

ARTICLE XIV

SIGN REGULATIONS

Section 1401. Purpose. The purpose of these sign regulations is to prohibit signs of a commercial nature in districts in which commerce is barred; to limit signs in the commercial districts in relation to the intensity of the use of the district and its surroundings and to control the number, area and location of signs in other districts. These regulations are designed, among other purposes, to stabilize and protect property values, maintain the visual attractiveness of the Town of Granite Falls and its environs and promote public safety.

Section 1402. Classification and Definition of Signs. For the purpose of this Article, signs are hereby classified (1) according to purpose, and (2) according to structural type, as follows:

1402.1 According to Purpose.

- (1) Advertising Sign: A sign which directs attention to a business, commodity, service or entertainment conducted, sold, manufactured or offered. Such signs are further classified according to location, as follows:
 - a. on the same premises as the business, commodity, service or entertainment advertised by the sign;
 - b. remote from the business, commodity, service or entertainment advertised by the sign (see "billboard");
- (2) Identification Sign: A sign which carries no advertising message, and is used to identify only the following:
 - a. the name of an institutional use or organization occupying the premises on which the sign is located;
 - b. the name, title, and/or occupation or profession of the occupant of the premises on which the sign is located;
 - c. the name and the type of non-retail business occupying the premises on which the sign is located; or;
 - d. the name of the building on which the sign is located, including names and types of firms occupying the building.
- (3) Incidental Signs: A sign which carries no advertising message, and is clearly incidental to the other major advertising signs on site, and which is used to do one or more of the following:
 - a. direct traffic flow, either vehicular or pedestrian;
 - b. clearly indicates location of ingress and egress points;
 - c. direct certain activities to certain areas, i.e. parking, waiting, etc.
 - d. provide other incidental information.

1402.2 According to Structure Type

Freestanding Sign: A sign attached directly to the ground by means of one or more upright pillars, braces or posts placed upon or in the ground, and not attached to any part of the building.

If the message is removed from a structure that was originally designed and used as a freestanding sign, this structure shall still be considered a sign.

Marquee Sign: A sign affixed to the top of any hood or canopy over the entrance to a store, building, or place of public assembly.

Monument Sign: A sign which is supported by and integrated with a solid base, as opposed to poles, posts, or other such supports. The bottom edge of the sign face must be in continuous contact with the structural base and must be a minimum of 12 inches above the ground.

Portable Sign: A portable sign is any sign that is intended to be readily relocated or which is not permanently affixed to a structure or to the ground. This shall include signs on wheels, trailers, truck trailers, truck beds, A-frames or any other device which is capable of or intended to be moved from one location to another. This does not apply to signs or lettering on vehicles in operation during the normal course of business, however it would apply to those that are parked or located for the primary purpose of displaying said sign.

Projection Sign: A sign projecting out from, and attached to, the exterior wall of a building, and forming an angle of 30 degrees or more with said wall.

Roof Sign: A sign erected, constructed, or maintained upon the roof of any building.

Suspended Sign: A sign which is suspended from the underside of a horizontal plane surface, such as a canopy or marquee, and is supported by such surface.

Wall Sign: A sign affixed to the surface of, and whose plane is parallel to the plane of the exterior wall of a building, or which forms an angle of less than 30 degrees with said wall.

Section 1403 Sign Definition - General:

For the purpose of this Article, certain terms and words are defined as follows:

- (1) **Billboard (Outdoor Advertising Sign)** - An advertising sign used as an outdoor display for the purpose of directing attention to a business, commodity, service, or entertainment conducted, sold, manufactured, or offered at a location other than the location of said sign.
- (2) **Sign** - Any words, lettering, numerals, parts of letters or numerals, figures, phrases, sentences, emblems, devices, designs, trade names or trade marks by which anything is made known, including any surface, fabric or other material or structure designed to carry such devices such as are used to designate or attract attention to an individual, a firm, an association, a corporation, a profession, a business, or a commodity or product, which are exposed to public view, and used to attract attention. This definition shall not include the flag, badge or insignia or any nation, state, county, city, town or other governmental unit.

- (3) Temporary Sign - A sign displayed for a period of not more than 90 days.
(Contractor's Sign - for period of construction. Real Estate Sign - for period of sale).

Section 1404. General Regulations. The regulations contained in this Section shall apply to all districts.

- 1404.1 Conformance With North Carolina State Building Code. All signs and outdoor displays shall conform to the most recent edition of the North Carolina State Building Code regarding signs.
- 1404.2 Permit Required. No sign shall hereafter be erected, attached to, suspended from or supported on a building or structure; nor shall any existing sign be enlarged, relocated, or otherwise altered until a sign permit for same has been issued by the Zoning Administrator or designee unless such is a sign permitted in all districts.
- 1404.3 Height. All signs shall be subject to the height restrictions pertaining to the district in which said signs are located.
- 1404.4 Rights-of-way. Signs may be located in a required yard, subject to the following limitations:
- (1) No sign in a residential district shall be less than five (5) feet from any street or railroad right-of-way line, except for the types of signs described in 1428.1 and 1428.4.
 - (2) No sign shall be permitted on any public right-of-way or easement in any zoning district, except political signs subject to criteria below. Signs placed as such may be removed by Town Staff and destroyed without notice.
 - a. Compliant Political Signs Permitted. During the period beginning on the 30th day before the beginning date of "one stop" early voting under G.S. 163-227.2 and ending on the 10th day after the primary or election day, persons may place political signs in street rights-of-way as provided in this section. Signs must be placed in compliance with subsection (b) of this section and must be removed by the end of the period described in this subsection. For purposes of this section, "political sign" means any sign that advocates for political action. The term does not include a commercial sign.
 - b. Sign Placement. The permission of any property owner of a residence, business or religious institution fronting the right-of-way where a sign would be erected must be obtained. Signs must be placed in accordance with the following:
 - i. No sign shall be permitted in the right-of-way of a fully controlled access highway.
 - ii. No sign shall be closer than three feet from the edge of the pavement of the road.
 - iii. No sign shall obscure motorist visibility at an intersection.
 - iv. No sign shall be higher than 42 inches (3.5 feet) above the edge of the pavement of the road.

- v. No sign shall be larger than six (6ft²) square feet.
- vi. No sign shall obscure or replace another sign.

1404.5 No sign of any type shall be erected, painted, repainted, posted, reposted, placed, replaced, or hung in any district, except in compliance with these regulations.

Section 1405 Nonconforming Signs.

- a. Any sign existing on the effective date of this Ordinance which does not conform to the requirements set forth herein will be allowed to remain if in good repair for a specified time (see Section 1406). No person may engage in any activity that causes an increase in the extent of nonconformity of a nonconforming sign. Without limiting the generality of the foregoing, no nonconforming sign may be enlarged or altered in such a manner as to aggravate the nonconforming condition, prolong the life of the sign, expand or reestablish the sign after discontinuance of 60 days or reestablish the sign after damage or destruction. Illumination may not be added to any nonconforming sign.
- b. A nonconforming sign may not be moved or replaced except to bring the sign into complete conformity with this section.
- c. If a nonconforming sign other than a billboard advertises a business, service commodity, accommodation, attraction or other enterprise or activity that is no longer operating or being offered or conducted, that sign shall be considered abandoned and shall be removed within 60 days after such abandonment by the sign owner, owner of the property where the sign is located or other party having such control over such sign.
- d. If a nonconforming billboard remains blank for a continuous period of 180 days, that a billboard shall be deemed abandoned and shall, within 30 days after such abandonment be altered to comply with this article or be removed by the sign owner, owner of the property where the sign is located or other person having control over such sign. For the purposes of this section, a sign is "blank" if: 1) It advertises a business, service, commodity, accommodation, attraction or other enterprise or activity that is no longer operating or being offered or conducted; or 2) The advertising message it displays becomes illegible in whole or substantial part; or 3) The advertising copy paid for by a party other than the sign owner or promoting an interest other than the rental of the sign has been removed.
- e. The Zoning Administrator or designee, within one year of the effective date of this section, shall make every reasonable effort to identify all the nonconforming signs within the Town's Planning Jurisdiction. He/She shall then contact the person responsible for each such sign (as well as the owner of the property where the nonconforming sign is located, if different from the former) and inform such person, (i) that the sign is nonconforming, (ii) how it is nonconforming, (iii) what must be done to correct it and by what date and

(iv) the consequences of failure to make the necessary corrections. The Zoning Administrator or designee shall keep complete records of all correspondence, communications and other actions taken with respect to such nonconforming signs.

Section 1406 Amortization Of Nonconforming Signs.

- a. Subject to the remaining subsections of this section, a nonconforming sign that exceeds the height, size or spacing limitations or is nonconforming on some other way shall, within five (5) years after the effective date of this Section, be altered to comply with the provisions of the Section or be removed.
- b. If the nonconformity consists of too many freestanding signs on a single lot or an excess of total sign area on a single lot, the person responsible for the violation may determine which sign or signs need to be altered or removed to bring the development into conformity with the provisions of this Section.
- c. Signs that are in violation of Subsection 1423 shall be removed to comply with the provisions of this Section within two (2) years after the effective date of this Section.
- d. The following types of nonconforming signs that are nonconforming in any of the following ways shall be altered to comply with the provisions of this Section or removed within ninety (90) days after the effective date of this Section. If the sign is not removed, the Town may remove it until a service fee of \$100 has been paid to the Town by the owner or occupant of the property; provided, the owner of the sign may secure possession of the same by paying the service fee and satisfactorily proving ownership of the same.
 - 1) Portable signs (except section 1427).
 - 2) Signs that are in violation of Subsections 1407, 1408, 1409.
- e. Off-premise signs that are protected from enforced removal by the Outdoor Advertising Control Act shall not be subject to the provisions of Subsection (a) of this section unless and until just compensation is provided in accordance with the cited statute.

Section 1407 Signs Prohibited In All Districts.

Signs, beacons, rotating disks, and other devices which resemble traffic signals, traffic signs, emergency vehicles flashing lights, or which are likely to be misconstrued by the traveling public as being an official governmental sign or emergency warning, or which by their distracting nature create a hazard to motorists such as rotating flood or spotlights shall be prohibited in all districts.

Section 1408 Illuminated Signs shall not be designed or placed that direct or reflected light or glare constitutes a hazard or annoyance to motorists, pedestrians, or occupants of adjoining property.

Section 1409 Flashing, blinking, animated or pulsating signs shall not be permitted except as stated in Section 1428.1. This does not include time or temperature units.

Section 1410 Billboards

(Outdoor Advertising Signs) shall not be permitted in the Town of Granite Falls or its extraterritorial planning jurisdiction. Except that a billboard may be moved from one parcel to another within the Granite Falls planning jurisdiction so as long as the site is zoned Highway Business (H-B) or General Industrial (M-1), if the following criteria are met:

- 1) A transferred billboard cannot originate outside the Granite Falls planning jurisdiction, so to result in no net increase in number of billboards within the planning jurisdiction. The number of billboards is hereby limited to those already existing as the effective date of this ordinance.
- 2) A transferred billboard shall not exceed thirty (30) feet in total height as measured from the roadway or ground, whichever is higher.
- 3) A transferred billboard shall not exceed three hundred (300) square feet in sign area per face; limited to two (2) faces placed back to back; side-by-side or stacking placement shall not be permitted.
- 4) Billboards shall have a five hundred (500) foot separation distance from all other billboards when measured on the same side of a road right-of-way.
- 5) Billboards shall be at least five hundred (500) feet from any residential dwelling unit.
- 6) Billboards must be of monopole design, constructed of and supported by metal framing. Use of wood (i.e. telephone poles) or tin is prohibited.
- 7) Billboard must be placed in conjunction with a proposed or existing commercial/industrial development. Billboards shall not be permitted as the principal and/or sole use of any parcel. A billboard shall not exceed the principal building area footprint on the lot which it is located when counting the combined area of all billboard faces.
- 8) Placement of billboard shall be limited to within five hundred (500) feet of US Highway 321 right-of-way, all other roads will prohibit the establishment and/or transfer of billboards.

- 9) Existing billboards, whether conforming or non-conforming, within the Granite Falls planning jurisdiction may be replaced and/or moved only after meeting all of the above listed criteria.
- 10) A two hundred (\$200) dollar zoning compliance fee will be charged for each application to place a billboard to cover the cost of plan review and site visits to ensure compliance with the above section.

Section 1411 Measurement of Sign Size.

For the purpose of this Ordinance, the square feet of any sign shall be measured to include the entire sign, including lattice work, frame, border molding, fencing, display area or wall work incidental to its decoration. Where a sign consists of letter, figures, or other devices individually mounted on a wall or other surface, the sign area shall be the same as the smallest circle or rectangle that can be inscribed around such devices. Only one side of a double-faced sign shall be included in calculating the display area.

Section 1412 Maintenance Required.

All signs, together with braces, guys, and supports shall be kept in good repair. If at any time a sign should become unsafe or poorly maintained, the Zoning Administrator or designee shall notify the owner of such condition and, upon failure of the owner to correct such condition, the Zoning Administrator or designee shall take appropriate legal action to have such signs repaired or removed.

Section 1413 Removal of Obsolete Signs:

Signs identifying or associated with business establishments no longer in existence, products no longer being sold, and services no longer being rendered shall be removed from the premises within ninety (90) days from the termination of such activities.

Signs advertising events such as shows, displays, festivals, circuses, fairs, athletic contests, fund drives, elections, contests, exhibits, meetings, conventions, sales, performances, dances, paper drives, yard sales, and the like shall be removed within thirty (30) days after the termination of such events. Upon failure of the owner to remove such signs within the prescribed time period, the Zoning Administrator or designee shall take appropriate legal action to have such sign removed.

Section 1414 Political Signs:

Temporary signs of candidates for election or for issues on a ballot shall be allowed on private property in any zoning district providing such signs do not exceed sixteen (16ft²) square feet in area per display face and two faces per sign. All such signs may not be erected prior to thirty (30) days before the beginning date of "one stop" early voting under G.S. 163-227.2 and must be removed within ten (10) days after the primary or election day. In all cases, the property owner and the political candidate shall be equally responsible for removal of the signs. Political signs placed in the right-of-way of a public street are subject to the limitations set forth in Section 1404.4. Political signs are prohibited on Town owned property.

Section 1415 Real Estate Signs:

A sign located on the premises and offering said premises for sale, rent, lease or development, shall not exceed the following area per sign face:

<u>Distance from all street right-of-way lines</u>	<u>Maximum sign area</u>
12 to 49 feet	12ft ²
50 to 99 feet	32ft ²
100 to 149 feet	64ft ²
150 or more	96ft ²

The above sign face areas are not permitted on residentially zoned parcels of less than two (2) acres. See 1428.6

Section 1416 Temporary Signs:

Temporary signs, such as banners, flags, streamers, etc. will be permitted for the purpose of announcing openings, closings, management changes or special events for no more than thirty days, not to exceed two (2) events per year. Each business will be allowed six banners with each banner not to exceed forty (40) square feet and shall be in good condition (not frayed or torn) as determined by the Zoning Administrator or designee. One temporary wooden sign, not to exceed fifty (50) square feet in size, with permanently affixed letters will be allowed for ninety (90) days from the opening of any new business.

Section 1417 Measurement of Height of Sign:

The height of any sign shall be measured from the grade level at sign site or from the surface of the nearest street, whichever is less restrictive.

Section 1418 Front Yard for Freestanding Signs and Outside Advertising Signs:

Except as otherwise regulated by this Section and the North Carolina State Regulations, all signs, excluding wall signs, shall be located at least ten (10) feet behind the public right-of-way.

Section 1419 Signs Over Public Right-of-way:

Canopy and Marquee signs may extend over the public right-of-way only where there is no required front yard and may extend no closer than one and one-half feet to the curb of the street. Whether over public or private walkways, such signs shall have a minimum clearance of eight (8) feet and canopy and marquee signs shall not extend past the edge of the canopy or marquee structure.

Section 1420 Side Yard for Freestanding Signs and Outdoor Advertising Signs:

All freestanding signs shall maintain a minimum side yard of five (5) feet from any interior side lot line except C-B and M-1 districts where signs may be located at the property line. Any freestanding sign or advertising sign located on a corner lot shall meet the front yard requirements for signs on both street frontages and shall be in accordance with Section 705.

Section 1421 Signs Associated With a Business:

All business signs shall be customarily and commonly associated with the operation of the establishment and/or premises. Ninety percent (90%) of the sign area shall be used for advertising the principal purpose of the activity located on the premises and the ten percent (10%) may be incidental or accessory to the principal business.

Section 1422 Signs Posted On Private Property:

It shall be unlawful to post or place any signs or advertisements on any building, fence, pole, or other property belonging to another without the consent of the owner thereof. Such consent shall be secured in writing and such written consent shall be exhibited by the persons having the same to the Zoning Administrator or designee on demand, but no sign is permitted on public right-of-way.

Section 1423 Number of Free Standing Signs:

Except as authorized by Sections 1424 and 1425, no development may have more than one (1) free standing sign. Where a business, excluding shopping centers, is located on a lot that does not have road frontage, each business may have one (1) free standing sign. The freestanding sign may be located on property adjacent to either side of the front lot having road frontage. There must be a distance of at least one hundred fifty (150) feet between each sign.

Section 1424 Number of Signs on Corner Lots:

Corner lots or lots bounded by three streets shall be permitted additional sign area in the amount of one-half of the total sign area permitted for the building front. Additional sign area shall be used specifically for the sides or rear of the buildings.

Section 1425 Number of Signs on Lots (Not Corner Lots) Having Access from Two Streets:

Any business or shopping center having access on two (2) streets (one being the primary access in relationship to the front of the structure) other than corner lots, shall be permitted a second freestanding sign in the form of a monument sign (Section 1402.2) provided such sign does not exceed one-half the area permitted for main advertising signs. A second sign shall indicate only the name of the business or shopping center. A shopping center may display the names of the businesses and a playbill, but shall maintain the total area permitted.

Section 1426 Number of Signs on a Double Frontage Lot:

Any building having frontage on two (2) streets shall be permitted only wall signs on the secondary side or entrance. The sign area for the secondary side may equal the sign area permitted for the front of the building.

Section 1427 Signs in the Central Business District.

In addition to signs permitted in Section 1445 the Central Business District will be allowed one portable sign, constructed from a permanent type material, not to exceed eight (8) square feet in size. It is understood that this sign is intended to be removed from the Town's sidewalk and brought indoors at the end of each business day.

Section 1428. Signs Permitted in All Districts.

The following signs are permitted in all districts. Signs described in this Section 1428 shall not be considered to fall within the meaning of the term "structure" as defined in Article IV. The

types of signs described in the subsection 1428.1 through subsection 1428.11 shall contain only the minimum information necessary to convey the primary message of the sign, and shall not be used as advertising media.

- 1428.1 Signs Erected by a Government Agency to regulate, control or direct vehicular or pedestrian traffic, including signs indicating bus stops, taxi stands, and similar transportation facilities. Such signs may be illuminated, flashing, or moving as required by the public safety.
- 1428.2 Signs Required by Law.
- 1428.3 Signs Which Warn Hazards to life and limb, such as high voltage electrical equipment, explosives, and the like. Such signs may be illuminated.
- 1428.4 "No Trespassing" Signs, not exceeding four (4) square feet in area, and not illuminated.
- 1428.5 Signs Erected by a Government Agency Which Convey Information Regarding a Public Service or the location of a public facility. Such signs may be illuminated.
- 1428.6 Temporary Real Estate Signs advertising a specific property for sale, lease, rent or development located on said property, provided that such sign shall not exceed four (4) square feet in area, and not be illuminated. Such signs shall not be placed nearer to the front property line than five (5) feet.
- 1428.7 Permanent Subdivision Identification Signs, not exceeding twelve (12) square feet in area, and not illuminated.
- 1428.8 Church or Public Bulletin Board, not exceeding thirty-two (32) square feet in area. Such bulletin boards may be illuminated.
- 1428.9 Signs Identifying the Name or Location of a Church, even though such sign may be remote from the location of the church, provided that such sign shall not exceed four (4) square feet in area and provided further that no sign shall be illuminated or contain moving parts.
- 1428.10 Signs Not Exceeding Four (4) Square Feet in Area, not illuminated and employing no moving parts. No advertising sign, marquee sign, roof sign, projecting sign or suspended sign shall be permitted in any residential district.
- 1428.11 Memorial Signs, tablets, names of buildings and date of erection, when cut into any masonry surface or when constructed of metal and affixed flat against a surface.

Section 1429. Illumination

1429.1 Types of Illumination:

(1) Indirect Illumination: Illumination by a light source which is placed outside of or away from the sign in a manner to illuminate the sign.

(2) Direct Illumination: Illumination by a light source which is part of the sign itself. This includes signs using neon light and those using a light source covered by a translucent panel.

1429.2 Shielding: Illumination, where permitted, shall be confined or directed to the surface of the sign. All signs shall be shielded so as to prevent beams or rays of light from being directed onto any portion of a traveled way and shall not be of such intensity or brilliance as to cause glare or to impair the vision of the driver of any motor vehicle.

1429.3 Spotlight and Floodlights: Spotlights and floodlights used to illuminate a sign shall not extend over a public right-of-way. Such spotlights and floodlights shall be shielded to prevent beaming into neighboring residential areas and to prevent a direct view of light source from the residential areas.

Section 1430. Animated Sign: Any sign using flashing or intermittent lights, sound, color changes or other mechanical or electrical means to give motion to the sign or the impression of motion or movement to the sign or any sign with visible moving, revolving or relocating parts; provided, however, this shall not include time, date and temperature or electronic message signs as hereinafter defined.

Section 1431. Canopy Signs: Signs may be mounted or painted on the front and side of canopy provided the canopy extends more than six feet from the front of the building onto which it is attached. The sign shall not be closer than twelve (12) inches to the curb line and may not be below the canopy unless suspended and perpendicular to the front of the building. Signs placed on the top portion of the canopy may extend up to twenty-four (24) inches provided the canopy is of such structure allowed by the NC State Building Code to support additional weight. Sign shall identify only the name of the business and may be directly illuminated.

Section 1432. Electronic Message Signs: Signs may only display static messages that change at intervals not less than eight (8) seconds. There shall be no coursing, scrolling or otherwise animated transition between images or messages.

Section 1433. Flashing Sign: A sign illuminated by direct or indirect artificial light that flashes on and off in regular or irregular sequences, including but not limited to strobe light.

Section 1434. Freestanding Signs: No freestanding sign shall be more than thirty (30) feet tall (per Section 1417) or exceed 300 square feet in size.

Section 1435. Marquee Signs: Signs may be mounted on a marquee provided that such sign does not extend more than four (4) feet above the marquee. Such sign may be directly illuminated.

Section 1436. Monument Signs: The bottom edge of the sign face must be in continuous contact with the structural base and must be a minimum of 12 inches above the ground.

Section 1437. Portable Signs: Portable signs, including vehicular signs, are prohibited from location or use within the Town of Granite Falls except signs permitted in Section 1416 and 1427. A portable sign is any sign that is intended to be readily relocated or which is not permanently affixed to a structure or to the ground. This shall include signs on wheels, trailers, truck trailers, truck beds, A-frames or any other device which is capable of or intended to be moved from one location to another. This does not apply to signs or lettering on vehicles in operation during the normal course of business, however it would apply to those that are parked or located for the primary purpose of displaying said sign. Portable signs may not be converted to permanent signs.

Section 1438. Projection Signs: Projection signs shall not extend more than three feet above the roof or parapet and shall not extend into the public right-of-way.

Section 1439. Roof Signs:

1439.1 Maximum Area: Roof signs shall not exceed one hundred (100) square feet in area. Not more than one roof sign shall be permitted for principal use.

1439.2 Free Passage: Roof signs shall not restrict free passage from any part of said roof to any other part of roof and shall not interfere with openings in said roof.

1439.3 Roof Signs on Buildings of Less Than Three Stories:

- (1) Such roof signs shall be placed a minimum of five (5) feet from the outer edge of the building and shall not extend closer than five (5) feet to any outer edge.
- (2) Such signs, including all structural elements, embellishments, shall not exceed six (6) feet in height measured from the point where it meets the roof to the top of the sign.

Section 1440. Suspended Signs: A sign suspended over a public or private walkway shall not extend more than 18" to the curb line with a minimum 9' clearance from the walkway.

Section 1441. Time/Date/Temperature Sign: A sign containing numerals or letters, which may be alternately displayed, and which alternating portion only shows the time, date and/or temperature. This sign shall not be considered a flashing or animated sign.

Section 1442. Wall Signs: No part of such sign shall extend more than 18" from the wall.

Section 1443. Window Signs: The sign permitted shall not exceed 25% of the glass area and shall not be permitted in residential districts.

Section 1444. Sign Regulations for Specific Commercial and Office Situations

- 1444.1 Shopping Centers: A group of commercial establishments planned, constructed and managed as a single entity with customer and employee parking provided on site and situated on at least ten (10) acres. All partitioned parcels shall remain subject to the original sign regulations effective for shopping centers. There shall be only one freestanding shopping center identification sign not exceeding 300ft² in area when adjacent to streets with a posted speed limit of 55mph or greater. When the shopping center is adjacent to a street with a posted speed limit of less than 55mph the maximum size shall be 200ft². A shopping center freestanding sign may display the names of businesses incorporated therein and playbills, but shall maintain the total area permitted. Individual freestanding signs for shopping center tenants shall not be permitted.
- 1444.2 Building Clusters: A group of buildings on the same parcel and not under the shopping center classification, shall be permitted only one freestanding sign or playbill as set forth by the requirements of the designated district classification. Attached signs shall also be governed by the district classification.
- 1444.3 Arcades, Malls, and Similar Facilities: Signs for arcades, malls and similar facilities shall be only flat wall signs mounted on or near the face of the entrance and shall not exceed ten (10) square feet. Postings must relate only to the name and use of the business or principal activity.
- 1444.4 Business Conducted Primarily Without Principal Structures: Business conducted primarily without the benefit of a principal business structure, such as sales lots and open commercial recreation, shall be permitted one (1) freestanding sign not to exceed fifty (50) square feet of area or one-half square foot of sign per lineal foot of main street frontage, whichever sign area is less.
- 1444.5 Gas Station Detached Canopy Signs: Signs for detached canopies over gas islands are regulated as follows:
1. Sign copy, corporate logos, etc., may be a maximum of twenty-five (25%) percent of the face of the canopy.
 2. No more than three (3) sides of the canopy may be used for signs.
 3. The height to the top of the canopy may not exceed twenty-five (25) feet from grade and no canopy fascia may exceed four (4) feet in height.
 4. Individual letters, logos or symbols may not exceed four (4) feet in height and may not project out from the surface of the canopy more than eighteen (18) inches, or project above or below the canopy.
 5. Fuel prices are allowed below the canopy over the pumps. They are not allowed on the canopy itself.

Section 1445. Sign Regulations for each Specific District: The following details the sign regulations pertaining to each zoning district. Sign types not listed in each zoning district are specifically prohibited.

Section 1445.1 All Residential Districts (R-15/R-15A/R-8/R-8A/R-8SF/R-20/R-20A/R-MH/TND)

- a. One professional or announcement wall or freestanding sign per lot for home occupations, kindergartens and rest homes. No such sign shall be illuminated nor exceed 4 square feet. Freestanding signs shall be located no less than five (5) feet from right-of-way and shall not exceed three (3) feet in height.
- b. One sign per lot pertaining only to the lease, rent or sale of the property on which displayed. No such sign shall be illuminated.
- c. Church bulletin boards and signs announcing church services, schools, clubs, and other recreation facilities. Such signs shall be limited to one per lot, a maximum of six (6) feet in height and thirty-two (32ft²) square feet in area. Such signs may be lighted from behind to silhouette letters and figures. Electronic message signs are permitted, subject to the above size criteria and the limitations set forth in Section 1432.
- d. Temporary signs, or banners, when authorized by the Board of Adjustment.
- e. Memorial signs, tablets, names of buildings and date of erection, when cut into any masonry surface or when constructed of metal and affixed flat against a structure.
- f. Identification wall or freestanding signs for nursery schools or day care centers.
 - Maximum six (6) square feet for wall signs.
 - Maximum five (5) square feet for freestanding signs.
 - Freestanding signs shall be located no less than five (5) feet from right-of-way.
 - Maximum height of three (3) feet for freestanding signs.

Section 1445.2 Neighborhood Business District (N-B) & Office and Institutional (O-I)

- a. Wall signs placed against the exterior walls of buildings shall not extend more than 6 inches beyond a building's wall surface, shall not exceed 100 square feet in area for any one premises, and shall not exceed 20 feet in height above the mean centerline street grade. Wall signs may be lit directly or indirectly per Section 1429.
- b. Monument signs not exceeding one per lot shall not exceed twelve (12) feet in height above the mean centerline street grade, shall not be located closer than ten (10) feet to the street right-of-way, shall not exceed 60 square feet on one side, nor 120 square feet on all sides for any one premises. Monument signs may be lit directly or indirectly per Section 1429.
- c. Window signs shall be placed only on the inside of commercial buildings and shall not exceed 25% of the glass area of the pane upon which the sign is displayed. Illumination of window signs is not permitted.
- d. Illumination. No flashing or intermittent illumination shall be used on any advertising sign or structure.

Section 1445.3 Central Business District (CBD)

- a. Wall signs placed against the exterior walls of buildings shall not extend more than six (6) inches outside of a building's wall surface, shall be allowed 2 square feet per linear foot of building frontage not to exceed 150 square feet in area for any one premises, and shall not exceed 20 feet in height above the mean centerline street grade with one exception. Businesses that are solely located on an upper floor of a building may have a wall sign in excess of 20 feet in height above the mean centerline street grade, but shall not extend higher than the front facade of the building.
- b. Freestanding signs not exceeding one per lot, shall not exceed twenty (20) feet in height above the mean centerline street grade, shall meet all yard requirements for the district in which they are located, shall not exceed 60 square feet on one side, nor 120 square feet on all sides for any one premises. Time/Date/Temperature signs shall be permitted when incorporated into the approved freestanding Sign.
- c. Window signs shall be placed only on the inside of commercial buildings and shall not exceed 25% of the glass area of the pane upon which the sign is displayed.
- d. Suspended signs not exceeding one per lot, shall be less than eight (8) square feet in size, shall maintain a minimum clearance of nine (9) feet from the walkway, shall not extend closer than 18" to curblines and shall not be illuminated.
- e. Traffic. Signs shall not resemble, imitate, or approximate the shape, size, form, or color of railroad or traffic signs, signals or devices. There shall be no flashing signs allowed. Signs shall not obstruct or interfere with the effectiveness of railroad or traffic signs, signals or devices. No sign shall be erected, relocated, or maintained so as to prevent free ingress or egress from any door, window or fire escape; and no sign shall be attached to a standpipe or fire escape. No sign shall be placed so as to obstruct or interfere with traffic visibility. No flashing or intermittent illumination shall be used on any advertising sign or structure. All illuminated signs or structures shall be placed so as to prevent the undiffused light rays from being cast directly upon residential dwellings in a residential district.

Section 1445.4 Highway Business District (H-B)

- a. Freestanding Signs
 - One (1) freestanding sign allowed per lot.
 - Freestanding signs adjacent to streets with a posted speed limit of 55mph or greater: Maximum size of 2ft² per linear foot of building frontage, not to exceed 200ft² unless located in a shopping center per Section 1444.1. Maximum height of thirty (30) feet.
 - Freestanding signs adjacent to streets with a posted speed limit of less than 55mph: Maximum size of 2ft² per linear foot of building frontage, not to exceed 100ft² unless located in a shopping center per Section 1444.1. Maximum height of twenty (20) feet.
 - Minimum setback of ten (10) feet from right-of-way and five (5) feet from adjacent property lines.
 - May be lit directly or indirectly per Section 1429.
 - Maximum height of thirty (30) feet.

- b. Wall Signs
 - Wall signs allowed on only one façade/business entrance.
 - Multiple wall signs may be used at each entrance as long as total square footage does not exceed maximum allowed.
 - Maximum size of 2ft² per linear foot of building frontage.
 - May be lit directly or indirectly per Section 1429.
- c. Projection Signs
 - One (1) projection sign per business entrance may be used in place of a wall sign.
 - 1 projection sign per business entrance.
 - Maximum size of 1ft² per linear foot of building frontage not to exceed 100ft².
 - May be lit directly or indirectly per Section 1429.
 - May extend no more than 3 feet above roof or parapet.
- d. Electronic Message Signs shall maintain a static image for a minimum of eight (8) seconds. Furthermore there shall be no coursing, scrolling or otherwise animated transition between images or messages.
- e. Window Signs shall be placed only on the inside of commercial buildings and shall not exceed 25% of the glass area of the pane upon which the sign is displayed.
- f. Roof Signs
 - One (1) roof sign per business entrance may be used in place of a wall sign.
 - Maximum size of 2ft² per linear foot of building frontage not to exceed 100ft²
 - May not be illuminated.
 - All other requirements per Section 1439.
- g. Canopy Signs
 - One (1) canopy sign per business entrance may be used in place of a wall sign.
 - Maximum size of 1ft² per linear foot of building frontage.
 - Front setback of 12” from the curblin.
 - May be lit indirectly per Section 1429.
 - All other requirements per Section 1431.
- h. Marquee Signs
 - One (1) marquee sign per business entrance may be used in place of a wall sign.
 - Maximum size of 1ft² per linear foot of building frontage.
 - May be lit directly or indirectly per Section 1429.
 - All other requirements per Section 1435.

Section 1445.5 General Industrial District (M-1)

- a. All sign regulations for the H-B, Highway Business District shall be applicable in M-1 with the addition of the following.
- b. Billboard structures are limited to single structure, back-to-back structure and V-structure. Double panel billboards and flashing signs are prohibited. If a single board structure is used, the reverse side of the sign must be painted or otherwise treated so that its color will blend rather than contrast with its background. See Section 1410.

- c. All illuminated signs or structures shall be placed so as to prevent undiffused light rays from being cast directly upon residential dwellings. No sign, structure, or lighting shall be placed so as to obstruct or interfere with traffic visibility.