. limited to no more than 15% of the total sign area or 18 square feet, whichever is less. Refer to [200-16](#) for additional regulations.

TABLE 200-8-1. PROJECTING MARQUEE SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District.
Sign Area	Maximum area for each marquee sign is 40 sf per face with 2 or more faces, or 1 curved face, maximum 60 sf per sign. Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	8 ft. minimum clearance to walk required
Location on the Building or Site	Front and corner side facades only
Placement on the Building or Site	Maximum projection from building is 6 ft; Shall not project closer than 1 ft. from back of curb. All projections beyond property line require an encroachment permit.
Quantity	1 per parcel
Internal Illumination	Permitted for individual letters and logos and permitted for Manually Changeable Copy Boards & Electronic displays
Materials	Finished (painted or sealed) solid wood, metal, masonry & neon glass; plastic synthetics for Manually Changeable Copy Boards and, where Electronic displays are permitted, electronic display boards.

C. COMPUTATION

The sign area is calculated by combining the area of all exposed sign faces and the cabinet or structure surrounding them.

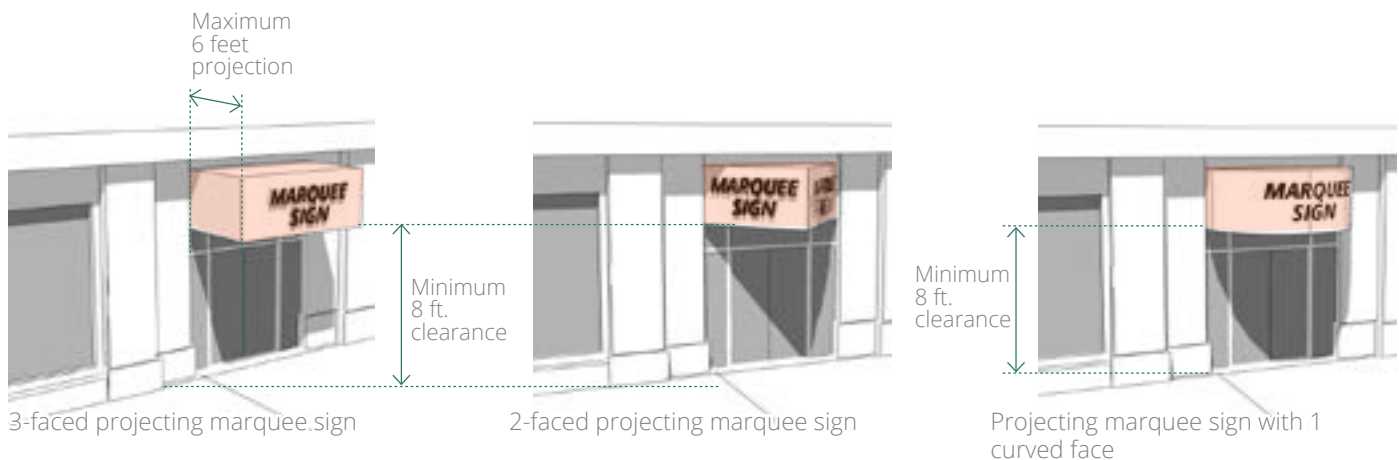


Figure 200-8(1). Examples of Projecting Marquee Signs

200-9. AWNING SIGN

A. DESCRIPTION

A sign that is mounted, painted, or otherwise applied on or attached to an awning or canopy. Refer to [Figure 200-9\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Awning Signs shall be developed according to the standards in [Table 200-9-1](#). For SCMU districts, see also Sec. 70-5.I. Awnings.

C. COMPUTATION

The area of an awning sign is calculated by drawing the smallest possible square or rectangle around the largest letters and/or elements of the sign portion of the awning, as is illustrated in [Figure 200-9\(2\)](#).

TABLE 200-9-1. AWNING SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District.
Sign Area	Maximum area for each awning sign is 100 sq ft, and no more than 30% of the awning may be used for signage; Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	8 ft. minimum clearance to walk required; maximum letter or logo height is 2 ft. Shall not project above the second story floor or window sill, or roof line, whichever is closer to the ground plane.
Location on the Building or Site	Permitted on all facades
Placement on the Building or Site	Maximum projection from building is 6 ft; shall not project closer than 2 ft. from back of curb; shall not block any window, door, or the building roof. All projections beyond property line require an encroachment permit.
Quantity	1 per tenant per street frontage; 1 per tenant per side or rear facade on a parking parcel
Internal Illumination	Not permitted
Materials	Cloth, canvas, metal, or wood; all supports shall be made of metal or wood

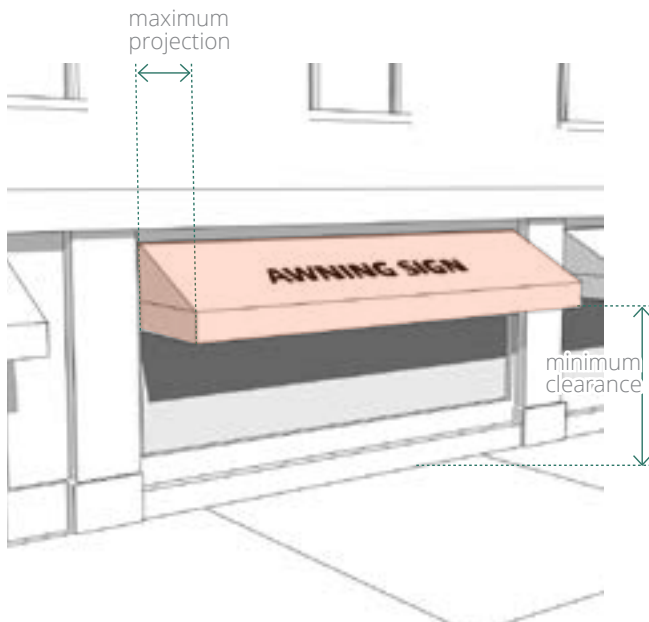


Figure 200-9(1). Example of Awning Sign

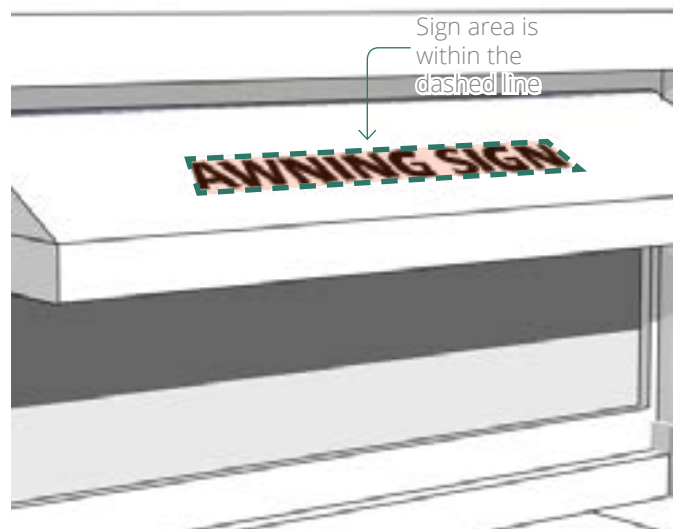


Figure 200-9(2). Area Calculation for Awning Sign

Division 200: Signs

Canopy-Mounted Sign

200-10. CANOPY-MOUNTED SIGN

A. DESCRIPTION

A sign with individual alphanumeric characters and/or logos that is mounted on top of a permanent canopy. Refer to [Figure 200-10\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Canopy-Mounted Signs shall be developed according to the standards in [Table 200-10-1](#).

C. COMPUTATION

The area of a Canopy-Mounted Sign is calculated by drawing the smallest possible square or rectangle around the largest letters and/or elements of the sign portion of the Canopy-Mounted Sign, as is illustrated in [Figure 200-10\(2\)](#).

TABLE 200-10-1. CANOPY-MOUNTED SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District .
Sign Area	Maximum area for each canopy-mounted sign is 30 sq ft; Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	2 ft. maximum letter or element height; cannot project more than 2.5 ft. above second story floor or window sill, or roof line, whichever is closer to the ground plane.
Location on the Building or Site	Permitted on all facades; prohibited on the principal roof of the building
Placement on the Building or Site	Shall not project beyond the front edge of the canopy; shall not block any window, door, or the building roof. All projections beyond property line require an encroachment permit.
Quantity	1 per tenant per street frontage; 1 per tenant per side or rear facade on a parking lot
Internal Illumination	Permitted for individual letters and logos
Materials	Finished (painted or sealed) solid wood or metal; plastic & synthetics permitted only as separate alphanumeric characters or logos



Figure 200-10(1). Example of Canopy-Mounted Sign



Figure 200-10(2). Area Calculation for Canopy-Mounted Sign

200-11. WINDOW SIGN

A. DESCRIPTION

A Window Sign is painted, placed, or affixed in or on a window exposed for public view or is a sign hung inside the building facing the window for public view. [Figure 200-11\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Window Signs shall be developed according to the standards in [Table 200-11-1](#).

C. COMPUTATION

A series of windows that are separated by frames or supporting material of less than 6 inches in width shall be considered a single window for the purposes of computation.

1. **Measurement.** To measure sign area percentage, divide the total sign area, by the total window area, as illustrated in [Figure 200-11\(2\)](#).
 - a. Sign area is calculated by drawing the smallest possible square or rectangle around the largest letters and/or elements.
2. **Maximum Allowance.** Window Signs are not counted toward a parcel's maximum signage allowance per [Table 200-5-2. Maximum Total Quantity of Signs Permitted by District](#)

3. **Temporary Window Signs.** Temporary Window Signs must be included in the total percentage of signage per window calculation per [Table 200-11-1](#). Refer also to [200-3. Temporary Signs.](#)

TABLE 200-11-1. WINDOW SIGN REQUIREMENTS	
Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District.
Sign Area	Up to 30% of a set of continuous windows may be covered with signs; no more than 50% of any one window panel may be covered with signs; no more than 10% of the square footage of windows on any facade may be covered with signs.
Height	No maximum
Location on the Building or Site	Permitted on all facades
Placement on the Building or Site	Ground or upper story windows; may be affixed to window or hung/mounted behind glass
Quantity	Ground story: no maximum quantity, limit is based on window sign area. Upper Story: 1 per tenant per floor
Internal Illumination	Not permitted, except on neon or similarly illuminated window signs
Materials	Drawn or painted on the glass; wood, metal, neon glass, plastic, or other similar materials also permitted placed in window or affixed to glass. LED ropes or similar lights are prohibited.

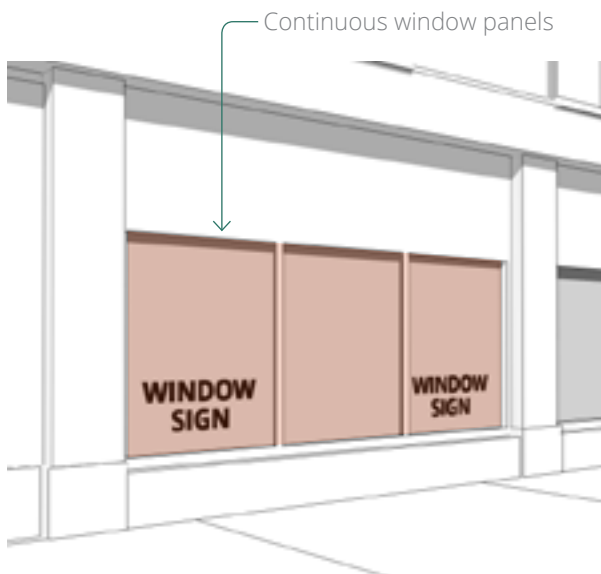


Figure 200-11(1). Example of Window Sign

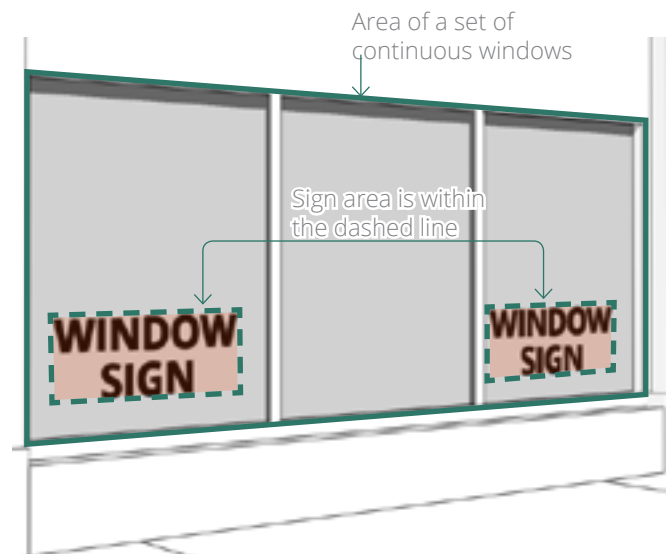


Figure 200-11(2). Area Calculation for Window Sign

Division 200: Signs

Monument Sign

200-12. MONUMENT SIGN

A. DESCRIPTION

A monument sign is freestanding, located in a front or side yard of a parcel. Refer to [Figure 200-12\(1\)](#) for an example illustration.

B. GENERAL REQUIREMENTS

Monument Signs shall be developed according to the standards in [Table 200-12-1](#).

1. **Multiple Tenants.** Multiple tenant buildings on a parcel with a width of greater than 300 feet, measured across the front property line, may have signage with the following parameters:
 - a. Up to 2 Monument Signs on one frontage.
 - b. Signs shall be at least 150 feet apart.
2. **Pole-Mounted Signs.** Monument Signs may not be pole-mounted.
3. **Manually Changeable Copy.** The area of any Manually Changeable Copy Board cannot equal greater than 50% of the area of the sign face on which it is located or 20 square feet, whichever is less.
4. **Electronic Display.** Electronic displays of numeric characters are permitted on one sign of this type per parcel. limited to no more than 15% of the total sign area or 12 square feet, whichever is less. Refer to [200-16](#) for additional regulations.

C. COMPUTATION

Sign area is calculated per sign face. This measurement includes the sign, any cabinet in which it is enclosed and any changing sign portions, but excludes the base of the sign. Refer to [Figure 200-12\(2\)](#).

1. **Measuring Height.** Height shall include the sign face, base, cabinet, and ornamental cap and is measured from the closest public sidewalk elevation.

TABLE 200-12-1. MONUMENT SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District.
Sign Area	Maximum area for each monument sign is 60 sq ft. per face; Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	Maximum height 5'-6"
Location on the Building or Site	Front or Side Yards
Placement on the Building or Site	10 ft. setback from driveways and side property line; 3 ft. setback from all other property lines. Refer to Art. 1, Div. 15 for vision clearance regulations at intersections.
Quantity	1 per street frontage
Internal Illumination	Permitted for individual letters and logos
Materials	Finished (painted or sealed) solid wood, metal & masonry; plastic & synthetics permitted on sign face. Foundation shall be of concrete, masonry, or similar opaque and sturdy materials that permanently attach sign to the ground.

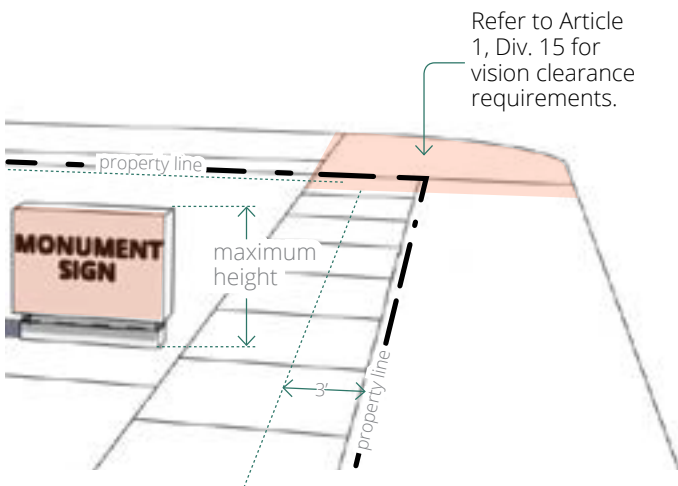


Figure 200-12(1). Example of Monument Sign

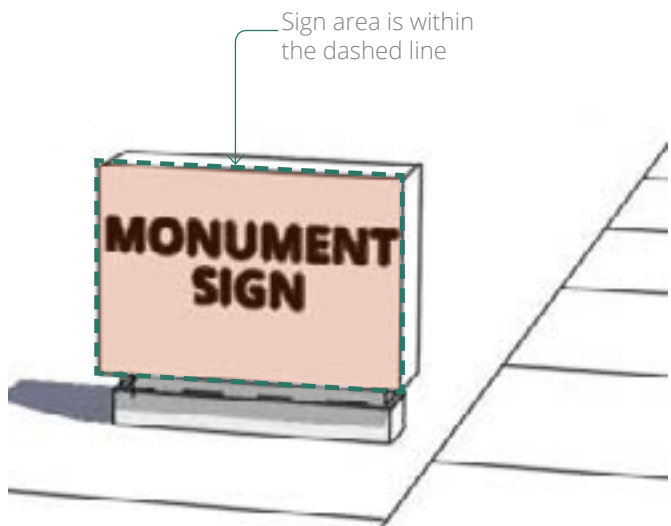


Figure 200-12(2). Area Calculation for Monument Sign

200-13. PED-SCALE POLE-MOUNTED SIGN

A. DESCRIPTION

A Ped-Scale Pole-Mounted Sign is freestanding and may be mounted on 1 or 2 poles. Three configurations are permitted. Refer to [Figure 200-13\(2\)](#) for an example illustration.

1. A sign mounted onto a double set of poles.
2. A sign mounted on a single pole.
3. A sign hanging from a single pole.

B. GENERAL REQUIREMENTS

Ped-Scale Pole-Mounted Signs shall be developed according to the standards in [Table 200-13-1](#).

C. COMPUTATION

The area of a Pole-Mounted Sign is equal to the area of one sign face. Refer to [Figure 200-13\(1\)](#).

TABLE 200-13-1. PED-SCALE POLE-MOUNTED SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District. Not allowed for parcels primarily containing residential or lodging uses, except for multi-unit dwellings.
Sign Area	Maximum area for each sign is 8 sq ft. per sign face. Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	8 ft. maximum height for sign mounted or hanging on a single pole; 5 ft. for sign mounted on double set of poles; each pole shall have a maximum diameter or dimension of 3 inches.
Location on the Building or Site	Front or Corner Yards with minimum average depth of 10 feet
Placement on the Building or Site	2 ft. setback from front and corner property lines; cannot overhang property lines
Quantity	1 per parcel
Internal Illumination	Permitted for individual letters and logos
Materials	Finished (painted or sealed) solid wood, metal & masonry; plastic & synthetics permitted on Sign face

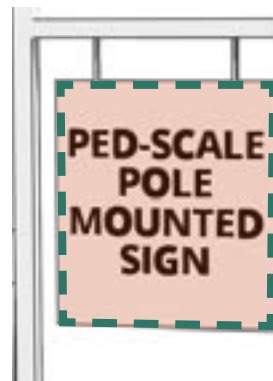


Figure 200-13(1). Area Calculation for Ped-Scale Pole-Mounted Sign

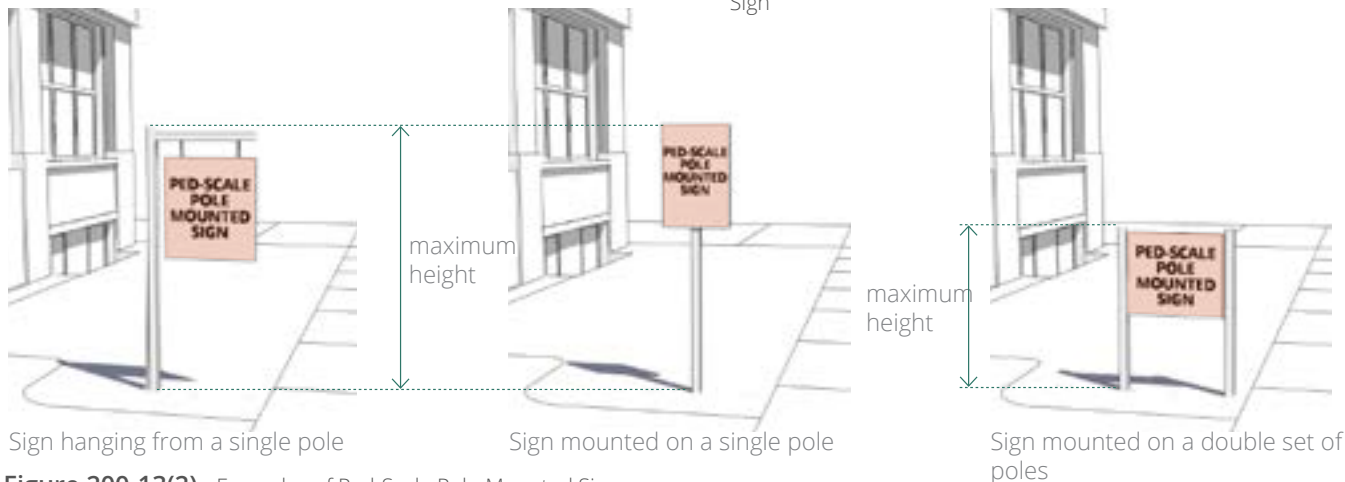


Figure 200-13(2). Examples of Ped-Scale Pole-Mounted Signs

Division 200: Signs

Multi-Tenant Monument

200-14. MULTI-TENANT MONUMENT

A. DESCRIPTION

A multi-tenant monument sign is a large scale freestanding monument sign with a one or two-faced sign panel. Refer to [Figure 200-14\(1\)](#) for an example illustration.

B. USE LIMITATIONS

The multi-tenant monument sign is permitted under all of the following conditions:

1. The parcel has more than 300 feet of major street frontage at the front (address) of the parcel.
2. The commercial development has more than 3 tenant spaces, occupied by different businesses.
3. No other freestanding sign types are permitted on any included parcels.

C. GENERAL REQUIREMENTS

Multi-tenant monument signs shall be developed according to the standards in [Table 200-14-1](#).

1. Pole-Mounted Signs. Monument signs may not be visibly pole-mounted. A monument base is required.
2. Manually Changeable Copy. The area of any manually changeable copy cannot equal greater than 30 percent of the area of the sign face on which it is located or 20 square feet, whichever is less.
3. **Electronic Display.** Electronic displays of numeric characters are permitted each face of one sign per parcel and limited to no more than 15% of the total sign face or 12 square feet, whichever is less. Refer to [200-16](#) for additional regulations.

D. COMPUTATION

1. The area of a multi-tenant monument sign is equal to the area of one (1) sign face, including the changeable copy board, but excludes the base of the sign.
2. Calculating Total Sign Area. The portion of a multi-tenant monument sign attributed to a specific tenant shall count toward the total

allowable sign area for that parcel or tenant, per [Table 200-5-2. Maximum Total Quantity of Signs Permitted by District](#).

3. Measuring Height. Height shall include the sign face, base, cabinet, and ornamental cap.
4. Height from Grade. Height shall be measured from the grade level of the curb of the street closest to the sign. The level of the ground shall not be altered in such a way as to provide additional sign height.

TABLE 200-14-1. MULTI-TENANT MONUMENT SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1. Permitted Sign Types by District . Not allowed for parcels primarily containing residential or lodging uses
Sign Area	Maximum area for each sign is 150 sq ft. per sign face. Refer to Table 200-5-2. Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height	14 ft. maximum overall height; with approved sign waiver, additional height up to 20 feet allowed on street frontages greater than 65 feet in r.o.w. width
Location on the Building or Site	Front or Corner Yards with minimum average depth of 15 feet
Placement on the Building or Site	5 ft. setback from front and corner property lines; cannot overhang property lines
Quantity	1 per street frontage 300 linear feet or greater
Internal Illumination	Permitted for individual letters and logos
Materials	Finished (painted or sealed) solid wood, metal & masonry; burnished, glazed, and/or honed concrete masonry units; plastic & synthetics permitted on sign face

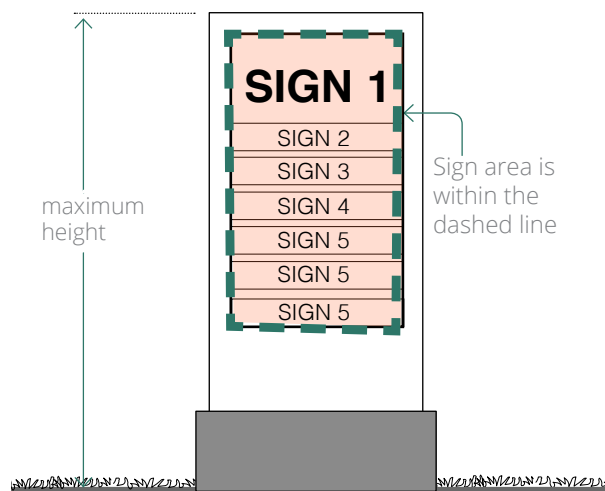


Figure 200-14(1). Example of Multi-Tenant Monument Signs

200-15. POLE SIGN

A. DESCRIPTION

A pole sign is a freestanding sign mounted on top of one or two poles, where the one or two-faced sign panel is located above the ground. Refer to [Figure 200-14\(1\)](#) for an example illustration of the following permitted configurations:

1. A sign mounted onto a double set of poles.
2. A sign mounted on a single pole.
3. A sign hanging from a single pole.

B. GENERAL REQUIREMENTS.

Pole-Mounted Signs shall be developed according to the standards in [Table 200-15-1](#).

1. **Electronic Display.** Electronic displays of numeric characters are permitted each face of one sign per parcel and limited to no more than 15% of the total sign face or 12 square feet, whichever is less. Refer to [200-16](#) for additional regulations.
2. **Manually Changeable Copy.** The area of any manually changeable copy cannot equal greater than 50% of the area of the sign face on which it is located.
3. **Height and Sign Area.** Height up to 30 feet and Sign area up to 100 square feet may be approved by a sign waiver under the following conditions.

TABLE 200-15-1. POLE SIGN REQUIREMENTS

Permitted Districts	Refer to Table 200-5-1, Permitted Sign Types by District . Allowed only for retail businesses.
Sign Area	Maximum area for each sign is 80 sq ft. per sign face. Refer to Table 200-5-2, Maximum Total Quantity of Signs Permitted by District for maximum per parcel
Height & Size	25 ft. maximum overall height; 6 ft. minimum clearance from bottom of sign to ground; each pole max. diameter of 6 inches.
Location on the Building or Site	Front or Corner Yards with minimum average depth of 15 feet
Placement on the Building or Site	2 ft. setback from front and corner property lines; cannot overhang property lines
Quantity	1 per parcel
Internal Illumination	Permitted for individual letters and logos, and cabinet
Materials	Finished (painted or sealed) solid wood, metal & masonry; burnished, glazed, and/or honed concrete masonry units; plastic & synthetics permitted on sign face

- a. Residential District. The Sign may not be visible from any residential R district.
- b. Street. The Sign must front on an elevated highway.

C. COMPUTATION

The area of a pole sign is equal to the area of 1 sign face, including the electronic displays.

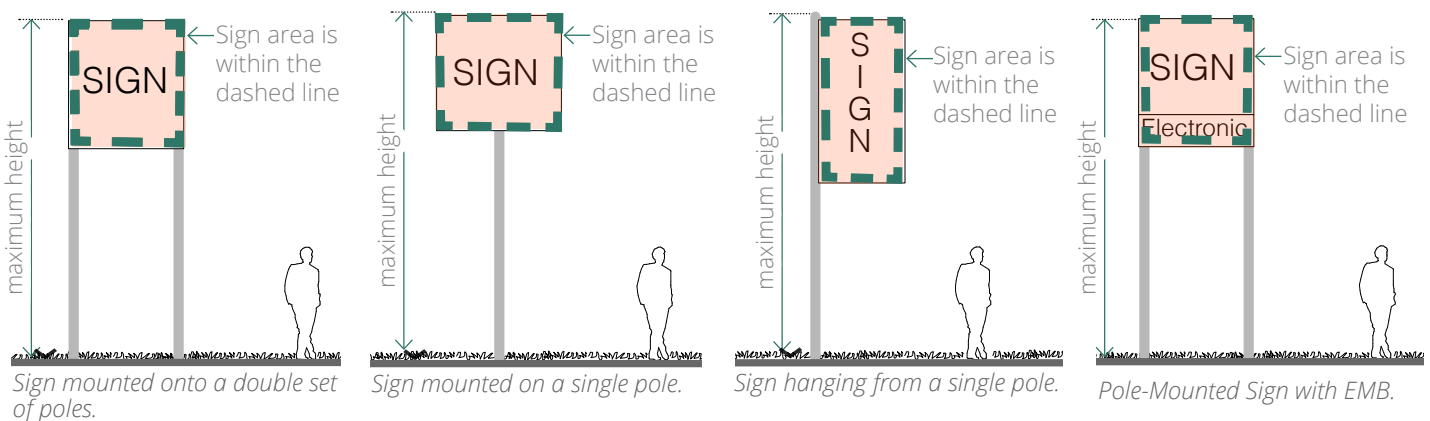


Figure 200-15(1). Example of Pole Signs

Division 200: Signs

Electronic Displays

200-16. ELECTRONIC DISPLAYS

A. APPLICABILITY

The regulations of this division apply to electronic displays, also referred to as digital signage.

B. SIGN TYPE AND AREA

Refer to [200-6](#) through [200-13](#) for sign types allowing the use of electronic display and additional regulations for their use.

C. FORMAT OF DISPLAY

Electronic displays are permitted for numeric displays only, for example, time and temperature or prices.

D. DISPLAY TYPE

Signs may not display full-motion video or otherwise use multiple pictures or graphics in a series of frames to give the illusion of motion or video. This provision is intended to prohibit television screens, plasma screens, LED screens and holographic displays and other technology used to display video images.

E. DWELL TIME

The images and messages displayed on electronic displays are intended to be essentially static and must have a minimum dwell time of at least 60 seconds before changing to the next image or message. This dwell time regulation supersedes any more restrictive regulation applicable to a previously approved electronic display.

F. TRANSITION

The transition or change from one message to another must occur in one second or less and involve no animation or special effects.

G. ILLUMINATION

1. The brightness of any electronic display may not exceed a maximum illumination of 5,000 candelas per square meter (nits) during daylight hours and a maximum illumination of 500 candelas per square meter (nits) between dusk to dawn, as measured from the brightest element on the sign's face.
2. Electronic displays must be equipped with a light detector/photocell that automatically

adjusts the display's brightness according to natural ambient light conditions.

H. SEPARATION FROM RESIDENTIAL

1. Electronic displays are prohibited within 100 feet of any R or SCMU district.
2. These separation distance requirements do not apply if the electronic display is not visible from the referenced district, area or parcel
3. Required separation distances must be measured horizontally in a straight line from the nearest point on a sign face to the nearest point of the protected district or parcel.

I. FUTURE AMENDMENTS

Regulations governing dynamic displays are subject to ongoing monitoring and future modification in the exercise of the town's police powers. No vested right is ever created in an existing electronic display. If regulations governing operational aspects of electronic displays (e.g., dwell time, transitions, illumination/brightness, etc.) are modified by the town, then sign owners and operators are required to bring electronic display advertising signs into compliance with all applicable regulations.

200-17. OUTDOOR ADVERTISING SIGNS

A. GENERAL PROVISIONS

New or replacement of existing outdoor advertising signs shall meet all of the requirements of this division.

B. PERMITS REQUIRED

In addition to a sign permit, a building permit and special use permit are required for erection of a new or replacement of an existing outdoor advertising sign.

1. The application for a billboard shall be accompanied by a signed and sealed certification from a licensed engineer, certifying that the billboard meets construction standards, applicable codes, and good engineering practices pertaining to all components of the sign and sign structure. Additionally, certification from a structural engineer may be required to verify the structural integrity

of the billboard, design, installation, footing, foundation, and structure.

C. RESTRICTIONS ON LOCATION

Outdoor advertising signs may only be permitted with compliance of all of the following location requirements:

1. **Oriented to a Highway.** Outdoor advertising signs shall be oriented towards and located within 600 feet of the right-of-way of a state highway.
2. **Zoning District.** Outdoor advertising signs shall only be located on parcels designated on the official zoning map as an I-1 or I-2 zoning district.
3. **Proximity to Residential and Other Districts.** No billboard shall be located within 1,000 feet of a residential subdivision that has been recorded in the Clark County Recorder's office, or property that is zoned R-1, R-2, R-3, RPO, VPCZ, EBCZ, SCMU, MD, AB, or MHP.
4. **Proximity to Schools, Parks, Hospitals.** Outdoor advertising signs shall be located a minimum of 500 feet from any existing school, public park, or hospital.
5. **Proximity to Other Signs.** Billboards shall be separated from another billboard by not less than one thousand five hundred (1,500) feet in all directions, whether within the Town or another planning jurisdiction.
6. **Exit Ramps.** When installed along interstate highways or limited access highways, no billboard may be located adjacent to or within one thousand (1,000) feet of an entrance or exit ramp. The specific distances shall be measured to the nearest point of the intersection of the traveled way of the roadway and the ramp.

D. PARCEL REQUIREMENTS

1. No more than one outdoor advertising sign shall be located on the parcel.
2. The minimum size of the parcel shall be 200 feet along the highway right-of-way and 200 feet deep.

3. The front, side, and rear setbacks of a billboard shall be thirty (30) feet.

E. SIZE AND CONFIGURATION

1. **Maximum Area.** An outdoor advertising sign shall not exceed a maximum sign surface area of 672 feet per face, nor more than 1,344 square feet per sign.
2. **Maximum Height.** Maximum height of any outdoor advertising sign is 75 feet, measured from the top of curb or edge of pavement of the adjacent highway to the top of any part of the sign. The maximum height of the sign and sign structure shall not be greater than that of the zone in which it is located.
3. No billboard structure shall contain more than two (2) sign faces.
4. Billboards shall not be constructed side-by-side or one over the other.
5. Billboards shall not be portable, inflatable, installed, or attached in any manner to a motor vehicle or trailer.
6. The dimensions of a billboard shall not exceed fourteen (14) by forty-eight (48) feet exclusive of structural members or supports.
7. The front, side, and rear setbacks of a billboard shall be thirty (30) feet.

Division 200: Signs

Administration of Signs

200-18. ADMINISTRATION OF SIGNS

A. GENERAL SIGN PERMIT PROCEDURES

- 1. Applicability.** When compliance with this chapter is required per [200-1.B](#), an applicant must submit an application for a sign permit except where expressly exempt from such application by this chapter. Refer to [200-2. Exempt Signs](#).
- 2. Sign Permit Required.** Subject to the provisions of this chapter, signs shall be constructed, erected, installed, reconstructed, relocated, enlarged, illuminated, and/or substantially altered, only upon the issuance of a valid permit by the Town.
- 3. Permit Application.** An application for construction, creation, or installation of a new sign, or for modification of an existing sign, shall be accompanied by detailed drawings to show the dimensions all signs and relevant building façades, including percent of façade covered, total area of each proposed sign, colors, materials, design, structure, and dimensioned location of each particular sign on a site map of the development.
- 4. Consultant.** If deemed necessary by the planning director, a consultant may be procured by the town to provide assistance in the review of sign permits. Application fees may be established to cover the costs incurred by the consultant.
- 5. Final Inspection.** A final inspection will be conducted after construction, erection, or installation with 48 hour notice.

B. SIGN WAIVERS

Sign waivers from the regulations are defined throughout this Division 200 and may be requested for approval by the planning director.

- 1. Conditions.** Waivers are permitted under the following conditions:
 - a. The waiver fulfills the intent defined for this Division 200 of the sign regulations. Refer to [Section 70-1.A. Intent](#).
 - b. The resulting sign is consistent or compatible with the surrounding context and the vision

defined in the comprehensive plan and other planning documents approved by the Town.

- 2. Process.** Waiver requests must be submitted with the sign permit at the time of application for review and approval by the planning director.

C. OPTIONAL MASTER SIGNAGE PLAN

A Master Signage Plan may be submitted for any development requiring a development plan that proposes more than the permitted number of signs as shown in [Table 200-5-2](#).

- 1. Voluntary Submittal of a Master Signage Plan.** An increase in the total area and number of signs on a parcel may be approved by the Plan Commission with a Master Signage Plan submittal. The total square footage of signs with an approved master signage plan shall not exceed 10% of the signage allowed per [Table 200-5-2](#).
- 2. Master Signage Plan Contents.** The applicant shall submit an accurate site plan with vicinity map, showing the configuration and layout of the parcel, adjoining streets, adjoining uses, the location of existing and proposed signs, north arrow, at such scale as the Plan Commission may reasonably require. Specifically, the Master Signage Plan shall include the following:
 - a. A Master Signage Plan shall include the name, address and telephone, email address, and fax number of the owner and contact person or representative.
 - b. The type of sign, dimensions, design, structure, and location of each sign and facade of the building.
 - c. Location of buildings, parking lots, driveways, and landscaped areas on the parcel.
 - d. Location of each existing and proposed sign for the parcel and any building.
 - e. Computation of the area of each sign and the total area of all signs.
 - f. Percentage of building wall or façade proposed to be covered.
 - g. Proposed sign lighting and direction of lighting.

- h. Any proposed shielding of lights.
 - i. Color renderings of signs.
 - j. Materials of signs.
 - k. The owner(s) shall sign the Master Signage Plan.
 - l. A signed and sealed certification from a licensed engineer may be required, attesting to the adequate engineering and design of the signs and all of its components, and to the structural integrity of the sign and all of its components, taking into consideration good engineering practices and all applicable codes.
 - m. Other information as may be required to adequately review the Master Signage Plan.
- 3. Consultant.** If deemed necessary by the planning director, a consultant may be procured by the town to provide assistance in the review of the Master Signage Plan. Application fees may be established to cover the costs incurred by the consultant.
- 4. Existing Signs Not Conforming to Master Signage Plan.** If any new or amended Master Signage Plan is filed for a property on which existing signs are located, it shall include a schedule for bringing each such sign(s) into conformance within one (1) year. However, the area of the signs shall be taken into consideration in the computation of sign area.
- 5. Binding Effect.** After approval of a Master Signage Plan, no sign shall be permitted, erected, constructed, installed, placed, or painted, except in conformance with the approved Master Signage Plan. An approved Master Signage Plan shall be enforced in the same way as any provision of this zoning ordinance.

D. NONCONFORMING SIGNS

Nonconforming signs are those signs that do not fully comply with the minimum requirements of this chapter. The following applies to existing signs per [200-1.B](#) and those signs existing on property annexed to the town at a later date, and which was constructed, in full compliance with all applicable

laws, codes, and/or regulations in effect at the time of construction.

- 1. Repair and/or replacement.** Signs determined to be nonconforming, shall be removed, or made to fully comply with the provisions of this chapter, when any proposed change, repair, or maintenance would constitute an expense greater than 50 percent of the sign's original cost, or the replacement cost of the sign, whichever is less.
- 2. Substantially Altered.** Nonconforming signs shall not be enlarged, or substantially altered, in such a manner as to increase the extent of the existing nonconforming condition.
- 3. Changing copy and/or messages.** The changing of advertising copy, facial panels, changeable letter panels or bulletin boards, or other such messages on an existing nonconforming sign or outdoor advertising sign, shall be permitted provided such activity and/or change does not create new nonconformities.
- 4. Destroyed Signs.**
 - a. For the purposes of this chapter, nonconforming signs shall be deemed destroyed when damaged to an extent that the cost of restoring and/or repairing the sign, equals or exceeds the replacement cost of the sign.
 - b. Nonconforming signs destroyed by casualty, shall not be repaired, reconstructed, or replaced except in a manner resulting in full compliance with the provisions of this chapter.
 - c. Remnants of nonconforming signs, and/or their supporting structures, shall be removed in their entirety.
- 5. Moving, relocating, and/or replacement.** Nonconforming signs shall not be moved, relocated, and/or replaced, except in a manner resulting in full compliance with the provisions of this chapter.

Division 200: Signs

Administration of Signs

E. VIOLATIONS

Any of the following shall be a violation of this ordinance, and shall be subject to the enforcement remedies and penalties provided by this ordinance:

1. Install, create, or erect a sign without a sign permit.
2. Install, create, erect, or maintain any sign in a way that is inconsistent with any plan or permit governing such sign or the parcel on which the sign is located.
3. Fail to remove any sign that is installed created, erected, or maintained in violation of this ordinance.
4. Each sign installed, created, erected, or maintained in violation of this ordinance shall be considered a separate violation when applying the penalty portions of this ordinance. Each day the violation continues is a separate violation.

F. ENFORCEMENT AND REMEDIES

As permitted, any sign in violation of this ordinance may be removed or abated by the Building Commissioner. Remedies shall include, but not be limited to the following:

- a. Removal of sign or any part of the sign structure.
- b. Removal of any vehicle that is parked or used in a conspicuous manner as a sign.
- c. Issue a stop-work order for any and all work on any sign or sign structure.
- d. In the case of a sign that poses an immediate danger to the public health or safety, the Town may take such measures as are available under the applicable provisions of Town ordinances and building code for such circumstances, including removal of such sign or sign structure.
- e. Enforcement of this division shall conform to Article 6, Division 270 of this zoning ordinance.