

11 SIGNS

11.1 GENERAL PURPOSE AND INTENT

The sign regulations of this chapter are adopted under the zoning authority of the city in furtherance of the general purposes set forth in the Unified Development Ordinance. The purpose of this chapter is as follows:

- To encourage the effective use of signs as a means of communications in the city and its extraterritorial jurisdiction;
- To maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development and growth;
- To improve pedestrian and traffic safety;
- To minimize the possible adverse effect of signs on nearby public and private property; and
- To enable the fair and consistent enforcement of these sign regulations.

11.2 APPLICABILITY

11.2.1 PERMIT REQUIRED

Unless otherwise provided by this ordinance, no sign may be constructed, erected, placed, moved, enlarged, illuminated, or substantially altered within the city and its extraterritorial jurisdiction unless and until a permit has been obtained and the provisions of this section have been met. Additional permits may be necessary pursuant to the regulations in the state building code or other sections of this ordinance. No permit shall be issued until a completed application, accompanied by the appropriate fee from the "Official Fee and Charge Schedule" for the City of Wilson, has been filed with, reviewed, and approved by the Administrator.

11.2.2 ALTERATION OF SIGN FACE

Repainting of a sign, if in conformance with the applicable standards of this chapter, shall be considered maintenance or repair and shall not require a permit. The changing of tenant name panels on multiple-tenant development signage shall not require a permit.

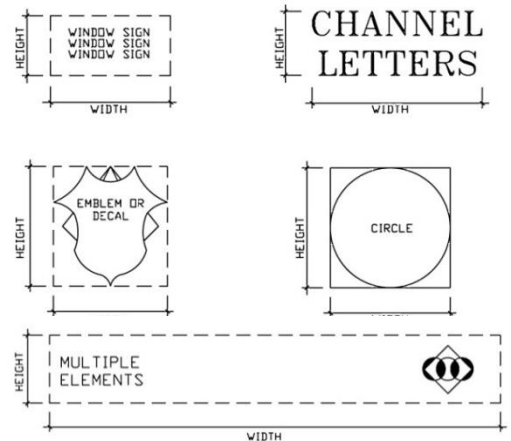
11.2.3 HISTORIC SIGNS

The restoration and preservation of signs over 50 years old shall not require a permit; however such signs may not be enlarged, moved, illuminated, or otherwise altered except in conformance with an approved permit and the provisions of this section.

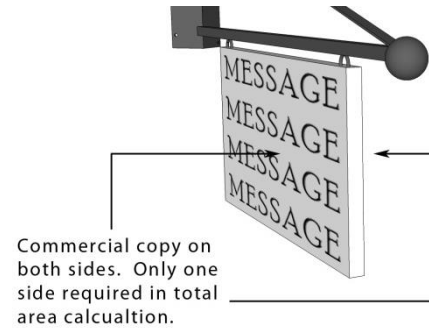
11.3 COMPUTATION OF SIGNAGE MEASUREMENTS

11.3.1 COMPUTATION OF SIGN AREA

- A. The area of a sign face shall be deemed to be the entire area within the smallest square or rectangle that will encompass the extreme limits of the writing, representation, emblem, or other display on the sign as illustrated at right.
- B. The area shall also include any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed.



- C. Frames or structural members not bearing informational or representational matter shall not be included in computation of the area of a sign face.
- D. All sides of a multi-sided sign shall be included in the computation of area, except that the total area of a two-sided back-to-back sign shall only be calculated as the area of one of the sides as illustrated at right.



11.3.2 COMPUTATION OF HEIGHT

The height of a 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 higher of the established grade after any construction (exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign), or the elevation of the nearest point of the crown of the nearest abutting public street.

11.3.3 COMPUTATION OF SETBACK

Unless specifically stated otherwise, setbacks are measured from the nearest point on the sign to the nearest point on a property line, zoning boundary, use, or structure, as appropriate.

11.4 GENERAL PROVISIONS

11.4.1 STANDARDS APPLICABLE TO ALL PERMITTED SIGNS

- A. **Location:** Unless specifically provided otherwise elsewhere in this section, all permitted signs shall adhere to the following provisions:
 1. All signs regulated by this ordinance shall be on-premises signs located on private property.
 2. Permitted signs shall always be located outside of the street right-of-way and required sight triangles.
 3. Permitted signage shall be located behind sidewalk areas except where encroachments are permitted as outlined in 11.4.1.B below.
 4. No new freestanding sign shall be placed within 20 feet of an existing freestanding sign on an adjoining lot.
- B. **Sign Encroachments:** Where awning signs, projecting/suspended signs and marquee signs are permitted, they may project over the sidewalk to within 18 inches of the curbline provided that such signs shall maintain a minimum clearance of 8 feet above the sidewalk.
- C. **Removal of Dated Signs:** Any sign face or message relating to a business or other use formerly located on the same lot shall be removed by the owner within 30 days after vacating the premises of this particular business.
- D. **Noncommercial Messages:** Any sign, display or device allowed under this chapter may contain, in lieu of any other copy, any otherwise lawful noncommercial message.

11.5 SIGNAGE STANDARDS BY CATEGORY

Signage shall be permitted subject to the standards in the tables below. Additional standards for specific signage types are outlined in Section 11.6.

11.5.1 ATTACHED SIGN STANDARDS

	Permitted Location	Maximum Area	Maximum Height	Other Requirements	Maximum Number
A. Wall Signs	R/A, MHR, SR4, SR6, GR6, UR (non-residential uses only, but not Home Occupations)	30 sq ft OR 1 sq ft per linear ft of building wall, whichever is greater. 50 sq ft building maximum	No sign shall extend above the roofline	12 inch maximum protrusion; No wall sign shall be permitted on a wall bearing an Original Art Mural. For buildings greater than 2 stories the building maximum will NOT apply	None. May not exceed maximum calculated square footage on any wall (cannot move allotment from one wall to another)
	NC, ICD, NMX, RMX, IMX, CCMX	30 sq ft OR 1 sq ft per linear ft of building wall, whichever is greater. 150 sq ft building maximum.			
	LI, HI, GC, HC	50 sq ft OR 1sq ft per linear ft of building wall, whichever is greater. 250 sq ft building maximum.			
B. Window / Door Signs	All businesses, except Home Occupations, with at least 30 linear feet of windows fronting on a public right-of-way	50% of the gross glass area on any side of the first floor of a building. Included in the building maximum for wall signage.	n/a	Signs shall not be illuminated except for neon lettering on window signs	n/a
C. Awning / Canopy Signs	All businesses, except Home Occupations, on first floor awnings only	50% of the awning area	n/a	Signs shall not be illuminated	1 per public entrance
D. Roof Signs	LI, HI, IMX, CCMX	200 sq ft OR 1 sq ft per linear ft of building wall, whichever is less This sign may substitute for an allowable wall sign only and will be deducted from the total amount of wall signage permitted as calculated in 11.5.1.A	May not exceed the maximum height for the zoning district	No portion of a roof sign shall extend beyond the edge of any exterior wall.	1 per street frontage

	Permitted Location	Maximum Area	Maximum Height	Other Requirements	Maximum Number
E. Theatre Marquee Signs	Theatres only	200 sq ft	May not exceed the maximum height for the zoning district	Such signs must be perpendicular to the façade of the building, or at a 45 degree angle from the corner of the building	1 per theatre
F. Projecting/ Suspended Signs Pedestrian scale	All businesses except Home Occupations	4 sq ft per side	No sign shall extend above roofline	All lettering and graphics shall be permanent	1 per public entrance
Projecting/ Suspended Signs Development Scale	CCMX, IMX	200 sq ft	Is part of the wall signage calculation	Mounting should be integral to the sign design and the architecture of the building.	1 per street frontage
G. Address / Tenant Identification Signs	All Districts	6 sq ft per tenant	n/a	Signs on mailboxes and newspaper tubes may be located in the right-of-way as per applicable postal regulations Street numbers (only) may be painted on the curb	1 per public entrance







11.5.2 FREESTANDING SIGN STANDARDS


	Permitted Location	Maximum Area	Maximum Height	Other Requirements	Maximum Number
A. Monument Signs	R/A, MHR, SR4, SR6, GR6, UR (non-residential uses only, but not Home Occupations)	25 sq ft per sign	6 ft	5 ft minimum front setback and 10 ft minimum side setback	1 per street frontage
	NC, RMX, NMX, IMX	40 sq ft per sign	10 ft	No sign shall be located in any required buffer yard or within 20 ft of any right-of-way intersection.	
	ICD	50 sq ft for the first sign. One additional sign per street front of 30 sq ft	10 ft for first sign, 6 ft for additional signs	Signs shall have a base at least 50% wider than the overall width of the sign	1 per 300 ft of development lot frontage
	LI, HI, GC, HC	40 sq ft OR 0.25 sq ft per linear foot of lot frontage on public streets up to 120 sq ft total	10 ft 15 ft for street frontage greater than 300 ft on one side	OR include landscape plantings at the base of the sign. Additional standards and allowances apply for multi-tenant commercial developments according	1 per street frontage

	Permitted Location	Maximum Area	Maximum Height	Other Requirements	Maximum Number
				to the provisions of Section 11.6.6.	
	CCMX		4 ft	Design Review Board Approval	
B. Post & Arm Signs	Business and Home Occupations in all districts except IMX and CCMX	4 sq ft per side	4.5 ft	5 ft minimum front setback and 10 ft minimum side setback No sign shall be located in any required buffer yard or within 20 ft of any right-of-way intersection.	1 per public entrance
C. Portable / A-Frame Signs	All businesses except Home Occupations	8 sq ft per side, no more than two sides	4.5 ft	Signs may be located on a public sidewalk, but must maintain at least 48 inches of unobstructed pedestrian space. Signs must be placed within 20 ft of the main entrance. The sign must be removed at the close of business each day. Illumination of signs is prohibited.	1 per public entrance




Notes – Please see 11.6.6 for large multi-tenant developments. No freestanding signage may be located less than 20 feet from another freestanding sign.

11.5.3 PERMITTED SIGNAGE TYPES – ATTACHED SIGNS

<p>A. Wall Signs: Flat signs, channel lettering or three-dimensional signs which are painted or attached (parallel) to the wall of a building or structure.</p>	
<p>B. Window/Door Signs: Flat signs or lettering which are painted, hung or otherwise affixed over or behind the window of a building or structure. Window signs must be calculated as part of the wall signage.</p>	
<p>C. Awning/Canopy Signs: Signs integrated into traditional storefront awnings that project over a sidewalk from the building façade.</p>	
<p>D. Roof Signs: A building-mounted sign erected upon and completely over the roof of a building.</p>	
<p>E. Theatre Marquee Signs: Three-dimensional signs projecting from the side of a building which may extend above the roof line and/or incorporate changeable type.</p>	
<p>F. Projecting/Suspended Signs: First Floor (Pedestrian-scaled) signs mounted to the side of the building or underside of a balcony or arcade which can be read from both sides. Development signs that are attached perpendicular to the building above the first floor.</p>	

<p>G. Address/Tenant Identification Signs: Incidental signs that list tenants, unit numbers, address contact information, hours of operation, and similar non-commercial characteristics in a multi-tenant building with common entry.</p>	
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11.5.4 PERMITTED SIGNAGE TYPES – FREESTANDING SIGNS

<p>A. Monument Signs: Signs erected independent of a building, with an integral support structure</p>	
<p>B. Post & Arm Signs: Minor or secondary signs which are used to identify the address of a building, or to identify the profession, family, organization, business, etc., occupying the building.</p>	
<p>C. Portable/A-Frame Signs: Pedestrian scaled non-permanent signs which are used to display menus, daily specials, sale announcements, and similar messages.</p>	

11.6 OTHER PERMITTED SIGNAGE STANDARDS

The following sign types shall be permitted subject to the additional standards below and as outlined in Section 11.2.1.

11.6.1 DRIVE-THRU SIGNS

- A. Location/Placement:** Such signs shall be allowed only as an accessory use to a non-residential establishment with a drive-thru window and within a zoning district permitting drive-thru windows as shown in the Use-Table in Chapter 2
- B. Maximum Number:** 2 signs per drive-thru lane shall be permitted.
- C. Surface Area:** 35 square feet maximum per sign or a single sign with 50 square feet maximum per lane.
- D. Height:** 8 feet maximum.

11.6.2 GAS PUMP ISLAND CANOPY SIGNS

A. Location/Placement

1. Such signs shall be allowed only as a part of an approved Vehicle Services – Minor Maintenance/Repair (Gas Station) use.
2. Such signs shall be attached to the outer, vertical surface of the gas pump island canopy roof and shall project not more than 18 inches from said vertical surface.
3. No signs shall hang from, or under, the canopy; no signs shall be placed on the top, horizontal roof surface of the canopy; and no signs shall extend beyond the top, bottom, and side edges of any canopy surface.

B. Surface Area: Such signs shall cover no more than 50% of the lateral surface area of any given vertical surface.

C. Height: The maximum letter or insignia/logo height shall be 36 inches.

D. Maximum Size: Signs shall follow the same size standards outlined for wall signs in 11.5.1 – Attached Sign Standards

11.6.3 CHANGEABLE SIGNS

A. Manually-Activated Changeable Signs: Any permitted sign may be a manually-activated changeable sign.

B. Electrically-Activated Changeable Signs (On-Premises) Any permitted sign in the GC, HC, LI, and HI districts, or on any property with 500 feet or more of frontage on a street with at least 2 travel lanes in each direction, may be, or include as part thereof, an electrically-activated changeable sign not to exceed 50 square feet in area, provided that the size of the sign may not exceed the area originally allotted.

1. Permitted signs in the NC, RMX, NMX, CCMX and ICD Districts may be electrically-activated changeable signs.
2. In multi-tenant commercial developments of 40 or more acres, up to 200 square feet or 50%, whichever is less, of any allotted freestanding sign may be an electrically-activated changeable sign.

11.6.4 SIGNS ON CITY UTILITY POLES

Decorative banners may be erected on city utility poles provided the banners are installed and removed by the applicant. Installation must be approved by the city utilities department, and the banners must be removed by an agreed upon date. Such banners may also be erected on buildings subject to the approval from the Administrator.

11.6.5 TEMPORARY SIGNS ON NON-RESIDENTIAL PROPERTY

Unless specified elsewhere in this chapter, temporary signage shall be permitted for all active non-residential uses, except Home Occupations, subject to the following standards:

A. Maximum Number: 1 per street frontage

B. Size: 32 square feet maximum and no greater than 6 feet in height.

C. Duration: A temporary sign permit granted under this section will expire 45 days after issuance unless a shorter period of time is requested by the applicant. A temporary sign permit will not be granted until 30 days have lapsed since the expiration of any previous temporary sign permit on the property. An annual permit may be granted for signs that will not be displayed more than 10 days in any 30 day period. Such permits are subject to immediate revocation for violation of the 10 day restriction.

- D. **Location:** Signs must be located outside of a required site triangle or utility/drainage easement. Signs may not interfere with above or below ground utility lines and their maintenance. No temporary sign shall be located within 50 feet of any another temporary sign.
- E. **Vacant Properties:** Except for signs permitted in accordance with Section 11.6.7 and notwithstanding any other sign provision made herein, vacant non-residential properties are allowed no more than one sign, not to exceed 32 square feet in area and 6 feet in height, regardless of whether a building is located upon the property. This section is not to be construed to allow more signage than otherwise allowed under this Code.

11.6.6 MULTI-TENANT COMMERCIAL DEVELOPMENTS

- A. **Signage Standards:** Multi-tenant commercial developments of 8 acres or more or with 500 feet or more of public street frontage shall be permitted signage in accordance with the following:

	Number of Signs Permitted	Maximum Height	Maximum Area Per Development	Maximum Sign Area per Street Frontage	Additional Requirements
Entire development signage	2 signs for each adjacent public street frontage.	30 ft - HC District, 20 ft – all other districts	The greater of 70 sq ft OR 0.25 sq ft per development frontage on public streets	200 sq ft - HC District 120 sq ft – all other districts	Signs must be placed a minimum of 500' apart See 11.6.6.B
Individually platted lots within the development	1 sign for each adjacent public street frontage	8 ft	n/a	40 sq ft.	n/a

- B. **Entrance/Directional Signs:** Additional entrance/directional signs for multi-tenant commercial developments of 40 or more acres in the LI or HI districts are permitted subject to the following provisions:
 1. Up to 2 such signs are permitted for each driveway entrance. Such signs must be placed within 50 feet of the driveway from which the allocation is drawn, but outside any sight visibility triangle as outlined in Section 9.7.1.E.
 2. Maximum height is 10 feet.
 3. The maximum area of any one sign is 40 square feet.

11.6.7 OFF-PREMISES SIGNS (BILLBOARDS)

Unless otherwise specified in this chapter, off-premises signs shall be allowed in the R/A, NC, GC, HC, LI and HI Districts only subject to the following standards.

- A. **Signage Standards**

Districts	Maximum Total Height	Display Surface Dimensions	Maximum Area
R/A, NC, GC, HC, LI, HI	50 ft	Maximum height – 12 ft Maximum width – 40 ft	400 sq ft per side, including copy extensions (see 11.6.7.B.2)

- B. **Additional Standards**

1. **Location/Placement**

- a. Signs must be at least 300 feet from any MHR, SR4, SR6, or Urban District (as outlined in Section 2.4).
- b. All portions of a sign must be at least 10 feet from any overhead electric wiring and public utility guy wire.
- c. Signs must be at least 1,000 feet from any other off-premises sign, measured from centerpoint to centerpoint.
- d. Signs may only be located within 3,000 feet of the centerpoint of the following interchanges with the US 264 by-pass: Downing Street, US 301, Black Creek Road, Old Stantonsburg Road and NC 58.
- e. Signs must be located at least 500 feet from an on or off-ramp centerline.
- f. Signs must be located within 200 feet of the US 264 right-of-way.
- g. Such signs are not allowed in floodway.

2. General Standards

- a. "Copy extensions" (portions of copy extending beyond the outer edge of the sign frame) are allowed provided they extend no more than 6 feet beyond the outer edge of the sign frame, they do not exceed 100 square feet in area (per side), and they comply with all other requirements.
- b. Double-faced (back-to-back) and V-type signs shall be considered as a single sign provided the two sides are separated no more than 20 feet at any point.
- c. Signs shall not be attached to any building and must meet the principal building setback requirements for the district in which they are located.
- d. Signs shall be permanent structures built to withstand a wind load of 36 pounds per square foot.
- e. The area within 25 feet, in all directions, from the base of the sign shall be landscaped with ground cover, shrubs, etc., so as to screen the base of the sign. The sign owner shall maintain this landscaping as long as the sign occupies the premises and shall keep this area free from debris and undergrowth.
- f. Color lighting is prohibited on all signs except permitted electrically-activated changeable signs.

- 3. **Off-Premises Signage with Changeable Copy:** Off-premises signage which incorporate electrically-activated or other changeable copy must be at least 2,000 feet from any other off-premise sign, measured from centerpoint to centerpoint.

C. Standards for Existing Signs

- 1. When the property upon which such sign is erected is changed to a district that does not permit such signs, the sign shall be removed within 90 days of such zoning change.
- 2. All off-premises advertising signs existing on April 7, 1994, that conform to all the provisions of the Outdoor Advertising Manual, N. C. Department of Transportation, Division of Highways, Raleigh, North Carolina dated January 1977, as amended, and are located adjacent to a highway on the National System of Interstate and Defense Highways or a highway on the Federal Aid Primary Highway System and for which there is a valid permit issued by the Department of Transportation, as requested under the provisions of G.S. 136-131.1, shall be allowed to remain provided that no such signs shall be altered, expanded, enlarged or replaced except in conformance with this section.

11.6.8 RESIDENTIAL DEVELOPMENT ENTRY SIGNAGE

Each residential subdivision, multi-family development or traditional neighborhood development is permitted one of the following options for signage at each entrance to the subdivision or development:

- A. **Option 1:** A maximum of 2 permanent monument signs located on private property or on the walls of a building with a maximum size of 50 square feet for each sign and a maximum height of 4 feet; OR
- B. **Option 2:** One monument sign located in the median of any divided entrance with a maximum height of 4 feet and a maximum size of 24 square feet and subject to the following additional provisions:
 - 1. The sign shall be set back 25 feet from the right-of-way of the intersecting street;
 - 2. Any lighting fixtures shall be attached to or incorporated in the sign in such a fashion so as not to constitute a safety hazard or mowing obstruction;
 - 3. Detailed drawings of the sign and its location must be approved by the Technical Review Committee prior to construction of the sign;
 - 4. The sign shall be maintained by the developer and the city shall not be responsible for any special landscaping on the median;
 - 5. The developer shall agree to indemnify the city for any and all loss related to or arising out of the construction, existence or demolition of said sign; and
 - 6. The provisions noted above shall be incorporated into an agreement between the developer and the city and shall be submitted with the detailed drawings, and, upon approval, be recorded at the Wilson County Register of Deeds.

11.6.9 MASTER SIGN PLANS

Due to the unique nature of campus type developments, a Master Sign Plan for consideration by the Planning & Design Review Board may be applied for in the ICD, and for developments of Industrial Parks and Business Parks. The plan shall include type, location, dimensions, color scheme, illumination and other elements to assist the board in their decision making process. The board, in making its decision, may consider the surrounding neighborhoods, zoning, land uses, transportation facilities, signage and related factors.

Large Public/Private Partnership projects may request a Master Signage Plan approved by City Council. Council will consider the unique nature of the project when considering the master plan.

11.6.10 ORIGINAL ART MURALS

- A. **Location in the City** - Original Art Murals are permitted in non-residential or mixed-use zoning districts.
- B. **Location on the building** - The Original Art Murals shall not be located on a street facing facade, commonly referred to as a primary facade. Murals may be placed on facades that face a public alley, parking lot, or public walkway that is not part of a public street. Murals may not be placed on any wall bearing a wall sign.
- C. **Placement on the building** - an Original Art Mural may not be painted on, placed over or around windows or doors. No more than one mural is permitted per building.
- D. **Special Standards in Historic Districts and for Historic Landmarks** - in addition to the other standards in this section, the Historic Preservation Planner must certify that the Original

Art Mural will not be detrimental to the historic character of the building on which the mural is proposed to be placed. The determinate of the Historic Preservation Planner may be appealed to the Historic Preservation Commission.

- E. Height** - An Original Art Mural may not extend above the first story of a building. A mural may not extend above the roof line of a building.
- F. Size** - An Original Art Mural may not be greater than 1000 square feet in area.
- G. Text** - Text, commercial trademarks, or other commercial elements within an Original Art Mural may not exceed the allowable sign area for wall signs as shown in 11.5.1. In no case may the text, commercial trademarks, or other commercial elements within the mural exceed 100 square feet in area or 20% of the overall mural size, whichever is less. For purposes of this section, “commercial elements” refers to any depiction of a product or service that is sold or provided on the property where the mural is located or to any depiction or color scheme designed to market the goods or services sold on the property.
- H. Compensation** - An Original Art Mural for which compensation is given or received for the display of the mural or for the right to place the mural on another’s property is prohibited. The applicant must certify, as part of the application, that no compensation will be given or received for the display of the mural or the right to place the mural on the property.
- I. Maintenance** - Original Art Murals must be maintained so that paint does not peel, has significant fading, or becomes defaced or is otherwise vandalized. Murals not properly maintained must be repaired or removed/painted over within 30 days. Exceptions are granted for murals of historic significance as determined by the Historic Preservation Planner. That determination may be appealed to the Historic Preservation Commission.
- J. Time** - An Original Art Mural must be left in place, without alteration, a minimum of 3 years once completed, unless:
 - a) the property on which the mural is located is sold; or
 - b) the structure on the property is substantially remodeled or altered in a way that precludes continuance of the mural; or
 - c) the property goes through a change of use.

If a mural is removed prior to the expiration of the 3 year period, there shall be a 1 year waiting period before a permit is issued for the installation of another mural on the same building. The 1 year waiting period will begin upon receipt of written notification from the property owner that the mural has been removed.
- K. Grandfathering** - Any Vintage Original Art Murals shall have legal non-conforming status unless such mural contains changing images as defined within the definition of an Original Art Mural. Vintage Original Art Murals may not be altered but may be repaired.
- L. Obscenities prohibited** - Nothing herein shall permit the display of obscene material, content or text. For purposes of this section, obscenity shall be determined in accordance with N.C.G.S. § 14-190.1(b)-(d).

11.7 SIGNS NOT REQUIRING A PERMIT

The following signs shall not require a permit, unless illuminated and a permit is required as per the electrical code, and shall not be counted against any allotments, but shall conform to all applicable requirements of this section.

11.7.1 WINDOW DISPLAYS

Merchandise, pictures or models of products or services that are incorporated as an integral part of an interior window display. Such signs shall utilize no more than 50% of a window’s surface area as measured per section 11.3.

Incidental signs that are not legible from greater than 10 feet shall utilize no more than 50% of a window’s surface area as measured per section 11.3.

11.7.2 PLAQUES OR HISTORICAL MARKERS

Memorial plaques, cornerstones, historical tablets, and similar devices.

11.7.3 RESERVED

11.7.4 TEMPORARY SIGNS ON RESIDENTIAL LOTS

Any ground/freestanding sign containing any lawful noncommercial message on a single family or multifamily residential lot may be erected subject to the following:

- A. Maximum Number:** Up to 4 signs per lot.
- B. Size:** Each sign shall not exceed 6 square feet in area, and 3 feet in height.
- C. Maximum Duration:** No temporary sign shall be displayed longer than 45 days.
- D.** No off-premise commercial signage permitted

11.7.5 SIGNS ON ATHLETIC FIELDS

Scoreboards and internally-oriented signs on athletic fields.

11.7.6 VENDING MACHINE, ATM, AND GASOLINE PUMP SIGNS

Incidental signs attached to and made an integral part of a vending machine, automatic teller machine or gasoline pump if advertising or giving information about the products or services dispensed or vended by that machine.

11.7.7 PROPERTY OFFERED FOR SALE, LEASE, OR RENT

A. Individual Lots For Sale, lease, or rent

- 1. Surface Area: Such signs may be no greater than 12 square feet in area.
- 2. Maximum Number: One sign is permitted for each street front on each lot.
- 3. Maximum Duration: Signs allowed under this section shall be removed within 7 days after the closing of the sale, rental or lease of the property.
- 4. Location: Such signs shall only be located on the property for sale, lease, or rent.

B. Additional Subdivision Signage for New Developments

- 1. Surface Area: Such signs may be no greater than 50 square feet in area and 10 feet in height.
- 2. Maximum Number: One sign is permitted for each entrance to the subdivision.

3. **Maximum Duration:** Such signs shall be removed when 85% of the lots have been sold or within 5 years of erection, whichever is less.

11.7.8 SIGNS ON NON-RESIDENTIAL LOTS UNDER CONSTRUCTION

Temporary signs for properties under construction or development shall be permitted subject to the following:

- A. **Size:** Each sign shall not exceed 32 square feet in area and no more than 6 feet in height
- B. **Maximum Number:** 2 signs per street front.
- C. **Location:** Signs must be placed on private property and outside any sight triangle.
- D. **Maximum Duration:** Such signs shall only be allowed during the time such construction or development is actually in progress in accordance with a valid building permit, and only when placed on the lot in question.

11.7.9 GOVERNMENTAL SIGNS

Any sign, symbol, or device erected and maintained by a federal, state, county, or municipal government, or any such governmental agency, in the performance of their duties such as regulatory signs, identification/directional signs, welcome signs, legal notice signs and traffic control signs.

11.7.10 PRIVATE TRAFFIC CONTROL SIGNS

Traffic control signs erected on private property that conform with the design and installation requirements stipulated in the latest edition of the "Manual of Uniform Traffic Control Devices," as amended, and "Standard Highway Signs," as published by the U.S. Department of Transportation, Federal Highway Administration.

11.7.11 PARKING LOT DIRECTORY SIGNS

Public parking lot directory signs are permitted in parking lots operated by a public agency or government subject to the following:

- A. Only 1 such sign per parking lot.
- B. Maximum sign area is 40 square feet.
- C. May display advertising for businesses that directly abut the parking lot in which the sign is located only.

11.7.12 DIRECTIONAL / IDENTIFICATION SIGNS

Such signs displayed strictly for the direction, safety or convenience of the public, including signs which identify restrooms, parking area entrances or exits, freight entrances and similar devices, warning, danger and no-trespassing signs. These signs may bear only names and/or addresses of the occupants of the premises and/or a logo of the business, or product sold, on the premises.

- A. Maximum size is 6 square feet;
- B. Maximum height of freestanding identification signs is 4 feet;
- C. Freestanding identification signs are limited to the greater of 1 such sign per driveway or, 1 such sign per lot.

11.7.13 HAZARD IDENTIFICATION SIGNS

Hazard identification signs outlined in the National Fire Protection Association "NFPA 704" standards.

11.8 PROHIBITED SIGNS

The following signs shall be prohibited in all districts.

11.8.1 SIGNS ON ROADSIDE APPURTENANCES

Except as otherwise provided, no sign shall be erected, maintained, painted, or drawn on any tree, rock, natural feature, telephone pole, overpass, traffic control device, street light, or other similar utility pole.

11.8.2 SIGNS OBSTRUCTING ACCESS

No sign shall be erected or maintained so as to obstruct any fire escape, window, door, or other opening used as a required means of egress or so as to prevent free passage from one part of a roof to any other part thereof. No sign shall be attached in any form, shape, or manner to a fire escape, or placed in such a manner as to interfere with any opening required for ventilation.

11.8.3 SIGNS RESEMBLING TRAFFIC SIGNALS

No sign shall be erected which simulates an official traffic-control or warning sign in such a manner as to, or would in any way, confuse, or mislead traffic.

11.8.4 ANIMATED/FLASHING SIGNS

Except as otherwise provided, flashing signs, signs using intermittent or animated illumination or effect, and revolving signs are prohibited.

11.9 SIGN ILLUMINATION

11.9.1 ILLUMINATION STANDARDS

Except as otherwise provided by this chapter, all signs may be illuminated subject to the requirements below.

- A. **Shielding Required:** Illuminated signs giving off light resulting in glare, blinding, or any other such adverse effect on traffic shall not be erected or maintained.
- B. **Setback Required:** Except for permitted subdivision entrance signs, all illuminated signs shall be setback at least 50 feet from any side or rear property line shared with an R/A, MHR, SR4, SR6, GR6 and UR District.
- C. **Lighting to Comply with Chapter 10:** All lighting shall be in conformance with the provisions of Chapter 10, Lighting.

11.10 MAINTENANCE AND UPKEEP OF SIGNS

All signs shall be maintained in a state of good repair. No sign shall be erected or allowed to remain erected that is structurally unsafe, hazardous, and in the opinion of the Administrator, constitutes a danger to public safety. If, in the opinion of the Administrator, any sign should become insecure, in danger of falling, or otherwise unsafe, the owner thereof or the person or firm maintaining the sign shall, upon written notice from the Administrator, secure or remove the sign within 10 days after written notification is delivered. If such sign is not removed or repaired in a manner approved by the Administrator within 10 days after written notification is delivered, the Administrator shall have the right to remove such sign, at the expense of the owner thereof, and to destroy or otherwise dispose of the same.

11.11 VIOLATIONS

11.11.1 VIOLATIONS

- A. **Signs on Public Property:** Any sign installed or placed on public property, except in conformance with the requirements of this section, shall be forfeited to the public and subject to confiscation. In addition to other remedies hereunder, the city shall have the right to recover from the owner or person placing such a sign the full costs of removal and disposal of such sign.

- B. Other Violations:** Any of the following shall be a violation of this ordinance and shall be subject to the enforcement remedies and penalties provided by Chapter 16 of this ordinance and by state law:
1. To install, create, erect, place, enlarge, enhance, or maintain any sign in a way that is inconsistent with the provisions of this ordinance.
 2. To install, create, erect, place, enlarge, or enhance any sign requiring a permit without such a permit.
 3. To install, create, erect, enlarge, place, enhance, or maintain any sign in a way that is inconsistent with any plan or permit governing such sign or the zoning lot on which the sign is located.
 4. To fail to remove any sign that is installed, created, erected, placed, or maintained in violation of this ordinance after receiving notice that such sign is in violation of this ordinance.
- C. Separate Violations:** Each sign installed, created, erected, placed, or maintained in violation of this ordinance shall be considered a separate violation when applying the penalty provisions of this ordinance. Each such day of a continued violation shall be considered a separate violation when applying the penalty provisions of this ordinance.