

DIV. 4.11. SIGNS

4.11.1. Intent

To facilitate the creation of a convenient, attractive, and harmonious community by promoting public safety and welfare by regulating signs in a manner that provides reasonable protection to the visual environment.

4.11.2. Applicability

All signs erected, installed, structurally altered, or otherwise modified after the effective date of this Development Code. Nonconforming signs are subject to the provisions of 5.3.5. Nonconforming Signs.

4.11.3. Sign Permits

A. Permit Required

1. Unless specifically exempted in B. below, a Sign Permit issued by the Administrator must be obtained through the 5.2.10. Permit Review process prior to erection, installation, display, structural alteration, or change of any sign.
2. For signs within an ADC District, HC District, Entrance Corridor, or an IPP, a Certificate of Appropriateness will be issued in lieu of a Sign Permit according to 5.2.6. Minor Historic Review, 5.2.7. Major Historic Review, and 5.2.8. Corridor Review.

B. Permit Not Required

1. Signs that do not require a permit are not considered in determining the allowable number or size of signs on a lot.
2. A permit is not required for the following types of signs, provided all applicable provisions of this Section are met:

a. Public Interest Signs

Signs of public interest, erected by or on the order of a public officer in the performance of their duty, such as public notices, safety sign, danger signs, trespassing signs, traffic and street signs, wayfinding signs, memorial plaques and signs of historical interest.

b. Signs Not Visible

Any sign internal to a project not visible from the right-of-way or neighboring property.

c. Flags

Flags flying from a flagpole with noncommercial content, where no more than 3 flags are displayed at any one time, no individual flag exceeding 50 square feet in area.

d. **Home Occupation Signs**

- i. Each residential unit is permitted a 1 square foot permanent wall sign to be attached to their primary structure, to be placed within 4 feet of an entryway when associated with a valid accessory use or structure permit.
- ii. No internal or external illumination of a home occupation sign is permitted.

e. **Small Temporary Signs**

i. **General**

- a) A small temporary sign is any sign with a sign area of 10 square feet or less, which is placed to advertise, announce, or pertains to a specific event or occurrence, which is not designed or intended to be placed permanently, except sidewalk signs. Sidewalk signs must meet the standards of 4.11.7. Sidewalk Signs. Any temporary sign with a sign area larger than 10 square feet is considered a large temporary sign and must meet the standards of 4.11.6. Large Temporary Signs.
- b) Small temporary signs must be rectangular in shape.
- c) Small temporary signs must installed either:
 - 1) Flat against the facade at a height of no more than 12 feet above grade, or
 - 2) Mounted on posts no more than 6 feet above grade.

ii. **Residential (R-) Districts, ADC Districts, and IPPs**

In a R- District, ADC District, and IPPs, small temporary signs must meet the following standards:

- a) The maximum total sign area is 10 square feet per lot.
- b) Small temporary signs may be installed for a period not exceeding 30 consecutive days, up to 2 times per 12 month period.
- c) No internal or external illumination of small temporary signs is permitted.

iii. **All Other Districts**

In a RX-, CX-, NX-, IX-, or Special District, small temporary signs must meet the following standards:

- a) Lots are granted up to 10 square feet of small temporary sign area without a permit.
- b) Small temporary signs may be used for a period not exceeding 30 consecutive days, up to 2 times per any 12 month period. Additional posting time may be allowed by the Administrator, provided a temporary activity on the site is continuing or an emergency circumstance warrants the additional sign duration for a public purpose.

f. **Other Signs**

- i. Window signs attached to the glass not exceeding 2 square feet.

- ii. Wall signs not exceeding 2 square foot in area with noncommercial content.

4.11.4. Prohibited Signs

The following signs and sign characteristics are prohibited in all zoning districts, unless otherwise provided within this Section:

- A. Signs that violate state or federal law are prohibited, including, but not limited to:
 - 1. Signs that violate any law of the Commonwealth of Virginia related to outdoor advertising, including, but not limited to *Code of Virginia* § 33.1-351 to 33.1-381, inclusive, and § 46.2-831, related to Virginia byways or scenic highways; or related to the state building or fire codes.
 - 2. Signs that violate any law of the United States related to the control of outdoor advertising, including, but not limited to 23 U.S.C. § 131.
- B. Signs that create safety hazards or are contrary to the general welfare are prohibited, as follows:
 - 1. Any sign that is nailed, tacked, painted or in any other manner attached to any tree, cliff, fence, utility pole or support, utility tower, telecommunications or radio tower, curbstone, sidewalk, lamp post, hydrant, bridge, or any kind of public property; provided that this provision will not affect traffic, parking or informational signs placed by a public authority.
 - 2. Any sign on public land or right-of-way, other than those erected at the direction of a public authority, or by an official of the state or county pursuant to statute or ordinance, and those otherwise authorized by this Section.
 - 3. Any sign that moves or contains or consists of a searchlight, beacon, strobe light, flashing lights or similar form(s) of illumination; provided that this provision will not affect traffic, parking or informational signs placed by a public authority.
 - 4. Any sign that includes scrolling messages or video.
 - 5. Any off-premises sign, whether commercial or non-commercial. Where the owner or lessor of the premises is seeking a new tenant, signs relating to the activities of the previous tenant may remain in place for not more than 30 days from the date of vacancy.
 - 6. Any sign that creates a public safety hazard, as determined by the Fire Code Official, the Building Code Official, a Law Enforcement Officer, the City Engineer, the Administrator, or the City Traffic Engineer including, without limitation: signs erected in a location so as to be unsafe or an obstruction to vehicular, bicycle or pedestrian traffic; a sign that prevents egress or ingress from a required door, window or fire escape; a sign that obstructs ventilation; or a sign that imitates an official traffic sign, signal or road name sign.
 - 7. Any sign that obscures a sign displayed by a public authority.
 - 8. Any sign that produces sound, odor, liquid or visible matter such as smoke or vapor.
 - 9. Roof signs.
 - 10. Any portable sign except sidewalk signs that meet the requirements of 4.11.3. Sign Permits.
 - 11. Inflatable signs. .

12. Signs intended to flutter in the wind to attract attention.
- C. Neon signs, except as allowed by the Administrator or Board of Architectural Review.
 - D. Signs greater than 2 square feet in area, on or within a vendor stand.

4.11.5. General Sign Requirements

A. Conflicting Laws or Regulation

Where this Section differs in any manner from the provisions of the current Virginia Uniform Statewide Building Code, other provisions of this Development Code or any other ordinance or regulation of the City, the ordinance, code or regulation imposing the greatest restriction upon the use of any sign as to time, place and manner control.

B. Building Code Compliance

The structural components of a sign (including, without limitation, lighting fixtures) must be constructed, installed and maintained in accordance with the requirements of the current Virginia Uniform Statewide Building Code.

C. Public Liability Insurance

1. A person must not erect, install, structurally alter, or otherwise modify any sign over public property for which a permit is required under the provisions of this Section until the sign owner presents satisfactory evidence that a public liability insurance policy with a minimum of \$300,000.00 single limit coverage is in force during the term of this permit.
2. Such insurance policy must protect and save the City from any and all claims or demands for damages by reason of any negligence of the sign hanger, contractor or agents, or by any reason of defects in the construction or damages resulting from the collapse, failure or combustion of the parts thereof.
3. The obligation herein specified must remain in force and effect during the life of every sign and must not be canceled by the principal or surety until after a thirty-day notice to the Administrator, after which time the sign must be immediately removed.

D. Signs Placed by Public Authority

1. The City Manager or their designee may place or cause to be placed signs in the public right-of-way and in or upon any public property.
2. The City Manager or their designee may authorize the temporary placement of a banner over or within a public right-of-way, pursuant to the regulations duly enacted by the City Manager.

E. Display of Noncommercial Message

Any sign authorized in this Section may display a noncommercial message in lieu of other copy.

F. ADC Districts, HC Districts, Entrance Corridors, and IPPs

1. The character of all signs must be harmonious with the character of the structure on which they are to be placed. Among other things, consideration will be given to the following:
 - a. Location of signs on the structure in relation to the surrounding buildings;
 - b. Use of compatible colors;
 - c. Use of appropriate materials;
 - d. Size and style of lettering and graphics; and
 - e. Type of lighting.
2. Notwithstanding any contrary provisions of this Division, the restoration or reconstruction of an original sign associated with an IPP is permitted, provided the establishment identified in the sign is still in operation at that location.

4.11.6. Large Temporary Signs

- A. A large temporary sign is any sign with an area of greater than 10 square feet which is placed to advertise, announce, or pertains to a specific event or occurrence, which is not designed or intended to be placed permanently. Large temporary signs must meet the following standards:
1. Large temporary signs must be rectangular in shape.
 2. Large temporary signs are not permitted in Residential (R-) Districts.
 3. Large temporary signs must not exceed 32 square feet.
 4. One large temporary sign is permitted per lot at any time.
 5. Large temporary signs may be used for a period not exceeding 30 consecutive days, up to 2 times per any 12 month period. Additional posting time may be allowed by the Administrator, provided a temporary activity on the site is continuing or an emergency circumstance warrants the additional sign duration for a public purpose.
- B. Large temporary signs are not considered in determining the allowable number or size of permanent signs on a lot.

4.11.7. Sidewalk Signs

- A. A sidewalk sign is a movable sign wholly independent of a building for support, but not permanently secured or attached to anything.
- B. One sidewalk sign that meets the following standards is allowed per business:
1. The sign must be a sandwich board sign or located within an outdoor dining area, and must meet the following size requirements:
 - a. Sandwich board signs cannot exceed a height of 4 feet, or an area of 8 square feet per sign face.

- b. Signs located within an outdoor dining area cannot exceed a height of 5 feet, or an area of 3 square feet per sign face.
- 2. The sign must allow for at least a 4 foot wide clearance if placed on a sidewalk, pedestrian passageway, or pedestrian accessway, unless otherwise noted in this Section.
- 3. The person placing the sign first agrees to indemnify the City against any liability arising from the placement of such a sign.
- 4. The sign cannot be illuminated.
- 5. The sign cannot be located in any required off-street parking space, driveway, or alley.
- 6. A sidewalk sign in an ADC District must comply with the design guidelines of the district. .
- 7. Businesses fronting on the Downtown Mall may place a sidewalk sign on the mall immediately in front of their place of business, and on top of the drain channel that runs parallel to the building facades, provided a minimum of 8 feet of open sidewalk space is maintained.
- 8. Businesses fronting on each side street leading from the Downtown Mall to either Water Street or Market Street, fronting on West Main Street from Ridge-McIntire to 13th Street, NW, and fronting on the "Corner" district along University Avenue from 13th Street, NW to Chancellor Street and along Elliewood Avenue and 14th Street, NW from University Avenue to Wertland Street may place a sandwich board sign immediately adjacent to their property, provided that the following additional requirements are met:
 - a. The sign is removed during non-business hours; and
 - b. The sign is no wider than 2 feet and allows for a minimum of 3 feet of open sidewalk space.
- C. Sidewalk signs are not considered in determining the allowable number or size of signs on a lot.

4.11.8. Alternate Sign Plans

- A. For projects subject to Development Review (*5.2.9. Development Review*) or Subdivision Review (*Div. 6.7. Administration*), City Council may modify requirements of this Division by approving an Alternate Sign Plan for a development or project.
- B. For the purposes of this Section, the term "Alternate Sign Plan" refers to a written plan detailing the type, quantity, size, shape, color, and location of all signs within the project that is the subject of the plan, where the number, characteristics and locations of one or more signs referenced within the plan do not comply with the requirements of this Division.
- C. City Council may approve an Alternate Sign Plan, upon a determination that:
 - 1. There is good cause for deviating from a strict application of the requirements of this Division; and
 - 2. The Alternate Sign Plan, as proposed, will serve the public purposes and objectives set forth within this Division at least as well, or better, than the signage that would otherwise be permitted for the project.

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3. Applications for approval of an Alternate Sign Plan must be submitted in writing to the Administrator and must be accompanied by the required application fee.
4. Each application for approval of an Alternate Sign Plan must include the following information:
 - a. A written narrative description of the overall plan, including, without limitation: a tally of the total number of signs included within the coverage of the plan, and a summary of how the applicant believes the comprehensive signage plan will serve the objectives set forth within this Division;
 - b. A color illustration or photograph of each sign included within the plan. For signs with multiple faces, an illustration or photograph shall be provided for each face. For monument and pole signs, an illustration or photograph of proposed landscaping must be provided;
 - c. A written description of the type, size (dimensions), materials, and proposed location of each sign;
 - d. A map or other written identification and description of all existing signs on the property comprising the project;
 - e. Color illustrations or photographs of signage existing on adjacent properties; and
 - f. A written description (and illustration or photograph) of proposed lighting (for illuminated signs).

4.11.9. Permanent Signs

A. District Permissions

The following sign types are allowed by zoning district category and Architectural Design Control District. Specific requirements for each sign type are listed on the following pages.

| Sign Type | Residential (R-) | Residential Mixed Use (RX-) | Corridor Mixed Use (CX-) | Node Mixed Use (NX-) | Industrial Flex (IX-) | Special | West Main St. ADC District | All Other ADC Districts | Standards |
|---------------------------|------------------|-----------------------------|--------------------------|----------------------|-----------------------|---------|----------------------------|-------------------------|---|
| Building Signs | | | | | | | | | |
| Awning | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.D. Awning Sign |
| Canopy | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.E. Canopy Sign |
| Marquee | -- | -- | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.F. Marquee Sign |
| Projecting | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.G. Projecting Sign |
| Wall | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.H. Wall Sign |
| Window | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.I. Window Sign |
| Freestanding Signs | | | | | | | | | |
| Entrance | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.J. Entrance Sign |
| Monument | -- | ■ | ■ | ■ | ■ | ■ | ■ | -- | 4.11.9.K. Monument Sign |
| Pole | -- | -- | ■ | ■ | ■ | ■ | ■ | -- | 4.11.9.L. Pole Sign |
| Suspended Pole | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | 4.11.9.M. Suspended Pole Sign |

KEY: ■ = Sign type allowed ■ = Sign type allowed for nonresidential uses only -- = Sign type not allowed

B. Sign Categories

1. Building Signs

Building signs include awning, canopy, marquee, projecting, wall, and window sign types.

2. Freestanding Signs

Freestanding Signs include entrance, monument, pole, and suspended post sign types.

C. Maximum Sign Area

The total area of all building signs and freestanding signs on a lot cannot exceed the following:

| Zoning Districts | Total Sign Area (max) |
|--|----------------------------------|
| Residential | |
| All R- districts | 12 SF |
| Residential Mixed Use | |
| All RX- districts | 75 SF |
| Overlay Districts | |
| ADC Districts: N. Downtown; Wertland St; Ridge St; Oakhurst-Gildersleeve; Rugby Road, University Circle, Venable | 12 SF |
| ADC Districts: Downtown; Corner | 50 SF |
| ADC Districts: West Main Street | 75 SF |
| Entrance Corridors | 75 SF |
| All Other Districts | |
| CX-, NX-, DX, IX, and Special Districts | See standards for each sign type |

D. AWNING SIGN



1. DESCRIPTION

A building sign where graphics or symbols are painted, printed, sewn, or otherwise adhered to the material of an awning as an integrated part of the awning itself.

2. GENERAL STANDARDS

- a. Only awnings over ground-story doors or windows may contain signs. An awning containing a sign cannot extend above the height of the bottom sill of any second story window of the building facade to which it is attached.
- b. An awning sign cannot project over any public right-of-way (including, without limitation, any public sidewalk), except as may be allowed pursuant to 4.11.5.C. *Public Liability Insurance*.

3. NUMBER OF SIGNS

Maximum of 1 per awning.

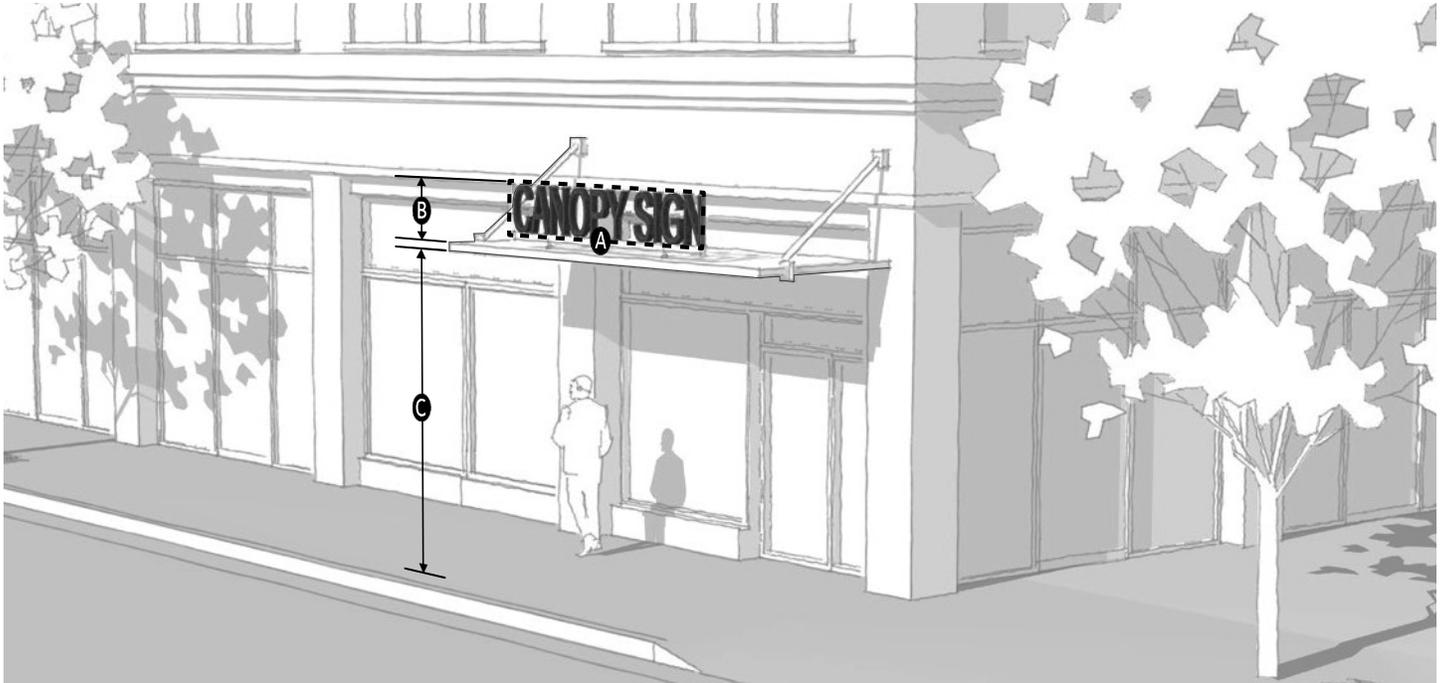
4. TOTAL SIGN AREA

| | |
|---|---|
| Combined area of all building signs (max) | 1 SF per linear foot of building frontage or 30 SF, whichever is greater. |
|---|---|

5. INDIVIDUAL SIGN DIMENSIONS

| | |
|--------------|---|
| A Area (max) | 1 SF per linear foot of awning or 20 SF, whichever is lesser. |
|--------------|---|

E. CANOPY SIGN



1. DESCRIPTION

A building sign attached to a canopy with a display surface parallel to the plane of the building facade.

2. GENERAL STANDARDS

- a. Only canopies over ground-story doors or windows may contain a sign. A canopy containing a sign cannot extend above the height of the bottom sill of any second story window of the building facade to which it is attached.
- b. A canopy sign may be externally and internally illuminated in accordance with 4.11.11. Illumination.
- c. A canopy sign cannot project over any public right-of-way (including, without limitation, any public sidewalk), except as may be allowed pursuant to 4.11.5.C. Public Liability Insurance.

3. NUMBER OF SIGNS

Maximum of 1 per canopy.

4. TOTAL SIGN AREA

| | |
|---|---|
| Combined area of all building signs (max) | 1 SF per linear foot of building frontage or 30 SF, whichever is greater. |
|---|---|

5. INDIVIDUAL SIGN DIMENSIONS

| | |
|---|---|
| A Area(max) | 1 SF per linear foot of awning or 20 SF, whichever is lesser. |
| B Height (max) | 3 feet |
| C Clear height above sidewalk (min) | 8 feet |
| Clear height above parking area or driveway (min) | 14 feet |

F. MARQUEE SIGN



1. DESCRIPTION

A building sign attached to a marquee, including a reader-board.

2. GENERAL STANDARDS

- a. A marquee sign may be internally illuminated in accordance with 4.11.11. *Illumination*.
- b. A marquee sign cannot project over any public right-of-way (including, without limitation, any public sidewalk), except as may be allowed pursuant to 4.11.5.C. *Public Liability Insurance*.

3. TOTAL SIGN AREA

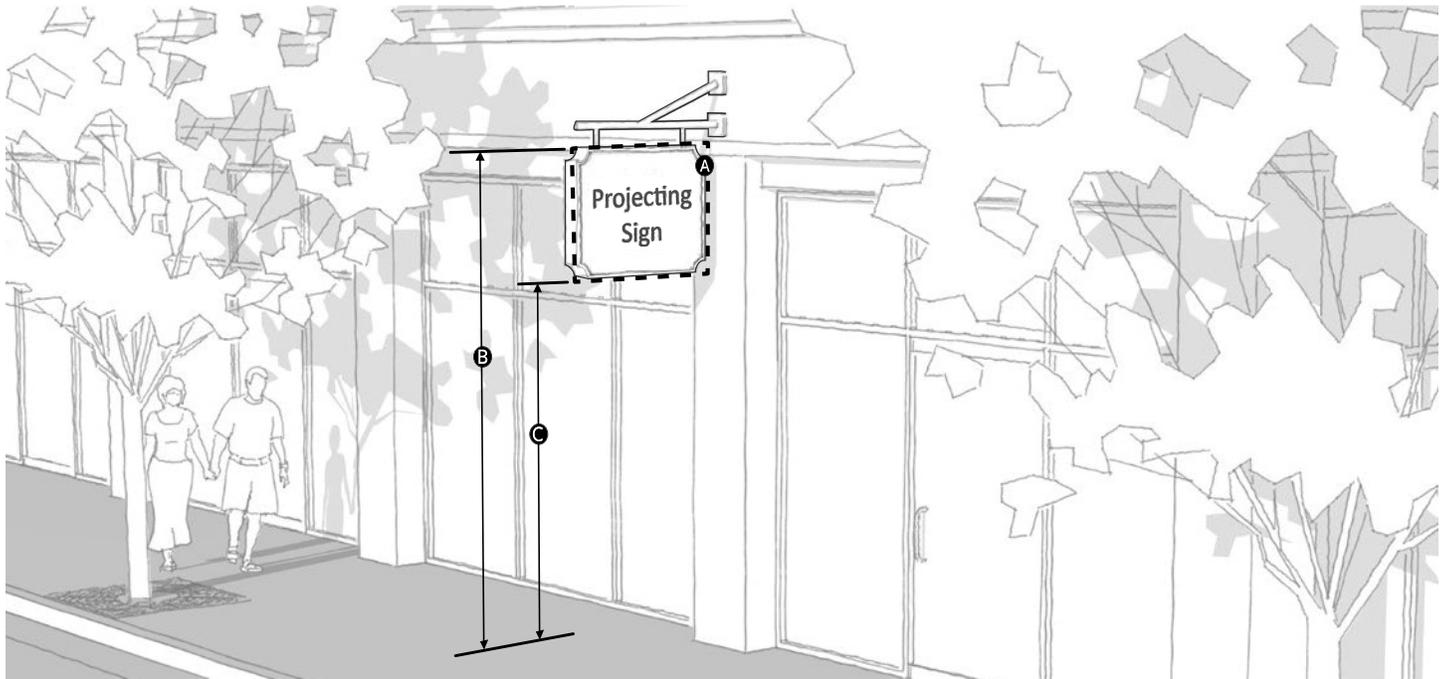
Combined area of all building signs (max)

1 SF per linear foot of building frontage or 30 SF, whichever is greater.

4. INDIVIDUAL SIGN DIMENSIONS

| | | |
|----------|--------------------------------------|---------|
| A | Area, all faces (max) | 60 SF |
| B | Height above bottom of marquee (max) | 5 feet |
| C | Clear height above sidewalk (min) | 10 feet |

G. PROJECTING SIGN



1. DESCRIPTION

A building sign that is attached approximately perpendicular to the exterior wall of a building or structure, typically extending 12 inches or more from the wall.

2. GENERAL STANDARDS

- a. A projecting sign must be located below the window sills of the 2nd story on a multi-story building or below the roof line on a single story building.
- b. A projecting sign must be at least 15 feet from any other projecting sign.
- c. A projecting sign that meets the following standards does not count toward the total sign area:
 - i. Sign area does not to exceed 6 square feet.
 - ii. Sign height does not exceed 15 feet measured from grade to the top of the sign.
 - iii. Must be located within 5 feet of a ground story tenant entrance.
- d. A projection sign cannot project over any public right-of-way (including, without limitation, any public sidewalk), except as may be allowed pursuant to 4.11.5.C. *Public Liability Insurance*.

3. NUMBER OF SIGNS

Maximum of 1 per building entrance

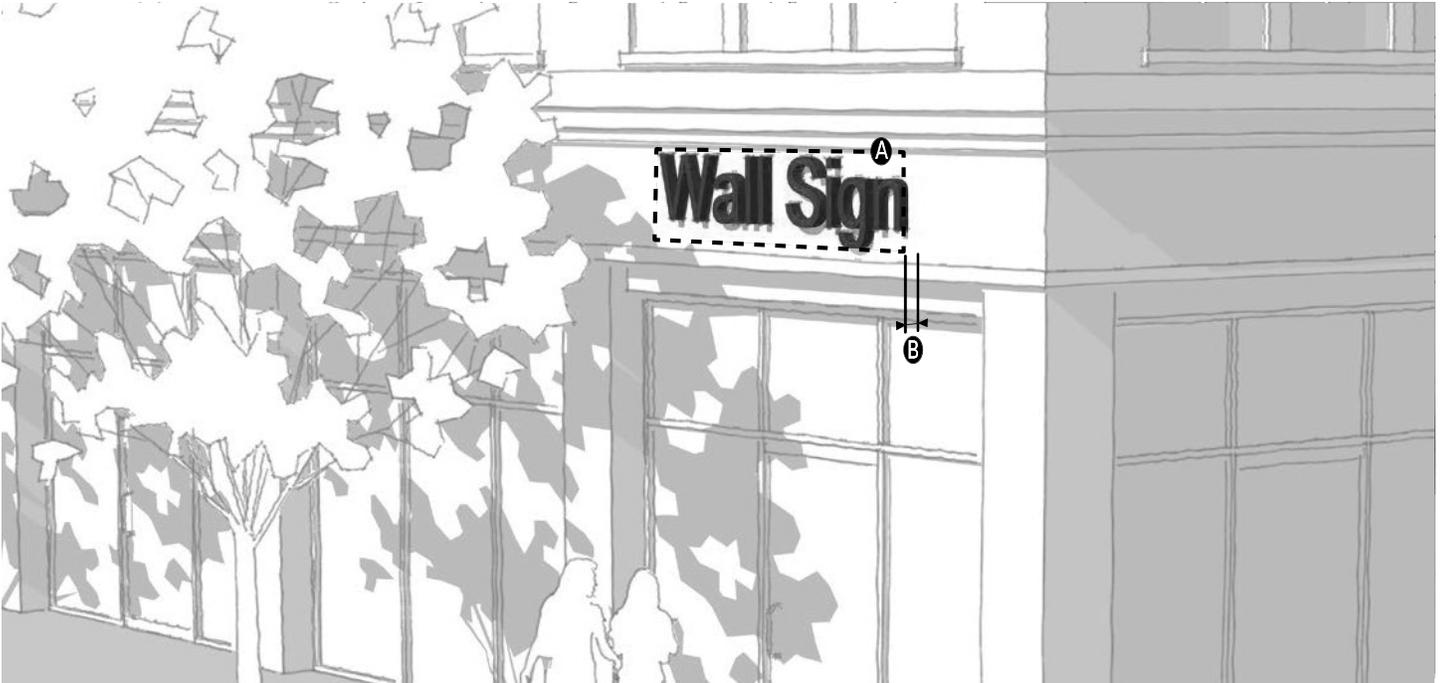
4. TOTAL SIGN AREA

| | |
|---|---|
| Combined area of all building signs (max) | 1 SF per linear foot of building frontage or 30 SF, whichever is greater. |
|---|---|

5. INDIVIDUAL SIGN DIMENSIONS

| | |
|---|----------|
| A Area (max) | |
| Downtown, Corner, and West Main St ADC Districts | 10 SF |
| All other districts | 30 SF |
| Height above grade (max) | 25 feet |
| Projection width (max) | 3.5 feet |
| B Clear height above sidewalk (min) | |
| | 8 feet |
| Clear height above parking area or driveway (min) | |
| | 14 feet |

H. WALL SIGN



1. DESCRIPTION

A building sign attached flat and parallel to the exterior wall of a building or structure, extending no more than 12 inches from the wall.

2. GENERAL STANDARDS

- a. Not allowed above roof line or parapet.
- b. A wall sign must be located below the window sills of the 2nd story on a multi-story building.
- c. May only be displayed on facades that include a customer entrance or the appearance of display windows.
- d. A wall sign cannot cover, cross or otherwise hide any column, belt course or other decorative architectural feature of a building, including any balcony.

3. NUMBER OF SIGNS

Maximum of 1 per lot or 30' of building frontage, whichever is greater.

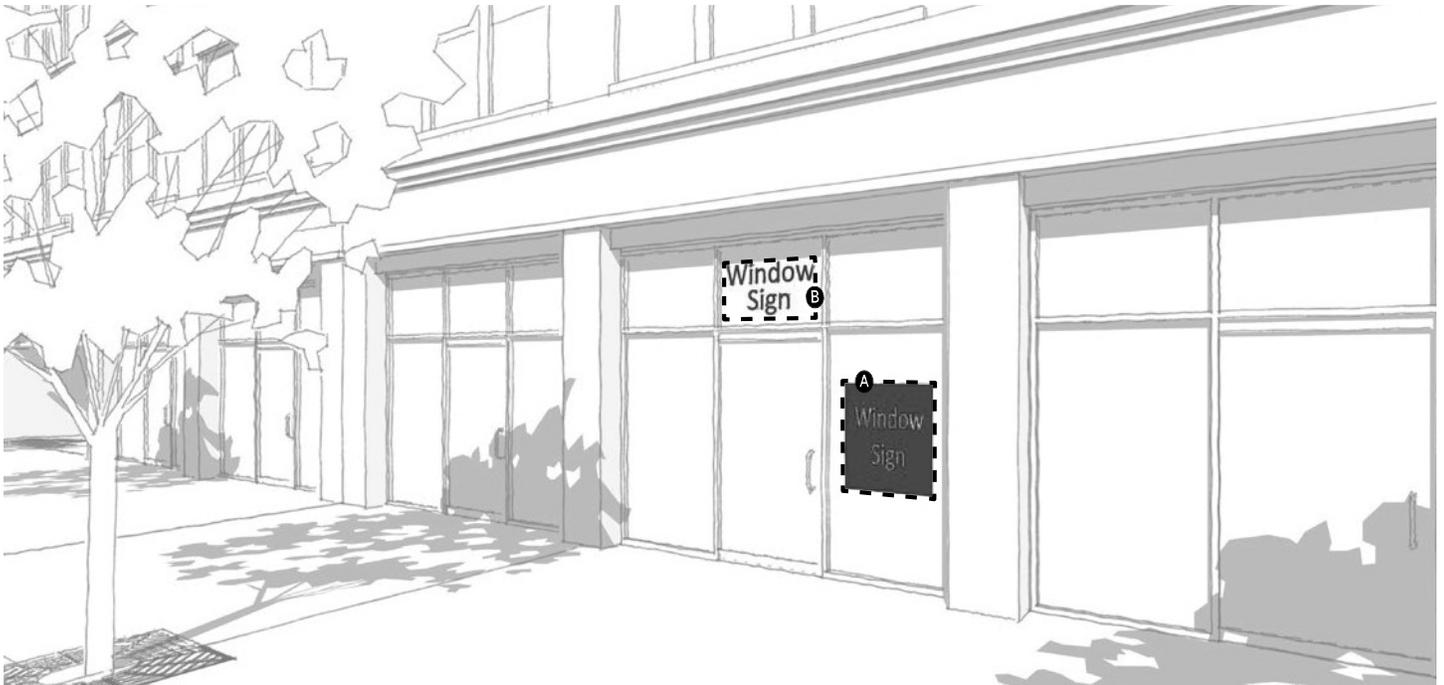
4. TOTAL SIGN AREA

| | |
|---|---|
| Combined area of all building signs (max) | 1 SF per linear foot of building frontage or 30 SF, whichever is greater. |
|---|---|

5. INDIVIDUAL SIGN DIMENSIONS

| | |
|--|---------|
| A Area (max) | |
| N. Downtown; Wertland St; Ridge St; Oakhurst-Gilderleeve; Rugby Rd, University Circle, Venable ADC Districts | 6 SF |
| All other districts | 50 SF |
| Height above grade (max) | 20 feet |
| B Projection width (max) | 1 foot |

I. WINDOW SIGN



1. DESCRIPTION

A building sign which is painted on, applied to, attached to or projected upon the glass area of a building facade, including doors, or located within 12 inches of the interior of a window.

2. GENERAL STANDARDS

- a. Window signs may be displayed in ground floor windows only.
- b. No combination of temporary and permanent window signs may cover more than 50% of any window panel.

3. NUMBER OF SIGNS

Maximum of 2 per lot or per 30' of building frontage, whichever is greater.

4. TOTAL SIGN AREA

| | |
|---|---|
| Combined area of all building signs (max) | 1 SF per linear foot of building frontage or 30 SF, whichever is greater. |
|---|---|

5. SIGN DIMENSIONS

| | |
|---|-------|
| A Area per sign with an opaque background (max) | 10 SF |
| B Area per sign with no background (max) | None |

J. ENTRANCE SIGN



1. DESCRIPTION

A freestanding sign which has a solid base and is attached to the ground along its entire length that is placed near a driveway or pedestrian accessway into a development from a public right-of-way.

2. GENERAL STANDARDS

- a. The size of the structure must be incidental to the size of the monument sign itself.
- b. An entrance sign cannot encroach upon any public right-of-way or sidewalk.
- c. Must be placed within 100 feet of the edge of the public right-of-way.
- d. Not permitted with a household living use except at the entrance to a subdivision.
- e. All letters included on the sign must have a minimum height of 9 inches.

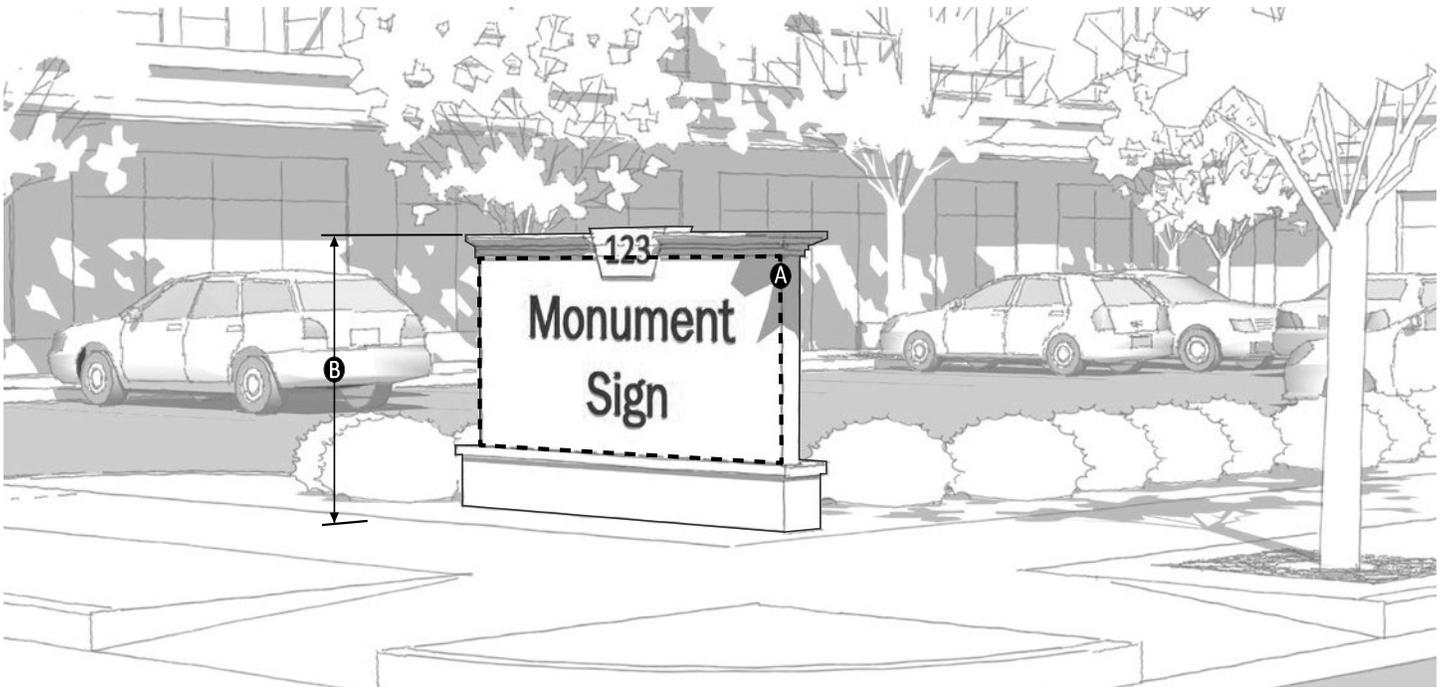
3. NUMBER OF SIGNS

| | |
|---|-----------------------|
| Combined number of freestanding signs (max) | 1 per street frontage |
|---|-----------------------|

4. INDIVIDUAL SIGN DIMENSIONS

| | |
|----------------|--------|
| A Area (max) | 24 SF |
| B Height (max) | 6 feet |

K. MONUMENT SIGN



1. DESCRIPTION

A freestanding sign which has a solid base and is attached to the ground along its entire length.

2. GENERAL STANDARDS

- a. The size of the structure must be incidental to the size of the monument sign itself.
- b. A monument sign cannot encroach upon any public right-of-way or sidewalk.
- c. Must be placed within 100 feet of the edge of the public right-of-way.
- d. All letters included in the sign must have a minimum height of 9 inches.

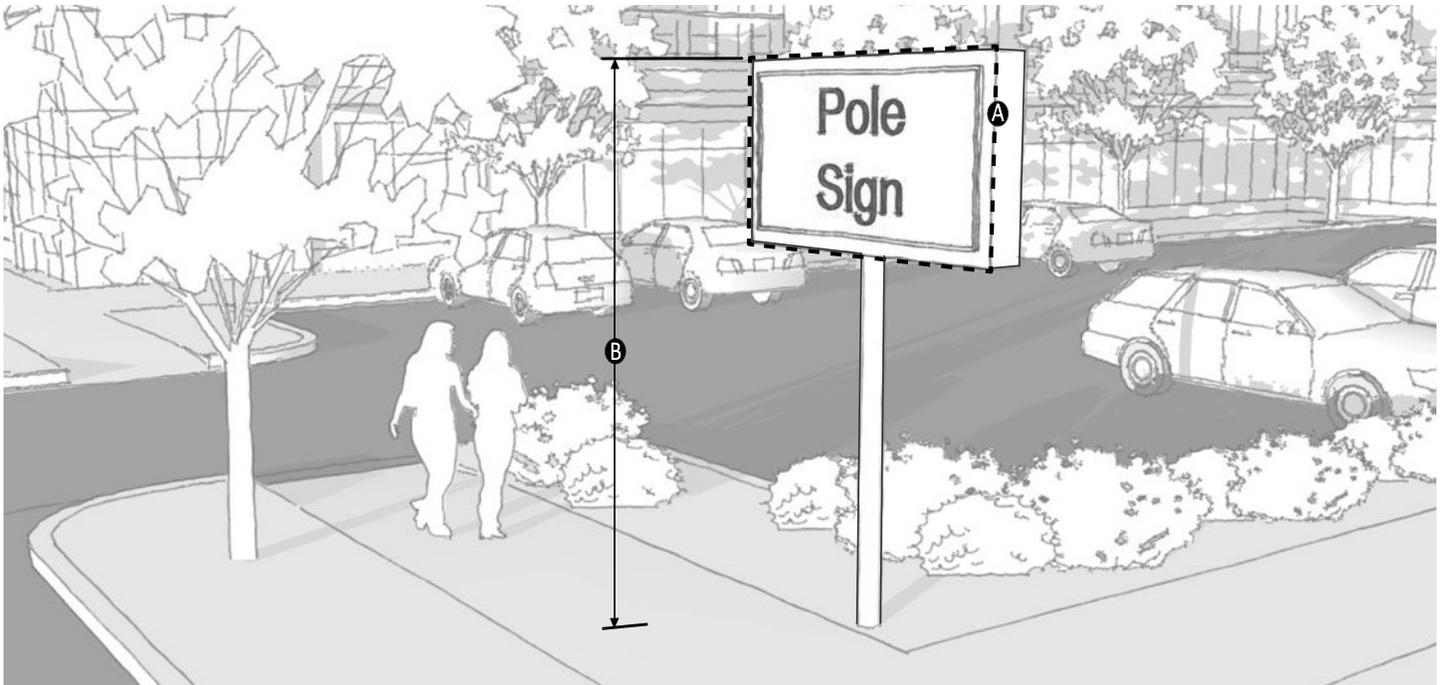
3. NUMBER OF SIGNS

| | |
|---|-----------------------|
| Number of monument signs (max) | 1 per lot |
| Combined number of freestanding signs (max) | 1 per street frontage |

4. INDIVIDUAL SIGN DIMENSIONS

| | |
|-----------------------|--------|
| A Area (max) | 24 SF |
| B Height (max) | 6 feet |

L. POLE SIGN



1. DESCRIPTION

A freestanding sign supported by one or more vertical structures anchored in the ground with space between the bottom of the sign face and the ground below.

2. GENERAL STANDARDS

- a. A pole sign must be located in a landscaped base.
- b. A pole sign cannot encroach upon any public right-of-way or sidewalk.
- c. All letters included in the sign must have a minimum height of 9 inches.

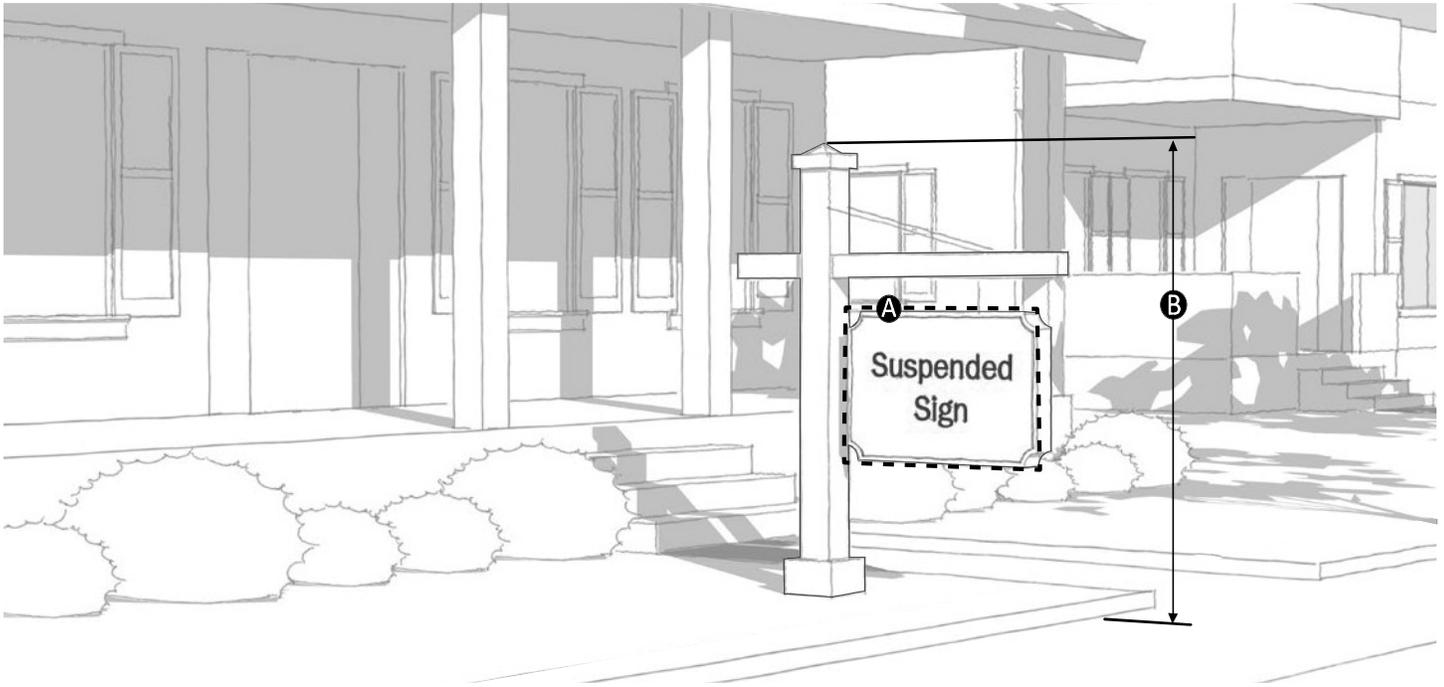
3. NUMBER OF SIGNS

| | |
|---|-----------------------|
| Number of pole signs (max) | 1 per lot |
| Combined number of freestanding signs (max) | 1 per street frontage |

4. INDIVIDUAL SIGN DIMENSIONS

| | |
|-----------------------|---------|
| A Area (max) | 30 SF |
| B Height (max) | 10 feet |

M. SUSPENDED POLE SIGN



| |
|--|
| 1. DESCRIPTION |
| A freestanding sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face. |
| 2. GENERAL STANDARDS |
| a. A suspended pole sign cannot encroach upon any public right-of-way or sidewalk. |

| | |
|---|-----------------------|
| 3. NUMBER OF SIGNS | |
| Combined number of freestanding signs (max) | 1 per street frontage |
| 4. INDIVIDUAL SIGN DIMENSIONS | |
| A Area (max) | 12 SF |
| B Height (max) | 12 feet |

4.11.10. Measurement

A. Sign Area

1. For awning, canopy, wall and window signs consisting of freestanding letters or logos, sign area is calculated as the total area of the rectangle, circle or square that fully encloses the letters or images as shown below. Images, logos or text greater than 12 inches apart are calculated as separate signs for the purposes of calculating individual sign area.

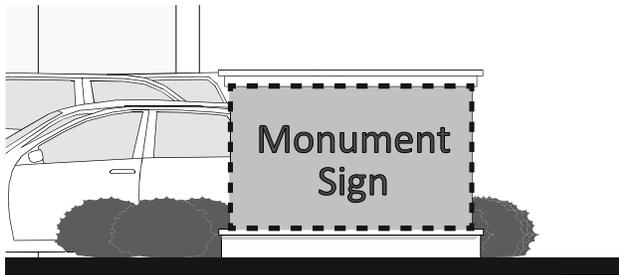
One Sign



Two Signs



2. For signs on a background, the entire area of the background is calculated as sign area, including any material or color forming the sign face and the background used to differentiate the sign from the structure on which it is mounted. Includes the face of the structure that the message is affixed to, not including any supports, bracing or street number.



3. For a sign with two faces separated by an interior angle of less than 45 degrees, only the area of the largest sign face is computed as the sign area.
4. For a sign with two faces separated by an interior angle of more than 45 degrees, sign area is computed by adding together the area of both sign faces.

4.11.11. Illumination

- A. When exposed lamps are used to illuminate signs, they must be equipped with gooseneck reflectors or other devices arranged so as to concentrate the illumination upon the area of the sign and to prevent glare. Special attention must be given to illumination so as to avoid glare upon adjoining residential properties.
- B. Each outside lighting installation and each illuminated sign must be controlled by a time switch or externally operable switch which will open all underground conductors and must be suitable for conditions of installation, such as exposure to the weather. Illumination for any sign cannot be directed toward any Residential (R-) or Residential Mixed Use (RX-) district or toward any adjacent street.
- C. Illuminated signs cannot use red light unless the sign is associated with an emergency service.

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- D. For internally-lit signs on a background, the background must be opaque.
- E. Exterior illumination of signs must comply with applicable provisions of *Div. 4.12. Outdoor Lighting*.

4.11.12. Maintenance

- A. The owner of a sign is required to keep such sign properly maintained at all times, in accordance with the following standards:
 - 1. All materials used in the sign must be kept in good condition, free of holes, rotting, peeling paint and other forms of decay.
 - 2. If the sign is illuminated, all lighting must be maintained in working order.
- B. The Administrator has the authority to order the removal, without compensation, of any sign or sign structure that due to neglect or damage poses a clear danger to the health, safety and welfare of the public.
- C. In lieu of removal, the Administrator may require the immediate repair of any sign or sign structure which has been damaged or which has deteriorated so as to become a public hazard.

4.11.13. Removal

- A. Any sign that is hereafter unlawfully installed or maintained, and any nonconforming sign (other than billboards) associated with any business or use that has been vacant for 2 years or more, must be taken down and removed by the owner, owner's agent or other person having the beneficial use of the premises upon which such sign is found, within 30 days after written notification to do so from the Administrator. Upon failure to comply with such notice within the time specified, the Administrator may cause the removal of such sign. Any expenses incident to such removal must be paid by the owner, owner's agent or other person having the beneficial use of the premises from which the sign was removed.
- B. Any unauthorized sign erected, posted or maintained on public land or right-of-way is hereby declared and deemed to be a public nuisance, subject to immediate removal by City employees authorized by the Administrator.