

## ARTICLE IX. SIGNS

### Section 900 Scope and Applicability

Any sign hereafter erected and maintained shall conform with the provisions of this Article and any other municipal ordinances and regulations.

### Section 901 Definitions

- a. **Animated Sign:** Any sign that uses movement or change of lighting to depict action or create a special effect or scene. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature shall be considered a changeable copy sign and not an animated sign.
- b. **Banner:** Any sign of lightweight fabric or similar material that is mounted to a pole, a building or any other structure. Flags representing governmental, educational or religious organizations shall not be considered banners.
- c. **Beacon:** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.
- d. **Building Marker:** Any sign indicating the name of a building and date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other permanent material.
- e. **Building Sign:** Any sign attached to any part of a building, as contrasted to a freestanding sign.
- f. **Canopy Sign:** Any sign that is a part of an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.
- g. **Changeable Copy Sign:** A sign on which the message copy can be changed through the use of attachable letters, numerals or graphics or through the use of electronic switching of lamps or other illuminated devices. A sign on which the message changes more than eight (8) times a day (except for time and/or temperature) shall be considered an animated sign and not a changeable copy sign for purposes of this ordinance.
- h. **Commercial Message:** Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.
- i. **Freestanding Sign:** Any sign supported by an upright(s) that is anchored in the ground and that is independent from any building or other structure.
- j. **Incidental Sign:** A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking", "entrance", "telephone", "no trespassing" and other similar directives, and window signs giving store hours or the names of credit institutions. No sign with a commercial message legible from a position off the lot on which the sign is located shall be considered incidental.
- k. **Marquee:** Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed for commercial use to provide protection from the weather or for advertising.

- l. Marquee Sign: Any sign attached to, in any manner, or made a part of a marquee.
- m. Pennant: Any lightweight plastic, fabric, or other material which does not contain a message and is suspended from a rope, wire, or string, usually in series, designed to move in the wind.
- n. Portable Sign: Any sign which is self supporting without being firmly embedded in the ground, or is fixed on a movable stand or mounted on wheels or movable vehicles or made easily movable in some other manner, including, but not limited to, signs converted to A- or T-frames; balloons used as signs; umbrellas used for advertising; and signs attached to or painted on vehicles parked and visible from the public right-of-way.
- o. Projecting Sign: Any sign affixed to a building or wall in such a manner that its leading edge extends more than fourteen (14) inches beyond the surface of such building or wall. Projecting signs shall not project more than four (4) feet from the wall or surface to which they are attached, shall not extend beyond the edge of any wall or other surface to which they are mounted, and the lowest edge shall be at least eight (8) feet above the ground level immediately below.
- p. Residential Sign: Any sign located in a district zoned for residential uses that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located.
- q. Roof Sign: Any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.
- r. Roof Sign, Integral: Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than fourteen (14) inches.
- s. Sign: Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce, or identify the purpose of a person or entity, or to communicate information of any kind to the public.
- t. Wall Sign: Any sign attached parallel to, but within fourteen (14) inches of, a wall, painted on a wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.
- u. Window Sign: Any sign, pictures, symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service, that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

Section 902 Area of Signs

- a. The area of a sign shall be construed to include all lettering, wording, and accompanying designs and symbols, together with the background, whether open or enclosed, on which they are displayed but not including any supporting framework and bracing incidental to the display itself.
- b. The area of a sign painted upon or applied to a building shall be considered to include all lettering, wording, and accompanying designs or symbols together with any backing associated with the sign.

- c. Where the sign consists of individual letters or symbols attached to or painted on a surface, building, wall, canopy, or window, the area shall be considered to be that of the smallest rectangle or other regular geometric shape which encompasses all of the letters and symbols.
- d. In computing square foot area of a double-faced sign, only one side shall be considered, provided both faces are identical. If the interior angle formed by the two faces of the double-faced sign is greater than forty-five (45) degrees, then both sides of such sign shall be considered in calculating the sign area.
- e. Lots fronting on two or more streets may compute the sign area for each street frontage separately, however, signage cannot be accumulated and used on one street in excess of that allowed for lots with only one street frontage.

Section 903 Illumination of Signs

- a. Directly Illuminated Sign--A sign designed to give forth artificial light directly (or through transparent or translucent material) from a source of light within such sign, including but not limited to neon and exposed lamp signs.
- b. Indirectly Illuminated Sign--A sign illuminated with a light so shielded that no direct rays therefrom are visible elsewhere on the lot where said illumination occurs. If such shielding device is defective, such sign shall be deemed to be a directly illuminated sign.
- c. Non-Illuminated Sign--A sign which is not illuminated either directly or indirectly.

Section 904 Height of Signs

- a. The height of a freestanding sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be the existing grade prior to construction or the newly established grade after construction (exclusive of any filling, berming, mounding or excavating solely for the purpose of locating the sign), whichever is lower.
- b. For a projecting, roof or wall sign, the height shall be determined by its placement on the building.

Section 905 Placement of Signs

- a. In no case shall any sign be erected so that it:
  - (1) Interferes with traffic through glare or through confusion with a traffic control device (by reason of color, location, shape, wording or other characteristic) or through any other means.
  - (2) Lies within the clear sight triangle as specified in Section 523.
  - (3) Lies within a parking space or parking aisle.
  - (4) Blocks the movement of pedestrians traveling on public thoroughfares.
  - (5) Blocks the entrance, exit, fire escape, or fire lane to a building.
- b. Signs shall not be located within, nor project into the ultimate right-of-way of a street. In addition, the following minimum setback requirements shall be met:

- (1) Signs of two (2) square feet or less shall be set back at least two (2) feet from a sidewalk or the cartway of a street.
  - (2) Signs of six (6) square feet or less shall be set back at least five (5) feet from a sidewalk or the cartway of a street.
  - (3) Signs which are greater than six (6) square feet shall be set back at least ten (10) feet from a sidewalk or the cartway of a street.
- c. Signs shall be no closer than fifteen (15) feet to a side or rear lot line.

**Section 906 Exempted Signs**

Official signs which are authorized or erected by a duly constituted Governing Body including, but not limited to, signs necessary for the direction, regulation and control of traffic; street name signs; legal notices; and warnings at railroad crossings, shall be exempt from regulation under this Article.

**Section 907 Prohibited Signs**

The following signs are unlawful and prohibited:

- a. Animated signs
- b. Beacons
- c. Pennants
- d. Signs containing information that a property may be used for any purpose not permitted in the zoning district in which the property to which the sign relates is located.
- e. Signs illuminated by a group of incandescent light bulbs hung or strung overhead or used to outline a sign or structure, with the exception of festive lighting.
- f. Any sign erected on a tree or utility pole, or painted or drawn on a rock or other natural feature.

**Section 908 Signs Permitted in All Zoning Districts**

The following signs shall be permitted in all zoning districts and do not require a permit, provided the applicable requirements have been met. In addition, such signs shall not be counted when calculating the maximum total area of all signs on a lot.

- a. Incidental signs, provided the area of any such sign shall not exceed two (2) square feet.
- b. Flags representing governmental, educational or religious organizations, provided that the total area of all such flags shall not exceed sixty (60) square feet in area.
- c. Identification signs displaying only the name and/or address of the occupant of a premises, provided that the area of any such sign shall not exceed two hundred (200) square inches, and provided that only one (1) such sign shall be permitted per premises.
- d. Building markers or historical signs or tablets provided that the total area of such signs shall not exceed four (4) square feet per building.

Section 909 Signs in Residential Districts

- a. In the RP, RA, RD, FC, SRC, SRL, SRM, SRH and URL Districts, the following sign regulations shall apply to residential uses:
- (1) Each lot shall be permitted one (1) residential sign in accordance with the following requirements:
    - (a) The maximum area of any such sign shall be two (2) square feet.
    - (b) A freestanding sign or a wall sign shall be permitted.
    - (c) Such sign shall be non-illuminated or indirectly illuminated.
  - (2) Each lot shall be permitted temporary signs in accordance with the following requirements:
    - (a) The maximum area of any such sign shall be six (6) square feet.
    - (b) Freestanding signs or window signs shall be permitted.
    - (c) Such signs shall be non-illuminated.
    - (d) No more than four (4) temporary signs shall be permitted in any one calendar year and no more than two (2) temporary signs shall be permitted on a lot at any one time.
    - (e) Such signs shall be removed after thirty (30) days. However, signs advertising the sale or rental of the premises upon which said sign has been erected shall be permitted until there is an agreement of sale, lease or rental for the property.
  - (3) Each residential development or complex shall be permitted an identification sign at each principal access drive subject to the following requirements:
    - (a) The maximum area of any such sign shall be twelve (12) square feet.
    - (b) A freestanding sign shall be permitted.
    - (c) Such sign shall be non-illuminated or indirectly illuminated.
  - (4) The maximum height of a freestanding sign shall be six (6) feet.
- b. In the RP, RA, RD, FC, SRC, SRL, SRM, SRH and URL Districts, the following sign regulations shall apply to permitted nonresidential uses and lawful nonconforming uses:
- (1) Each lot shall be permitted permanent signs in accordance with the following requirements:
    - (a) One (1) freestanding sign with a maximum area of twelve (12) square feet.
    - (b) One (1) wall sign with a maximum area of ten (10) square feet.

- (c) The signs permitted by (a) and (b) above may be changeable copy signs provided that they are not directly illuminated.
  - (d) Such signs shall be non-illuminated or indirectly illuminated.
- (2) Each lot shall be permitted temporary signs in accordance with the following requirements:
- (a) The maximum area of any such sign shall be ten (10) square feet.
  - (b) Freestanding signs, banners and window signs shall be permitted.
  - (c) Such signs shall be non-illuminated.
  - (d) No more than four (4) temporary signs shall be permitted in any one calendar year and no more than two (2) temporary signs shall be permitted on a lot at any one time.
  - (e) Such signs shall be removed after fifteen (15) days. However, signs advertising the sale or rental of the premises upon which said sign has been erected shall be permitted until settlement or rental of the property has occurred.
- (3) The maximum height of a freestanding sign shall be six (6) feet.

Section 910 Signs in Planned Residential Developments and Village Center Districts

- a. Residential uses in PRDs and VC-1 and VC-2 Districts shall be permitted signs in accordance with Section 909.a.
- b. Nonresidential uses in PRDs and VC-1 and VC-2 Districts shall be permitted permanent signs in accordance with the following requirements:
  - (1) Each lot shall be permitted one (1) freestanding sign. The area of any such sign shall not exceed one (1) square foot for each five (5) feet of street frontage or twenty (20) square feet, whichever is smaller.
  - (2) Each lot shall be permitted building signs in accordance with the following requirements:
    - (a) The total area of all building signs shall not exceed five (5) percent of the exterior area of the front building wall (including window and door area and cornices) of the principal building.
    - (b) Canopy signs, projecting signs, marquee signs, wall signs and window signs shall be permitted.
    - (c) Not more than one (1) projecting sign or marquee sign shall be permitted per principal building and such sign shall not exceed ten (10) square feet.
    - (d) Window signs shall not exceed twenty-five (25) percent of the total window area.
  - (3) The signs permitted by sections (1) and (2) above may be changeable copy signs provided that they are not directly illuminated.

- (4) Such signs shall be non-illuminated, indirectly illuminated or directly illuminated, except as indicated in subsection (3) above.
- c. Nonresidential uses in PRDs and VC-1 and VC-2 Districts shall be permitted temporary signs in accordance with the following requirements:
- (1) The maximum area of any such sign shall be ten (10) square feet.
  - (2) Freestanding signs, banners and window signs shall be permitted; provided that no more than one (1) temporary, freestanding sign shall be permitted on a lot at any one time.
  - (3) Such signs shall be non-illuminated.
  - (4) No more than four (4) temporary signs shall be permitted per establishment for any one calendar year and no more than two (2) temporary signs shall be permitted per establishment at any one time.
  - (5) Such signs shall be removed after fifteen (15) days. However, signs advertising the sale or rental of the premises upon which said sign has been erected shall be permitted until there is an agreement of sale, lease or rental for the property.
- d. The maximum height of a freestanding sign shall be six (6) feet.

Section 911 Signs in the CC and SC Districts

- a. The following types of permanent signs shall be permitted in the CC and SC Districts:
- (1) Each lot shall be permitted one (1) freestanding sign in accordance with the following requirements:
    - (a) The area of any such sign shall not exceed one (1) square foot for each five (5) feet of street frontage or thirty (30) square feet, whichever is smaller.
    - (b) The maximum height of any such sign shall be ten (10) feet.
  - (2) Each lot shall be permitted building signs in accordance with the following requirements:
    - (a) The total area of all building signs shall not exceed ten (10) percent of the exterior area of the front building wall (including window and door area and cornices) of the principal building.
    - (b) Canopy signs, projecting signs, marquee signs, wall signs and window signs shall be permitted.
    - (c) Not more than one (1) projecting sign or marquee sign shall be permitted per principal building and such sign shall not exceed twenty (20) square feet.
    - (d) Window signs shall not exceed twenty-five (25) percent of the total window area.
  - (3) The signs permitted by sections (1) and (2) above may be changeable copy signs.

- (4) Such signs shall be non-illuminated, indirectly illuminated or directly illuminated.
- b. Temporary signs shall be permitted in accordance with the following requirements:
- (1) The maximum area of any such sign shall be twelve (12) square feet.
  - (2) Freestanding signs, banners and window signs shall be permitted; provided that no more than one (1) temporary, freestanding sign shall be permitted on a lot at any one time.
  - (3) The maximum height of a freestanding sign shall be six (6) feet.
  - (4) Such signs shall be non-illuminated.
  - (5) No more than four (4) temporary signs shall be permitted per establishment for any one calendar year and no more than two (2) temporary signs shall be permitted per establishment at any one time.
  - (6) Such signs shall be removed after fifteen (15) days. However, signs advertising the sale or rental of the premises upon which said sign has been erected shall be permitted until there is an agreement of sale, lease or rental for the property.

Section 912 Signs in the PC Districts

- a. The following types of permanent signs shall be permitted in the PC Districts:
- (1) Each lot shall be permitted one (1) freestanding sign in accordance with the following requirements:
    - (a) The area of any such sign shall not exceed one (1) square foot for each four (4) feet of street frontage or sixty (60) square feet, whichever is smaller.
    - (b) The maximum height of any such sign shall be twelve (12) feet.
  - (2) Each lot shall be permitted building signs in accordance with the following requirements:
    - (a) The total area of all building signs shall not exceed fifteen (15) percent of the exterior area of the front building wall (including window and door area and cornices) of the principal building.
    - (b) Canopy signs, projecting signs, integral roof signs, marquee signs, wall signs and window signs shall be permitted.
    - (c) Not more than one (1) projecting sign or marquee sign shall be permitted per principal building and such sign shall not exceed thirty-two (32) square feet.
    - (d) Not more than two (2) integral roof signs shall be permitted per principal building.
    - (e) Window signs shall not exceed twenty-five (25) percent of the total window area.



- (3) The signs permitted by sections (1) and (2) above may be changeable copy signs.
  - (4) Such signs shall be non-illuminated, indirectly illuminated or directly illuminated.
- b. Temporary signs shall be permitted in accordance with the following requirements:
- (1) The maximum area of any such sign shall be twenty (20) square feet.
  - (2) Freestanding signs, banners and window signs shall be permitted, provided that no more than one (1) temporary, freestanding sign shall be permitted on a lot at any one time.
  - (3) The maximum height of a freestanding sign shall be ten (10) feet.
  - (4) Such signs shall be non-illuminated.
  - (5) No more than four (4) temporary signs shall be permitted per establishment for any one calendar year and no more than two (2) temporary signs shall be permitted per establishment at any one time.
  - (6) Such signs shall be removed after fifteen (15) days. However, signs advertising the sale or rental of the premises upon which said sign has been erected shall be permitted until there is an agreement of sale, lease or rental for the property.

Section 913 Signs in the PI and EXT Districts

- a. The following types of permanent signs shall be permitted in the PI and EXT Districts:
- (1) Each lot shall be permitted one (1) freestanding sign in accordance with the following requirements:
    - (a) The area of any such sign shall not exceed one (1) square foot for each four (4) feet of lot frontage or sixty (60) square feet, whichever is less.
    - (b) The maximum height of any such sign shall be twelve (12) feet.
  - (2) Each lot shall be permitted business signs in accordance with the following requirements:
    - (a) The total area of all building signs shall not exceed five (5) percent of the exterior area of the front building wall (including window and door area and cornices) of the principal building.
    - (b) Canopy signs, projecting signs, roof signs, wall signs and window signs shall be permitted.
    - (c) Not more than one (1) projecting sign shall be permitted per principal building and such sign shall not exceed thirty-two (32) square feet.

- (d) Not more than one (1) roof sign shall be permitted per principal building. Such sign shall not exceed twenty (20) square feet and extend more than four (4) feet above the roof line.
- (3) The signs permitted by sections (1) and (2) above may be changeable copy signs.
- (4) Such signs shall be non-illuminated, indirectly illuminated or directly illuminated.
- b. Temporary signs shall be permitted in accordance with the following requirements:
  - (1) The maximum area of any such sign shall be twenty (20) square feet.
  - (2) Freestanding signs, banners and window signs shall be permitted; provided that no more than one (1) temporary, freestanding sign shall be permitted on a lot at any one time.
  - (3) The maximum height of a freestanding sign shall be ten (10) feet.
  - (4) Such signs shall be non-illuminated.
  - (5) No more than four (4) temporary signs shall be permitted per establishment for any one calendar year and no more than two (2) temporary signs shall be permitted per establishment at any one time.
  - (6) Such signs shall be removed after fifteen (15) days. However, signs advertising the sale or rental of the premises upon which said sign has been erected shall be permitted until there is an agreement of sale, lease or rental for the property.

Section 914 Nonconforming Signs

- a. Signs existing at the time of passage of this Ordinance, which were legally erected, and which do not conform with the requirements of this Ordinance shall be considered nonconforming signs.
- b. Nonconforming signs may be repainted or repaired (including lighting) provided such repainted or repaired sign does not exceed the dimensions of the existing sign. Wording may also be changed. However, nonconforming signs shall either be eliminated or made to conform with the requirements of this Article when any proposed change, repair or maintenance would constitute an expense of more than fifty (50) percent of the original value or replacement value of the sign, whichever is less.
- c. Nonconforming signs which are removed shall be replaced only with conforming signs.

Section 915 Permits, Construction, Maintenance and Violations

- a. General Permit Procedures
  - (1) A zoning permit must be obtained from the municipality before the erection of any sign greater than two (2) square feet in area, unless specifically exempted herein. Exemptions from the necessity of securing a zoning permit, however, shall not be construed to relieve the owner of

the sign involved from responsibility for its erection in a safe manner and in a manner in accord with all the other provisions of this Ordinance.

(2) **Permanent Signs**--Before any permit is granted for the erection of a permanent sign or permanent sign structure, plans and specifications shall be filed with the municipality showing:

- (a) the dimensions of the sign and, where applicable, the dimensions of the wall surface of the building to which it is to be attached;
- (b) the dimensions of the sign's supporting members;
- (c) the maximum height of the sign;
- (d) the proposed location of the sign in relation to the face of the building, in front of which or above which it is to be erected;
- (e) the proposed location of the sign in relation to the boundaries of the lot upon which it is to be situated;
- (f) the method and hours of illumination;
- (g) the materials, finish, and details of construction including loads, stresses, anchorage, and any other pertinent engineering data; and
- (h) existing signs on the property.

(3) **Temporary Signs**--No permit is required for a temporary sign. However, the requirements of this Ordinance shall be met.

(4) **Fees and Deposits**--Permit fees and refundable escrow deposit amounts shall be set from time to time by resolution of the Governing Body.

b. **Construction Requirements**--All signs shall meet the design and construction requirements of the BOCA Basic Building Code. All electrical signs shall be manufactured in accordance with the Underwriters' Laboratories specifications and shall bear the laboratory label.

c. **Maintenance Requirements**--Every sign permitted by this Ordinance must be constructed of durable materials and kept in good condition and repair. Any sign which is allowed to become dilapidated may be removed by the municipality at the expense of the owner or leasee of the property or premises on which it is located. Prior to such action, the zoning officer shall follow the notification procedures specified in Section 915.e below.

d. **Unsafe and Unlawful Signs**--If the Zoning Officer finds that any sign regulated herein is unsafe or insecure or is a menace to the public or has been constructed, erected, or maintained in violation of the provisions of this Ordinance, he shall give notice to remove or alter the sign to comply with this Ordinance, in the same manner as in Section 915.e below. However, any sign which is in immediate peril to persons or property may be removed summarily and without notice.

e. **Removal of Signs**--The owner or leasee of any property or premises upon which any sign is erected shall be responsible for its complete removal as required by any provision of this Ordinance. If the owner or leasee of any property upon which a sign has been erected shall fail or neglect to remove it as hereinabove

required, the Zoning Officer shall give notice to the owner by certified mail to remove the sign. If this letter is returned undelivered, for any reason, he may post such notice upon the premises. If, upon the expiration of thirty (30) days following notice, the owner fails to remove the sign, the municipality shall arrange for its removal and shall bill the owner or leasee for the cost of such work plus ten (10) percent for administrative cost.

Section 916 Overlay Districts

Signs in the Village Expansion (Overlay) District and the Arterial Corridor (Overlay) District shall meet the sign regulations of the underlying zoning district.