

AN ORDINANCE FOR THE CITY OF CLEMSON, SOUTH CAROLINA

AN ORDINANCE TO AMEND ARTICLE VII. SIGNS TO CORRECT SCRIBNERS ERRORS
AND TO ADD STANDARDS FOR ELECTRONIC SIGNS FOR FUEL STATIONS AND
SECTION 19-107 TO ADD DEFINITION FOR MONUMENT SIGNS.

Now, therefore, be it ordained that the City Code of the City of Clemson, South Carolina shall be amended:

Done and ordained this the 15th day of August 2016.

First Reading: August 1, 2016

Final Reading: August 15, 2016

Ord. No CC-2016- 25

Attest:

J.C. Cook III, Mayor

Beverly A. Coleman, Municipal Clerk

AN ORDINANCE TO AMEND ARTICLE VII. SIGNS TO CORRECT SCRIBNERS ERRORS AND TO ADD STANDARDS FOR ELECTRONIC SIGNS FOR FUEL STATIONS AND SECTION 19-107 TO ADD DEFINITION FOR MONUMENT SIGNS.

Section. 19-107. Definitions

The following words, terms, and phrases, when used in this chapter, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Monument Sign means a freestanding ground sign supported by an internal structural framework or structurally integrated into landscaping or other solid structural features generally having a low profile with no open space between the ground and the sign. This sign is designed to incorporate design and building materials which complement the architectural theme of the buildings on the premises.

ARTICLE VII. SIGN REGULATIONS

Section. 19-701. General Sign Standards

- A. The purpose of this section is to ensure that signage is designed and placed to complement the character of the city; to minimize the distractions and obstruction of view that contribute to traffic hazards and endanger public safety; to protect existing development and promote high standards of quality in new development by requiring appropriately designed, placed, and sized signage; and to provide an effective guide for communicating identification through signage while preventing signs from dominating the visual appearance of the areas in which they are located; the following standards shall apply to all signs in all zoning districts unless otherwise noted.
- B. A permit shall be required for the erection, alteration, relocation, or reconstruction of any sign, unless specifically exempted in Section 19-703, and shall be issued by the Zoning and Codes Administrator in accordance with this Division.
- C. Signs constructed shall comply with the following:
 1. Signs must be constructed and maintained in conformity with the adopted International Building Code and National Electric Code standards;
 2. Any temporary sign allowed by this ordinance shall be constructed of materials and printed on by inks capable of withstanding normal weather conditions;
 3. All signs, except for banners, flags, temporary signs, and window signs conforming in all respects with the requirements of this ordinance shall be constructed of permanent materials **as determined by the Zoning and Codes Administrator** and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure; and

4. All signs shall be maintained in good repair and clean condition. Deficiencies such as chipped paint, broken plastic, missing letters and exposed light bulbs shall be evidence of a lack of maintenance.
 5. Signs cannot be painted directly to a building but must instead be painted upon a durable surface which is then mounted to the building.
- D. Lighting of signs shall meet the requirements specified in Article X.
- E. Signs located within a public or private street right-of-way shall comply with the following:
1. No permanent or temporary sign or advertising device shall be erected or maintained within a street right-of-way without the approval of the city council or SCDOT;
 2. New signs announcing a subdivision or neighborhood existing at the time of the adoption of this section may be allowed within street rights-of-way upon approval by the city council provided that:
 - a. Such signs shall be hung from a bracket or arm mounted on a pole, not exceeding six square feet in area;
 - b. The location of the signs shall be preapproved by the Zoning and Codes Administrator in coordination with the city engineering, police, and public works departments; and
 - c. Signs shall be limited to no more than two signs per entrance. Subdivisions or neighborhoods with more than one entrance shall be limited to no more than four signs.
 3. Subdivision or neighborhood signs existing at the time of the adoption of this ordinance and within a street right-of-way may be replaced upon approval by the city council provided that:
 - a. Location of the signs shall be preapproved by the Zoning and Codes Administrator in coordination with the city engineering, police, and public works departments; and
 - b. The replacement signs do not exceed the total number and square footage of the original signs and any other structures directly related to the signs.
- F. Free standing signs and signs on walls or buildings shall be limited to the use, business, or profession conducted on the premises and limited to one sign of the building name per building frontage.

- G. Nonresidential uses within commercial districts may apply for a permit for a temporary banner to be displayed for a total period of 15 days not more than two times per calendar year. Such banners shall be subject to all other applicable provisions of this division.
- H. Signs shall be located in relation to other building elements and sidewalks so as to comply with the following:
1. No part of any sign attached to a building in any manner shall extend above the uppermost point of a building, however, signs may be allowed on parapet walls no higher than two feet above the base of the abutting roof;
 2. No changeable copy or electronic message boards in conjunction with wall signs are allowed on any building, **with the exception of digital signs for fuel stations to display fuel grade and prices only;**
 3. No roof mounted signs shall be allowed;
 4. Marquee signs shall not extend more than two feet below nor more than four feet above the marquee or canopy; and
 5. Projecting signs may be permitted provided:
 - a. They are a maximum of three feet from the building face
 - b. The bottom edge of the sign must maintain a clearance of at least nine feet from the finished grade level below the sign when extended over public right of way.
- I. Sign size shall be determined as follows:
1. Maximum sign area for wall signs:
 - a. For wall signs on buildings adjacent to or within 35 feet of a sidewalk or public right-of-way, the sign area shall not exceed 10 percent of the calculated façade area or tenant space, and shall be calculated only on the first 20 feet of height of the front façade facing a public right-of-way;
 - b. For buildings farther than 35 feet from a sidewalk or public right-of-way, the sign area shall not exceed 10 percent of the surface of the building facing the street;
 - c. For buildings greater than 24 feet in height the main identification sign area shall be calculated on one-half (1/2) of the height of the façade and shall not exceed 15 percent of that calculated facade area;
 - d. For walls or surfaces not directly facing a public street or public side walk,

the sign surface must face a customer parking lot containing five or more spaces and the sign area shall not exceed 10 percent of the ~~surface~~ **façade** of the building or tenant space;

- e. Unless otherwise specified lettering on wall signs shall be limited to three feet in total height;
 - f. Logos on buildings shall be limited to no more than five feet in total height; and
 - g. The total area of signs on awnings shall be deducted from any wall sign with the installed awning on the same **façade of tenant space** ~~face of the wall~~;
- 2. Freestanding signs for properties with one business shall be limited to a maximum size of 36 square feet;
 - 3. Freestanding signs for properties with multiple tenants shall be limited to no more than one-half (1/2) square foot of sign face for each one foot of linear road frontage on which the sign will be located up to a maximum of 120 square feet, however, no such sign shall be required to be less than 36 square feet in area;
 - 4. Projecting signs shall be no larger than nine square feet;
 - 5. Signs on awnings shall be no larger than 25 percent of the area of the awning; and
 - 6. Window signage may encompass no more than 25 percent of the surface area of the window.
 - a. The total area of window signage shall be deducted from any wall sign installed on the same **façade** or tenant space.
- J. Calculation of the surface area of signs shall be calculated as follows:
- 1. The area of a free standing sign shall be calculated using the entire sign structure including all sign faces, supports, columns, or other architectural amenities including the base of the sign. When the sign base is located below the grade of a road that is adjacent to the property and to which the sign is oriented, the sign area shall be calculated from the grade of the road as if it were the bottom of the sign
 - 2. A vertical cross section of the sign assembly using the largest possible area to include the entire area within a regular geometric shape or combination of regular geometric shapes enclosing all elements of information or matter displayed, including blank masking or any surface shape intended to convey ideas,

information, identity, or meaning;

3. Sign area shall not include any decorative fence or wall when such fence or wall otherwise meets these zoning regulations and is clearly incidental to the display itself;
 4. The area of a wall sign shall be computed by means of the smallest square, circle, rectangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display intended to convey ideas, information, identity, or meaning, together with 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;
 5. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point at the same time, however, when only one sign face is visible from any direction and the sign faces are not more than 42 inches apart, the sign area shall be computed by the measurement of one of the faces;
 6. When wall signs are for individual business within the same building the maximum size shall be determined by the exterior perimeter of the tenant space facing a public right of way or parking area of more than five spaces.
- K. Any sign installed or placed on or over public property or a public right-of-way of any kind, except in conformance with the requirements of this ordinance, is hereby declared a public nuisance and shall be forfeited to the public and be subject to confiscation and disposal.
- L. The placement of all signs in all zoning districts shall comply with the following:
1. Signs must be located entirely on private property, unless otherwise permitted by this ordinance;
 2. A minimum three foot setback shall be maintained between any part of a freestanding sign and a property line unless otherwise specified;
 3. Unless otherwise specified all wall mounted signs shall only be allowed when facing a public right-of-way or a parking lot with at least five parking spaces on the same lot;
 4. In the case of multi-tenant buildings the wall mounted sign shall be located within the exterior perimeter of the tenant space facing the right-of-way or a parking lot with at least five parking spaces on the same lot;

5. Buildings greater than 40 feet in height shall be allowed a maximum of two main identification signs on the building with one sign located at the first floor and the other located within the top 10-feet of the building.
- M. Freestanding or Monument Sign height shall be measured from the base of the sign at normal grade to the highest point of the sign support structure, or sign face, whichever is higher.
1. For the purposes of this subsection, “normal grade” shall mean the newly established grade after construction, not including any filling, berming, mounding, or excavating done solely for the purpose of locating the sign.
 2. Where such occurs ~~it~~ **any filling, berming, mounding, or excavating solely for the purpose of locating the sign**, shall be included in the measurement for sign height.
 3. When a sign’s base is located below the grade of a road that is adjacent to the property and to which it is oriented, the sign height shall be measured from the grade of that road.
- N. If the purpose for which a sign is created is no longer valid, such sign shall be considered as obsolete and shall be fully removed (including support structures) within 90 days of the termination of the event, issue, business, or activity resulting in the abandonment or obsolescence. It shall be the responsibility of the owner of the land to remove all such signs.

Section. 19-702. Prohibited Signs

- A. The following signs are expressly prohibited:
1. Off-premises signs, including billboards, other than those located on the premises of the business or profession to which they refer, except as otherwise permitted;
 2. Flashing and scrolling signs. Unless otherwise specified any exterior sign which displays intermittent or flashing illumination or lights of changing degrees of intensity, flashing or pulsating signs on the interior side of window glass; except, a sign indicating time and/or temperature with changes alternating on not less than a five second cycle is not prohibited. Such prohibition shall include the use of strobe lighting in signs, illuminated or highly reflective signs;
 3. Any sign which violates architectural review standards;
 4. Animated and moving signs, including any sign or device designed to attract attention, all or any part of which moves by any means, such as fluttering or rotating. This prohibition shall include, but is not limited to, banners, pennants, flags, propellers or discs, whether or not such device has a written message or how secured unless otherwise specifically permitted by this chapter. Exceptions:

balloons not exceeding two feet in diameter;

5. Unless otherwise permitted by the Board of Architectural Review, any perimeter lighting using illuminated tubing or strings or lights to outline property lines or open sales areas, rooflines, doors, windows or wall edges of any building; except that perimeter lighting for illuminating open sales areas or parking areas may be used if shielded so that no direct light will shine on abutting properties or in normal line of vision of the public using the streets or sidewalks;
6. Any sign attached to or painted on a fence, **overpass**, utility pole, tower, tree, stone or any other object, except those signs specifically permitted on walls or fences by this Division;
7. Any temporary sign except those temporary signs specifically permitted by this Division;
8. Portable signs, except those specifically permitted by this ordinance;
9. Obsolete signs. Any sign identifying a previous use or activity on a site for more than 90 days after the use or activity has ceased;
10. Signs on public property or within streets, except traffic control signs and signs specifically permitted by action of the City Council;
11. Any sign which imitates an official emergency or traffic sign or signal, or contains words or symbols displayed in a manner which might distract, mislead, or confuse operators of vehicles in using public streets; and
12. Any sign mounted on any roof of a building.
13. Any sign that is lewd, suggestive, or contains lewd, suggestive, or obscene material.
14. Any sign for articles or services for sale on residential property

Section. 19-703. Permanent Signs Exempt from Permit Requirement

A permit is not required for the following types of permanent signs in any zoning district, except where specifically required in an architectural review district:

- A. Signs or plates on residential property giving the name and address of the occupant;
- B. Signs of public bodies approved by the city administrator, including, but not limited to, traffic regulatory devices, directional signs, emergency warning, bus stop, taxi stand, legal notice and railroad crossing;
- C. Traffic direction signs not exceeding five square feet in area within a permitted parking

lot, with no advertising;

- D. One directory of occupants not exceeding 10 square feet in area on a single building wall, with no logo or advertising;
- E. Sign(s) on a business vehicle or trailer capable of and being used for the purposes of transport that indicate identity, address, and telephone number of the business. In no case shall a vehicle sign extend beyond the normal vehicle body dimensions;
- F. Sign displaying menu, services, or merchandise items on the premises are permitted in C districts, provided that the following conditions are met:
 - 1. Maximum number of signs: One sign for main entrance to the establishment;
 - 2. Maximum sign area: Six square feet;
 - 3. Maximum height: Seven feet above grade;
 - 4. Location: Sign shall be mounted securely on a building wall;
 - 5. Design: Sign shall be completely enclosed and shall not extend more than six inches from the face of the building; and
 - 6. Illumination: Internally with maximum 40 watt light source; and
- G. Traffic control signs on private property, the face of which meet department of transportation standards.
- H. Signs not exceeding three square feet identifying offices for on site management only, in all R and RM Districts.

Section. 19-704. Temporary Signs Exempt from Permit Requirement

A permit is not required for the following types of temporary signs in any zoning district, except where specifically required in an architectural review district:

- A. Temporary unlighted sign describing construction project, identifying participants, and not exceeding 48 square feet in area, provided, however, a construction permit has been issued and such signs are removed within three days following completion of construction;
- B. Temporary unlighted real estate sign on residentially zoned property being sold or leased, not exceeding nine square feet in area;
- C. Temporary unlighted real estate sign on commercially or industrially zoned property being sold or leased, not exceeding 32 square feet in area;

- D. Lighting and banners installed as part of a community decoration program or event approved by the city council;
- E. Sign displaying menu, services, or merchandise items on the premises are permitted in RLC, C, CP-1, CP-2, CP-3, and OC districts if the following conditions are met:
1. Maximum number of signs permitted shall be one sign for the main entrance to the establishment;
 2. Maximum sign area shall not exceed six square feet per side with a maximum of two sides per sign;
 3. Maximum height shall not exceed four feet;
 4. Sign shall be located on private property, within five feet of the main entrance door to the business, and not interfere with pedestrian or vehicular safety;
 5. Sign shall be made of durable materials;
 6. Sign illumination is not permitted;
 7. In C, General Commercial District, a business may have either a wall-mounted reader board or a portable sign.
- F. Flags displaying noncommercial message, provided that the following conditions are met:
1. One flag per 25 linear feet of building wall where the flags are mounted;
 2. Maximum area of flags shall be limited to 9 15 square feet per flag, **except for the American Flag and South Carolina State Flag which shall adhere to the flag proportions adopted by United States Executive Order 10834 based on the flag pole height allowed in the zoning district as per Table 19-705-1;**

Table 19-705-1 American Flag Proportions

Residential Display		Non-Residential Display			
Flagpole	Flag	Flagpole	Flag	Flagpole	Flag
15'	3'x5'	20'	4'x6'	50'	8'x12'-10'x15'
20'	3'x5'	25'	5'x8'	60'-65'	10'x15'
25'	4'x6'	30'-35'	6'x10'	70'-80'	10'x15'
		40'x45'	6'x10'-8'x12'		

3. Flags shall be attached to a secured pole mounted on the building or in the ground and shall not interfere with pedestrian or vehicular safety;

4. Flags shall not be roof mounted or mounted to extend over the parapet or roof line;
- G. Flags displaying the official corporate symbol of a business on the property are permitted, provided that the following conditions are met:
 1. Maximum of one flag per parcel of land shall be permitted; and
 2. Such flags shall have a maximum area of 15 square feet.
 3. Flag shall be attached to a secured pole mounted on the building or into the ground;
 4. Flag shall not interfere with pedestrian or vehicular safety; and
 5. A flag mounted on the building shall be included in the maximum number of decorative flags allowed.

H. Temporary freestanding signs placed in, but not obstructing, the public right-of-way during city festivals, street events, or other sanctioned events approved by the city council subject to location, time limits for display, and other related restrictions placed upon the temporary sign by the council;

I. Other temporary signs that do not require a permit include:

1. Non-illuminated noncommercial ground sign not exceeding nine square feet in area which is located on private real property containing a residence with the consent of the owner or possessor of the private real property, provided however, each sign shall be separated by at least four feet in all directions.
2. Non-illuminated ground sign not exceeding 32 square feet which is located on private real property containing a business with the consent of the owner or possessor of the private property, except however, any sign that displays any advertisement for any commercial business or activity shall not be permitted. Each sign shall be separated by at least four feet in all directions.

J. Political Campaign Signs. Temporary signs not exceeding 12 square feet in area in residentially districts and not to exceed 20 square feet in nonresidential districts, may be placed on private real property with the consent of the property owner or possessor of the private real property. Signs shall be removed within 7 days of the end of the political campaign. A political campaign includes a primary, general, or special election, as well as any runoff elections. Signs placed in the public right-of-way, including unimproved street rights-of-way, shall be subject to removal and destruction by the Zoning and Codes Administrator or designee without notice.

K. All temporary signs shall be installed and secured according to international building code specifications adopted by the City.

Section. 19-705. Signs Permitted in Residential Districts

In R and RM districts, the following signs shall be permitted unless restricted by architectural review overlay district regulations:

- A. Permanent freestanding signs used to identify a public use such as a permitted church, school, or semi-public use; provided that:
 - 1. Such sign shall be a freestanding sign of berm or solid base design;
 - 2. Such sign shall be located on the premises of the public use to which it refers;
 - 3. Such sign shall not exceed 36 square feet in area;
 - 4. Such sign shall be no higher than six feet;
 - 5. Such sign shall be set back at a minimum of ~~40~~ 15 feet from the property line;
 - 6. Such sign shall be limited to one sign per street frontage;
 - 7. A changeable letter area of up to 16 square feet may be included within the maximum allowable area and the leading edge shall be no higher than 70% of the height of the sign as measured from the base of the sign and below the main identifier on the sign. Electronic message boards may be used in lieu of the changeable letter area provided:
 - a. The sign shall be of a solid base design and conform to the ordinance regarding size and location;
 - b. The leading edge of the sign shall be a minimum of 100' from any property line;
 - c. Reader Board Sections of such signs shall be subject to the following conditions:
 - 1) Shall not contain or display flashing, intermittent or moving lights nor shall there be any scrolling, animation or pulsation of any lights, script or any other symbols;
 - 2) Each message displayed shall remain fixed for a minimum of 30 seconds;

- 3) Illumination for such signs shall not exceed 0.3 foot candles over ambient lighting conditions as measured at a reasonable distance;
 - 4) The sign shall have an automatic mechanism to turn off the electronic message board between the hours of 10 p.m. and 6 a.m.;
 - 5) The sign shall have a default mechanism that will either stop the sign in one position, or turn off the sign should a malfunction occur; and
 - 6) The sign company responsible for installation of the sign shall certify the illumination specifications for the message board and the default mechanism is functional. The owner of the sign shall also certify knowledge of the requirements of this ordinance.
- B. Wall-mounted identification, public use signs identifying a permitted church, public, or semi-public use shall be permitted provided such sign complies with the following:
1. Located on the premises of the public use to which it refers;
 2. Limited to one sign on the front façade of the principal use structure;
 3. Have individual channel letters not exceeding 18 inches in height;
 4. Not be illuminated; and
 5. Located no higher than 20 feet above the grade of the front the building facade.
- C. One illuminated sign identifying a bed and breakfast inn may be permitted provided:
1. The sign is located on the premises;
 2. Is not more than nine square feet in area; and
 3. Is not closer than 15 feet to a property line.
- D. Permanent **freestanding** monument **sign of or berm or solid base design** signs, ~~freestanding or securely attached~~ on a fence or wall, identifying a subdivision or multi-family complex, shall be permitted subject to the following:
1. Shall be limited to two signs at each principal entrance to the subdivision or multi-family complex;
 - ~~2. Such sign shall not exceed 42 square feet in area;~~
 2. Such sign shall be on private property no closer than 15 feet to the paved portion of the street; and

3. The freestanding sign assembly shall not exceed 42 square feet in area and be no higher than eight feet.
- E. Banner(s) for a special event or sale, directly associated with the public use such as a permitted church, school, or semi-public use; provided that the following conditions are met:
1. Maximum size: 30 square feet;
 2. Material: vinyl, nylon, canvas, or cloth;
 3. One banner per building per street frontage;
 4. Banners permitted under this section may not coincide with banners permitted elsewhere in this section;
 5. Banners shall be durable, of professional appearance and constructed in such a manner as to not create any safety issue;
 6. Banners shall be securely attached on wall of a building where the business is located;
 7. Banners may not be located on roof of building or attached to landscaping or poles;
 8. A permit label issued by the Zoning and Codes Administrator, including the expiration date shall be attached to each banner on display;
 9. Banner may be displayed for up to two periods per year, not to exceed a total of 15 calendar days per year;
 10. A separate permit is required for each period a special event banner is displayed;
 11. Banners shall be non-illumination; and
 12. The special event banner applicant shall be responsible for the removal of the banner upon expiration of the time limit.
- F. Any sign exempt from permitting requirements by Section 19-703 shall be permitted.

Section. 19-706. Signs Permitted in C, CP-1, CP-2, CM, OP, RIL, and PD Districts

The following signs shall be permitted unless restricted by individual architectural review overlay district regulations:

- A. Signs permitted in R and RM districts;

- B. Wall sign: shall be mounted flat against or painted on the surface of a building wall;
- C. Projecting sign: attached to and extending from a building;
- D. All freestanding signs, provided:
 - 1. Signs shall be of berm or solid base design;
 - 2. An application for a berm design sign shall be accompanied by a landscape maintenance plan;
 - 3. A solid base sign shall be ground-mounted, solid all the way to the ground, and constructed of brick, masonry or similar durable materials;
 - 4. The sign face shall be encased in a sign assembly in at least 70 percent of its perimeter;
 - 5. Unless provided otherwise in Architectural Review Overlay Districts, the length of the sign base shall be at least 3/4 of the length of the total sign structure;
 - 6. All freestanding signs shall be situated in a manner which will not interfere with required bufferyards, landscaping, or street trees;
 - 7. Signs serving a single business or use on one parcel shall be limited to the following:
 - a. Be limited to one freestanding sign per parcel;
 - b. Be no higher than eight feet above the finished grade of the abutting edge of the sidewalk;
 - c. In addition, fuel service stations may attach, on or immediately above each fuel pump, one sign, not more than one and one-half (1.5) square feet;
 - d. Drive-in and drive-through eating and drinking establishments may locate vehicle-oriented menu signs behind the front building line; and
 - e. A changeable letter area of up to 16 square feet may be included within the maximum allowable area and the leading edge shall be no higher than 70 percent of the height of the sign as measured from the base of the sign and below the main identifier of the sign. Electronic message boards may be used in lieu of the changeable letter area provided:
 - 1) The sign shall be of a solid base design and conform to the ordinance regarding size and location, **except that electronic**

messages boards may be attached to the canopy of a fuel station to display fuel grade and price only.

- 2) The leading edge of the sign shall be a minimum of 100 feet from any R-20, R-12, RM-1 or RM-2 zoning district; and
- 3) Reader Board Sections of such signs shall be subject to the following conditions:
 - a) Shall not contain or display flashing, intermittent or moving lights nor shall there be any scrolling, animation or pulsation of any lights, script or any other symbols;
 - b) Each message displayed shall remain fixed for a minimum of 30 seconds;
 - c) Illumination for such signs shall not exceed 0.3 foot candles over ambient lighting conditions;
 - d) The sign shall have an automatic dimmer control incorporating a photo cell mechanism to produce a distinct illumination change from a higher illumination level to a lower level for a time period between one half hour before sunset and one half hour after sunrise;
 - e) The sign shall have a default mechanism that with either stop the sign in one position, or turn off the sign should a malfunction occur; and
 - f) The sign company responsible for installation of the sign shall certify the illumination specifications for the message board and the default mechanism is functional. The owner of the sign shall also certify knowledge of the requirements of this ordinance.
8. Signs serving multiple business uses on one parcel or a group development, other than those located in an RIL District, may be permitted provided:
 - a. They are limited to one freestanding sign per street frontage:
 - i. per parcel; or
 - ii. per group development;
 - b. They are no higher than eight feet above the finished grade of the abutting edge of the sidewalk;

- c. They advertise businesses only located on premise or those located within the group development;
- d. If more than one sign is located on the parcel there shall be a physical separation of at least 250 feet as measured along property lines;
- e. In addition, fuel service stations may attach, on or immediately above each fuel pump, one sign, not more than one and one-half (1.5) square feet;
- f. Drive-in and drive-through eating and drinking establishments may locate vehicle-oriented menu signs behind the front building line;
- g. A changeable letter area of up to 24 square feet may be included within the maximum allowable area and the leading edge shall be no higher than 70 percent of the height of the sign as measured from the base of the sign and below the main identifier on the sign. Electronic message boards may be used in lieu of the changeable letter area provided:
 - 1) The sign shall be of a solid base design and conform to the ordinance regarding size and location;
 - 2) The leading edge of the sign shall be a minimum of 100 feet from any residential property;
 - 3) Reader Board Sections of such signs shall be subject to the following conditions:
 - i. Shall not contain or display flashing, intermittent or moving lights nor shall there be any scrolling, animation or pulsation of any lights, script for any other symbols;
 - ii. Each message displayed shall remain fixed or a minimum of 30 seconds;
 - iii. Illumination for such signs shall not exceed 0.3 foot candles over ambient lighting conditions as measured at a reasonable distance;
 - iv. The sign shall have an automatic dimmer control incorporating a photo cell mechanism to produce a distinct illumination change from a higher illumination level to a lower level for a time period between one-half hour before sunset and one-half hour after sunrise;
 - v. The sign shall have a default mechanism that with either

stop the sign in one position, or turn off the sign should a malfunction occur; and

- vi. The sign company responsible for installation of the sign shall certify the illumination specifications for the message board and the default mechanism is functional. The owner of the sign shall also certify knowledge of the requirements of this ordinance.

h. Freestanding signs for properties with multiple businesses shall be limited to no more than one-half (1/2) square foot of sign face for each one foot of linear road frontage on which the sign will be located up to a maximum of 120 square feet, however, no such sign shall be required to be less than 36 square feet in area.

- 9. For multiple business uses on one or more parcels of at least 25 acres developed as a unified park or development within the RIL District with a designated entrance(s) to the development that serves all business, signs shall be permitted subject to the following:
 - a. Signs shall be limited to one freestanding sign at each entrance within the unified park or development;
 - b. Signs shall be no higher than eight feet above the finished grade of the abutting edge of the sidewalk for properties with less than five business spaces and no higher than 12 feet for properties with six or more business spaces;
 - c. If more than one sign is located on the parcel there shall be a physical separation of at least 250 feet as measured along property lines;
 - d. A changeable letter area of up to 24 square feet may be included within the maximum allowable area and the leading edge shall be no higher than 70 percent of the height of the sign as measured from the base of the sign and below the main identifier on the sign. Electronic message boards may be used in lieu of the changeable letter area provided:
 - 1) The sign shall be of a solid base design and conform to the ordinance regarding size and location;
 - 2) The leading edge of the sign shall be a minimum of 100 feet from any property line; and
 - 3) Reader Board Sections of such signs shall be subject to the following conditions:

- i. Shall not contain or display flashing, intermittent or moving lights nor shall there be any scrolling, animation or pulsation of any lights, script or any other symbols;
 - ii. Each message displayed shall remain fixed for a minimum of 30 seconds;
 - iii. Illumination for such signs shall not exceed 0.3 foot candles over ambient lighting conditions measured at a reasonable distance;
 - iv. The sign shall have an automatic dimmer control incorporating a photo cell mechanism to produce a distinct illumination change from a higher illumination level to a lower level for a time period between one half (1/2) hour before sunset and one half (1/2) hour after sunrise;
 - v. The sign shall have a default mechanism that with either stop the sign in one position, or turn off the sign should a malfunction occur; and
 - vi. The sign company responsible for installation of the sign shall certify the illumination specifications for the message board and the default mechanism is functional. The owner of the sign shall also certify knowledge of the requirements of this ordinance.
10. Banner(s) for a special event or sale, directly associated with the business located on premises, provided that the following conditions are met:
 - a. Maximum size: 30 square feet;
 - b. Material: vinyl, nylon, canvas, or cloth;
 - c. One banner per building per street frontage;
 - d. Banners permitted under this section may not coincide with banners permitted elsewhere in this section;
 - e. Banners shall be durable, of professional appearance and constructed in such a manner as to not create any safety issue;
 - f. Banners shall be securely attached on wall of a building where the business is located;
 - g. Banners may not be located on roof of building or attached to

- landscaping or poles;
 - h. A permit label issued by the Zoning and Codes Administrator, including the expiration date shall be attached to each banner on display;
 - i. Banner may be displayed for up to two periods per year, not to exceed a total of 15 calendar days per year;
 - j. A separate permit is required for each period a special event banner is displayed;
 - k. Banners shall be non-illumination; and
 - l. The special event banner applicant shall be responsible for the removal of the banner upon expiration of the time limit.
11. Grand opening sign(s) calling attention to a new business on the premises where the business is located shall be permitted subject to the following:
- a. Signs may be displayed for a period not exceeding seven consecutive days within 30 days of the issuance of a business license;
 - b. Signs must be of a durable material such as vinyl, nylon, canvas, or cloth;
 - c. Signs must be permitted through the planning and codes administration prior to installation;
 - d. Maximum size: 30 square feet;
 - e. One banner per building per street frontage;
 - f. Banners permitted under this section may not coincide with banners permitted elsewhere in this section;
 - g. Banners shall be durable, of professional appearance and constructed in such a manner as to not create any safety issue;
 - h. Banners shall be securely attached on wall of a building where the business is located;
 - i. Banners may not be located on roof of building or attached to landscaping or poles;
 - j. A permit label issued by the Zoning and Codes Administrator, including the expiration date shall be attached to each banner on display;

- k. Banners shall be non-illumination; and
 - l. The banner applicant shall be responsible for the removal of the banner upon expiration of the time limit.
12. Where permanent signage has not been erected for a new business, temporary signs, professional in appearance, are allowed by a staff-approved temporary sign permit only after a permanent sign permit has been approved subject to the following conditions:
- a. Temporary sign shall not be displayed for more than 60 days after the permit is approved;
 - b. Business identification banner may be used as a temporary sign if securely attached to front of the building or previously approved freestanding sign structure;
 - c. Such sign shall comply with applicable district requirements, including, but not limited to, dimensions and number of signs;
 - d. Sign must identify a licensed business; and
 - e. Temporary signs permitted by this section are exempt from review by the Board of Architectural Review.

Section. 19-707. Sign Program for AR Architectural Review Overlay Districts

In architectural review (AR) districts, a coordinated plan for signage for an individual building or a group of buildings is required for any new building or group of buildings that contain multiple businesses or for new public uses with more than two signs.

Section. 19-708. Nonconforming Signs

- A. The lawful use of any permanently mounted sign existing at the time of the enactment of this chapter may be continued, with the exception of signs or conditions noted in subsection 19-709-A.
- B. A nonconforming sign shall not be moved, enlarged, or replaced, except to bring the sign into complete conformity with this division.

Section. 19-709. Conformity or Removal of Signs

- A. Under the following conditions, nonconforming signs for single business uses shall be removed or brought into conformity within 30 days after written notice by the Zoning and Codes Administrator if:
 - 1. There is a change in use of the property, or the business is discontinued;

2. There is a change in business name;
 3. There is a change in the principal product or service advertised;
 4. The sign is abandoned for three months;
 5. The sign is declared unsafe by the city building official;
 6. The Zoning and Codes Administrator determines that the sign is deteriorated or damaged to the extent of 50 percent of the reproduction cost;
 7. The sign is prohibited by Section 19-702; or
 8. There is a change that requires a new sign permit and/or certificate of approval.
- B. Under the following conditions, nonconforming freestanding signs for multiple business uses shall be removed or brought into conformity within 30 days after written notice by the Zoning and codes Administrator if:
1. The project identification name is changed;
 2. The sign is abandoned for three months;
 3. The sign is declared unsafe by the City Building Official;
 4. The Zoning and Codes Administrator determines that the sign is deteriorated or damaged to the extent of 50 percent of the reproduction cost;
 5. The sign is prohibited by Section 19-702, except for Subsection 19-632 A.;
 6. There is an enlargement of any existing sign faces within the sign assembly.
- C. No new sign for a business shall be approved until all nonconforming signs pertaining to that business are removed or modified to comply with all regulations prescribed in this division.
- D. Temporary signs shall be removed within three days following completion of the event or project for which displayed.

Section. 19-710 – 19-799. Reserved