7/15/2019

Section 12-76. General Sign Regulations.

The following regulations and standards shall apply to all zones and areas in the City unless otherwise specified:

(A) Sign Area Calculations. The surface area of a wall sign shall comprise the smallest area that can be enclosed by no more than eight connected straight lines, drawn so as to include all lettering, words, figures, lights, special painted surfaces, borders, or fringes within said lines. The surface area of a free-standing, projecting or roof sign shall be calculated by including all the surface of all sign faces of a sign. The area of signs listed in Section 12-74 as not requiring a permit shall not be included in the calculation of the total sign area of a lot or parcel of land.

(B) Multiple Tenants. It shall be the responsibility of the property owner or his authorized agent to allocate sign area to each tenant when more than one business is located within the same building or upon the same lot or parcel of land or in the same shopping center. The total sign area of all individual tenant signs and any other signs on the property, when summed together, shall not exceed the maximum sign area or types of signs permitted by the specific sign standards for a single property for the respective zone in which said property is located.

(C) Projecting Signs. Clearance. A minimum eight feet vertical clearance is required from the bottom of a projecting sign, marquee or awning to the sidewalk or grade immediately below the sign, etc. For projecting or pole signs only, one inch of horizontal projection is permitted for each additional inch of vertical clearance over eight feet, provided that no such horizontal projection into the public right-of-way shall exceed two and one-half feet.

Exception: Awnings designed primarily to provide protection or shade to pedestrians may project further over a public sidewalk, subject to City approval. Signs may be located only upon the vertical face of an awning or canopy and no sign shall be attached above or below an awning or canopy.

(D) Moving or Animated Signs. Signs that rotate, flash, or otherwise change appearance are only permitted as follows:

(1) A revolving pole sign if the revolution is symmetrical around the vertical axis and if the diameter of the revolution does not exceed eight feet.

(2) Any electronic sign that changes its message utilizing a grid of lights to display time, temperature, or other public service messages.

(3) Any sign or graphic which displays its message through a sequence of at least three distinct and different changes in color or light intensity of sign letters or characters to create the image of motion or animation.

(4) Any billboard sign that is subject to Planning Commission review and approval of a Special Use Permit.

(E) Sign Design. The colors, design and materials of a sign and of its supporting structure shall complement the colors, design and materials of the subject building. The location of signs shall respect and compliment any architectural design or symmetry. Structural bracing for signs or for their supporting structures shall not be visible. When site conditions permit, pole signs shall be symmetrical.

(F) Sign Location. Upon buildings having three or more stories, signs may be located only below the second-story windows or above the uppermost story windows. (Exception: Billboard signs that are subject to Planning Commission review and approval of a Special Use Permit.)

(G) Sign Illumination. If illuminated, pole signs and projecting signs shall be internally lighted only. Monument signs, wall signs and billboards may be externally illuminated but such spotlight devices shall be minimally noticeable and shall not shine directly upon any public right-of-way or upon neighboring property.

(H) Wall Signs. All permitted wall signs shall be made of individually-cut, molded, or embossed lettering or recessed into the façade. Neon wall signs are excepted. A business logo or symbol is allowed as long as it does not have a sign area in excess of four square feet and does not project more than nine inches from the building face. Painted wall signs are only allowed if a sign adjustment has been approved pursuant to Article 26.1 of this Chapter.

(I) Marquee Signs. The height of letters located on a marquee shall be affixed flat to the surface and shall not have a vertical height of more than two feet and shall not extend vertically or horizontally beyond the marquee. Marquee signs

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are permitted for theaters, ticket outlets, sports and live entertainment uses and the signs may be
utilized only for publicizing upcoming live events and live entertainment events. A marquee sign shall have a minimum
vertical clearance of eight feet above grade.

(J) Mural Wall Signs. A mural may cover a building or fascia wall a maximum of seventy-five percent. A mural
may cover a maximum of one exterior building wall, or one side of a freestanding wall. Mural signs cannot have exposed
illumination such as neon and fiber optics. Murals are subject to design review approval by the Planning Commission.
(Ord. 2459 12-13-83; Ord. 95-26 11-7-95; Ord. 96-35 1-7-97; Ord. 02-13 3-19-02; Ord. 10-06 3-30-10; Ord. 15-18 8-18-15)