

# Article 21-10: Signs

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## Section 21-10.01: General Provisions

### (a) Intent

Signs are an essential element in the promotion and identity of a use on a site that impacts public health, safety, comfort, general welfare, and the quality of life. This section is intended to:

- (1) Encourage the effective use of signs as a means of communication;
- (2) Encourage signs which, by their design, are integrated with and harmonious to the buildings and sites which they occupy;
- (3) Eliminate excessive and confusing sign displays;
- (4) Maintain and improve the appearance of the City as an attractive place in which to live and conduct business;
- (5) Safeguard and enhance property values by minimizing the possible adverse effects of signs on nearby properties;
- (6) Protect public and private investment in buildings and open spaces; and
- (7) Eliminate potential hazards to motorists and pedestrians resulting from signs.

### (b) Applicability

All new, reconstructed, altered, or relocated signs shall comply with the standards of this section.

### (c) Permit Required

- (1) All sign types described in this section, except those listed as exempt in [Section 21-10.02](#), require a permit per [Section 21-12.07\(f\)](#) before they may be constructed, reconstructed, altered, or relocated, unless otherwise noted in the applicable section.
- (2) Painting, cleaning, refacing, or other normal maintenance and repair of a sign does not require a sign permit, provided that no change is made to any structural component of the sign. For awning signs, removal of the frame for resurfacing shall be considered normal maintenance provided the existing frame is reutilized and the sign complies with all other regulations of this section.
- (3) Any sign that encroaches into a public right-of-way requires approval from the Board of Public Works.

### (d) Maintenance

- (1) All signs shall be maintained in good repair (e.g., without peeling paint or broken sign faces) and in operable condition (e.g., if internally illuminated, all light bulbs or tubes shall be operational) at all times. The City may order the removal of any sign which becomes a public hazard due to lack of maintenance and repair.

**(e) Nonconforming Signs**

A nonconforming sign that was lawfully established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation, but that does not now comply with the provisions of this Ordinance, may be repaired or altered in accordance with [Section 21-13.01\(i\)](#).

**(f) Removal of Freestanding Signs**

Notwithstanding anything contained in [Section 21-13.01](#) to the contrary, freestanding on-premise signs and sign structures, shall be subject to the following removal provisions:

- (1) When the building on the premise is removed, any sign and sign structure located on the lot and accessory to such building shall also be removed at the same time.
- (2) When the activity, business, or service conducted, manufactured, or sold on the premise ceases, the business identification sign shall be covered so as not to promote a business not in operation. A sign cabinet in which the sign face has been removed for more than 12 months shall be deemed to be abandoned and removed from the property.
- (3) When a legally established nonconforming building, or any activity, business, commodity, or service on the premise, suffers a partial destruction in excess of the value specified in [Section 21-13.01\(i\)](#) of this Ordinance and such building, or activity, shall be removed and brought into compliance with the terms of this Ordinance, any sign or sign structure located on the lot shall also be brought into compliance with the terms of this Ordinance.

**(g) Cutting of Trees or Shrubs**

No person shall damage, destroy, or remove any required trees, shrubs, or other vegetation for the purpose of increasing or enhancing the visibility of any sign.

**(h) Location**

- (1) Each permanent sign, except for off-premise signs and multi-tenant signs, shall be located on the same site as the subject of the sign.

- (2) The minimum front or corner setback for any freestanding sign shall be:
  - (A) In a NC or DT district: 0 feet
  - (B) In all other districts: 5 feet from all streets, except limited access highways, which shall have a setback of 50 feet.
- (3) The minimum side and rear setback shall be the same as required for any accessory building or structure.
- (4) No sign, other than signs placed by agencies of government with appropriate jurisdiction, or a sign whose placement is authorized by such agencies, may be erected or placed on public property, including rights-of-way.
- (5) No sign may be installed in a way that obstructs free and clear vision, clear sight area per [Section 21-09.05](#), or free use of any public right-of-way, intersection, ingress or egress point, transit stop, parking space, drive aisle, driveway, building entrance, fire escape, or accessibility ramp.
- (6) No sign may obstruct or substantially interfere with any window, door, fire escape, stairway, ladder, or opening intended to provide ingress or egress to any building.

**(i) Accessory Structures**

All signs are hereby declared to be accessory structures and shall meet the applicable standards of [Section 21-06.02](#) unless otherwise provided. As an accessory structure, a sign may not occupy a lot without a primary building or use also being legally located on the lot, unless in compliance with the regulations of this ordinance for temporary signs, off-premise signs, or use-specific signs.

**(j) Illumination**

- (1) External illumination shall be shielded so that it illuminates only the sign surface and does not shine on, cause glare to, or otherwise impair the vision of the driver of any motor vehicle traveling on a public right-of-way.
- (2) Colored light shall not be used at a location or in a manner so as to be confused with or construed as a traffic control device.

- (3) Signs that are illuminated at night may not exceed a maximum luminance level of 750 nits, regardless of the method of illumination. All illuminated signs shall comply with the luminance level at least one-half hour before Apparent Sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA). At Apparent Sunrise, as determined by NOAA, signs may resume luminance levels appropriate for daylight conditions.

**(k) Changeable Copy Signs**

- (1) Changeable copy sign may be used as part of either a freestanding sign or as part of a building sign, but not both. Only one changeable copy sign is allowed per business.
- (2) The changeable copy portion of an on-premise sign shall not exceed 40 percent of the sign surface area of any permitted sign type.
- (3) A sign that does not change more than 2 times per 24 hour period shall not be considered a changeable copy sign.
- (4) **Electronic Message Centers (EMC).** EMC shall also comply with the following regulations:
  - (A) All EMC signs shall have automatic dimming controls, either by photocell or via software settings, in order to bring EMC lighting level at night into compliance with this section;
  - (B) Except permitted off-premise signs, EMC signs located within 200 feet of a lot in the S1, S2, U1, U2, U3, or UF district shall not be illuminated between the hours of 11pm and 6am;
  - (C) In the DT district, EMC shall only be permitted by Special Exception;
  - (D) All messages shall be static and displayed for a minimum of 8 seconds;
  - (E) Any change in an electronic message shall be instantaneous without fading in, dropping in, spinning, rotating, or similar moving copy changes;

- (F) Full motion video or film display via an electronic file imported into the EMC software or streamed in real time into the EMC is prohibited; and
- (G) Any EMC sign that is malfunctioning shall be turned off until such time that it is functioning properly.

**(l) Temporary Signs**

Temporary signs are allowed in all districts and may be either a freestanding or building sign. Temporary signs shall comply with the following regulations.

- (1) A temporary sign, if a freestanding sign, shall be located in compliance with all setback regulations for a permanent sign;
- (2) A temporary sign, if a wall sign, shall be located in compliance with the regulations for a permanent wall sign;
- (3) A temporary sign shall not be illuminated; and,
- (4) All temporary signs shall meet the standards found in [Table 21-10A](#).
- (5) All temporary signs that are 6 square feet or less are exempt from obtaining a location improvement permit. Any temporary sign greater than 6 square feet shall obtain all required approvals per [Section 21-12.07\(f\)](#).

**Table 21-10A: Allowed Temporary Signs****Construction Sign - Located on a Site with an Active Building Permit (except for 1-4 dwelling unit residential)**

Number of Signs	2 per street frontage
Total Sign Surface Area	
Fence/Wall Wrap Sign	Unlimited coverage with 64 square feet maximum copy area for every 200 feet of street frontage or portion thereof.
Construction Signs (all other)	64 square feet max. total for all construction signs per street frontage
Sign Height	8' max.
Duration	May be installed only after the approval of a building permit, and shall be removed within 30 days of issuance of a certificate of occupancy or expiration of a building permit.

**Multiple Lot Development**

Number of Signs	1 per perimeter street frontage
Total Sign Surface Area	32 square feet max.
Sign Height	8' max.
Duration	May be installed after secondary plat approval is issued and shall be removed when 75% of lots in the subdivision have received a Certificate of Occupancy.

**Single Lot Development - For Sale, Lease, or Rent Sign**

Number of Signs	1 per street frontage
Total Sign Surface Area	
1-4 dwelling unit residential	6 square feet max.
All other use	32 square feet max.
Sign Height	6' max.
Duration	May be installed at the time the lot is listed for sale or lease, and shall be removed upon final close of the sale or lease.

**Temporary Signs for a Non-Residential Use**

Number of Signs	2 per street frontage
Total Sign Surface Area	
S1, S2, U1, U2, or U3 district	32 square feet max. total for all signs per street frontage
UF, NC, DT, OS, U, C, or I district	48 square feet max. for all signs per street frontage
Sign Height	6' max.
Duration	May be installed not more than 30 days.
Frequency	No more than 4 times during a calendar year

**Temporary Signs for a Residential Use**

Number of Signs	2 per street frontage
Total Sign Surface Area	6 square feet max.
Sign Height	4' max.
Duration	May be installed not more than 30 days.
Frequency	No more than 2 times during a calendar year

All temporary signs greater than 6 square feet shall obtain the required approvals per [Section 21-12.07\(f\)](#).

**Section 21-10.02: Exempt Signs**

**(a) Exempt Signs**

The following signs do not require a sign permit, but shall still follow applicable requirements:

- (1) **Address Sign.** A sign that identifies the address of a lot, structure, or establishment, provided it does not exceed 2 square feet in area for a lot with only a residential use or 4 square feet in area for a lot with non-residential uses.
- (2) **Authorized Sign.** Public signs and notices erected, authorized, or mandated by governmental authority under any law, statute, or ordinance. Includes the following signs:
  - (A) traffic, directional, or warning information;
  - (B) signs of public service companies indicating danger;
  - (C) signs erected by, or on the order of, a public officer in the performance of their public duty which aide service or safety;
  - (D) public hearing signs;
  - (E) historical markers;
  - (F) signs or exterior displays required to be maintained by government order or regulations, provided that the content and size thereof does not exceed that required by such order or ordinance.
- (3) **Architectural Features.** Signs which are architecturally integral to the building and only indicate the name of the building, date of erection, monumental citations, commemorative tablets and the like, when carved into stone, concrete or similar material or made of bronze, aluminum, or other permanent type construction and made an integral part of the building.
- (4) **Campus Signs.** Signs that are located interior to a campus or open space provided such signs are not legible from the street.
- (5) **Flags.** Up to six flags having a maximum combined area not to exceed 120 square foot. The flag shall be attached to a flag poles which is permanently

anchored to the ground or attached to the principal building or accessory structure.

- (6) **Fuel Pump Sign.** A fuel pump sign that is attached to a fuel pump may not exceed two square feet in area per pump. Operational and payment instructions on the face of the pump are exempt from this limitation.
- (7) **Holiday Displays.** Displays which contain no commercial message, are primarily decorative in nature, and are clearly incidental and commonly associated with any national or religious holiday, and which are erected not more than 30 days prior to the start of the holiday and removed no more than 15 days after the holiday.
- (8) **Incidental Signs.** Non-illuminated signs not exceeding 3 square feet, provided there is no more than 2 per street frontage per lot. Incidental signs may include, but are not limited to, signs advertising a political candidate; garage sale; home improvement/remodeling; business hours of operation, and, seasonal/holiday signs.
- (9) **Menu Board.** A menu board is a permanently mounted sign displaying the items for sale at a drive-through establishment.
  - (A) Menu boards shall only be permitted in conjunction with a permitted drive-through use.
  - (B) A maximum of two menu boards is permitted per drive-through lane.
  - (C) A menu board may not exceed 48 square feet in area or 8 feet in height above grade.
- (10) **Parking Lot Directional and Information Sign.** Incidental parking signs that provide additional direction or information, such as signs marking entrances and exits, parking areas, circulation direction, restroom, and pick-up or delivery areas, may be on a building or freestanding provided they comply with the following:

- (A) No more than 2 signs per driveway or 1 sign per critical turning point (e.g., to direct vehicular traffic to a drive-up, loading area, etc);
- (B) S1, S2, U1, U2, U3, UF, and NC Districts – signs shall not exceed 4 square feet in surface area, nor shall they exceed 4 feet in height;
- (C) DT, OS, U, and C District – signs shall not exceed 6 square feet in surface area, nor shall they exceed 4 feet in height;
- (D) I District – signs shall not exceed 8 square feet in surface area and 6 feet in height;
- (E) Freestanding parking lot directional and information signs located within the clear sight area shall be limited to 3 feet in height. and
- (F) All signs shall be non-illuminated.

**(11) Sidewalk Sign.** A sidewalk sign includes two-sided, portable signs that are placed outside of an establishment, constructed in the form of an "A" or similar tent-like shape, or attached to a post with a heavy base in the form of an inverted "T," and intended to be viewed from the sidewalk at close range, are allowed provided they comply with the following:

- (A) A maximum of one sidewalk sign is permitted per establishment per street frontage.
- (B) Sidewalk signs shall not exceed 10 square feet in sign surface area per side and 4 feet in height above grade.
- (C) A sidewalk sign may be placed outdoors on the premises or a public sidewalk during business hours only, and shall be stored indoors at all other times.
- (D) The sign shall not interfere with ingress and egress points and shall maintain a minimum of 5 feet of sidewalk clearance at all times.
- (E) A sidewalk sign may not be illuminated or contain any electronic components.
- (F) A sidewalk sign may not be placed outdoors when high winds, heavy rain, or heavy snow conditions are present and may not interfere with any snow removal operations.

**(12) Tombstones.**

**(13) Window Sign.** One window sign per non-residential use provided it does not exceed 4 square feet.

**(14) Works of Art.** Three dimensional works of art (e.g., statuary, sculptures) and two dimensional works of art (e.g., murals) that are artistic in nature and which are not used for advertising or promotion of a business, product, service, or commercial activity. Two dimensional works of art shall not be located on the front facade of a building.

## Section 21-10.03: Prohibited Signs

### (a) Prohibited Signs

These signs, as well as any sign type not expressly allowed by this Ordinance, are prohibited:

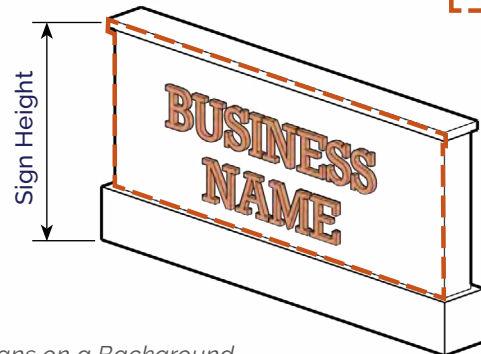
- (1) Signs which interfere with, obstruct the view of, imitate, copy, purport to be, or may be confused with any authorized official sign, traffic sign, traffic signal, or traffic control device.
- (2) Signs on portable trailer frames; and, signs attached to or painted on a vehicle parked and visible from the public right-of-way, provided, however, a vehicle which is used in the normal day-to-day operation of a business use shall not be considered a portable sign if the vehicle is parked beside or behind the building in which the use is located, or if the sign on the vehicle contains less than 9 square feet in sign surface area.
- (3) Signs or devices motivated by wind, thermal changes, or other environmental input, such as spinners, pinwheels, unsecured banner, pennant, streamers, balloons, air-inflated signs, or other wind-blown devices or displays that are designed to inform or attract attention, except for flags that conform to [Section 21-10.02\(a\)\(5\)](#).
- (4) Signs attached to trees, street lights, or utility poles.
- (5) Signs that bear or contain statements, words or pictures of an obscene, pornographic, immoral character, or which contain advertising matter which is untruthful or will offend public morals or decency.
- (6) Any rotating beam, beacon, intermittent light, lights of changing colors or degrees of intensity, or flashing illumination in connection with any sign surface, except as part of an electronic message center sign.

## Section 21-10.04: Sign Measurement

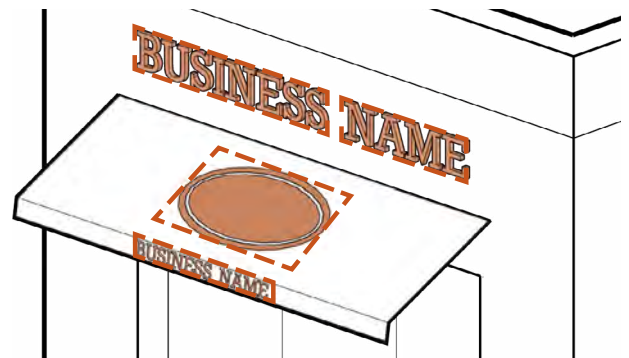
**(a) Sign Surface Area**

Sign surface area shall be measured as follows:

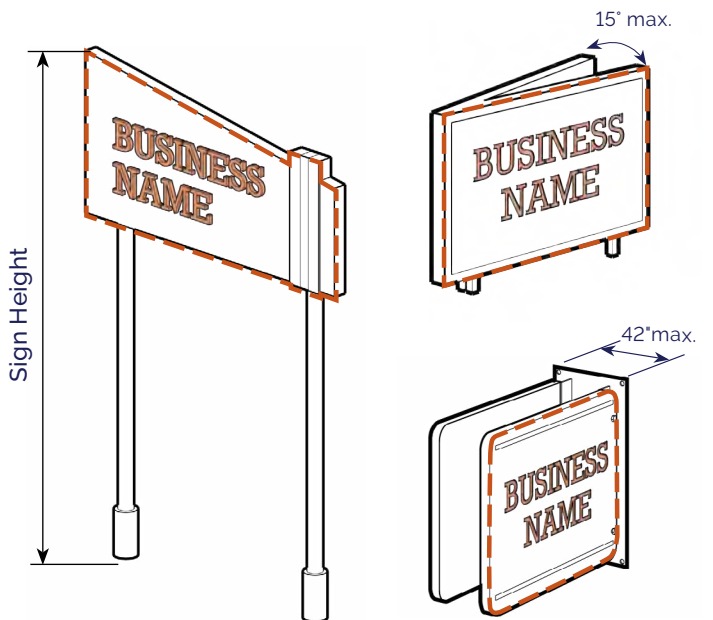
- (1) **Signs on a Background.** The entire area of the framework or background of the sign is calculated as sign area, including any material or color forming the sign face or background used to differentiate the sign from the structure against which it is placed.
- (2) **Signs with a Base.** The base of a monument sign does not count as sign area if it is less than 3 feet in height and is constructed of masonry or a material that matches the primary building facade material.
- (3) **Individually Mounted Letters or Features.** The sign area is calculated as the total area of each rectangle that encompasses each word or graphic element. Sign area does not include any supporting framework or bracing, unless such framework is part of the message or sign face.
- (4) **Signs on an Awning.** The area of awning sign is calculated by drawing the smallest possible rectangle that encompasses each word or graphic element on the awning.
- (5) **Signs with Poles or Brackets.** For signs that include a pole, pole cover, or bracket, the portion of the structure that is not an integral part of the display area shall not be included in the overall calculation of sign area provided no pole or pole cover exceed 2 feet in width.
- (6) **Two or More Faces.** If the sign has two or more faces, the area of all faces is included in determining the area of the sign. However, if two sign faces are placed back to back, or at an angle no greater than 15 degrees from one another so that both faces cannot be viewed from any point at the same time, the sign surface area shall be computed by the measurement of one of the sign faces. In addition, except for off-premise signs, such sign faces that are part of the same sign structure shall not be more than 42 inches apart.



*Signs on a Background*



*Individually Mounted Letters & Signs on an Awning*



*Signs with Poles or Brackets*

*Signs with 2 or More Faces*

# SIGNS

## Sign Measurement

- (7) **Three-Dimensional, Free-Form, or Sculptural (non-planer).** The sign area is calculated as 50 percent of the sum of the area of the four vertical sides of the smallest cube that will encompass the sign
- (8) **Landscape Wall or Fence Sign.** The sign area of a sign face located on an ornamental, decorative fence, or masonry wall shall be limited to the area of the sign face only if the fence or wall has a length of at least 3 times the width of the sign or message element. If a fence or wall is less than 3 times the width of the sign or message element, the fence or wall shall be deemed to be part of the background of the display used to differentiate the sign from the backdrop, and the entire area of the fence or wall shall be considered part of the sign surface area.
- (9) **Signs at a Building Corner.** In the case of a building sign located on the corner of a building and oriented toward the intersection of two or more streets, such building sign shall count half its sign area toward the maximum permitted sign surface area for each street frontage.

**(b) Sign Height**

Sign height is measured as the vertical distance from the average natural ground level within 2 feet of the base of the sign or sign structure, to the highest point of the sign or sign structure.

**(c) Vertical Clearance**

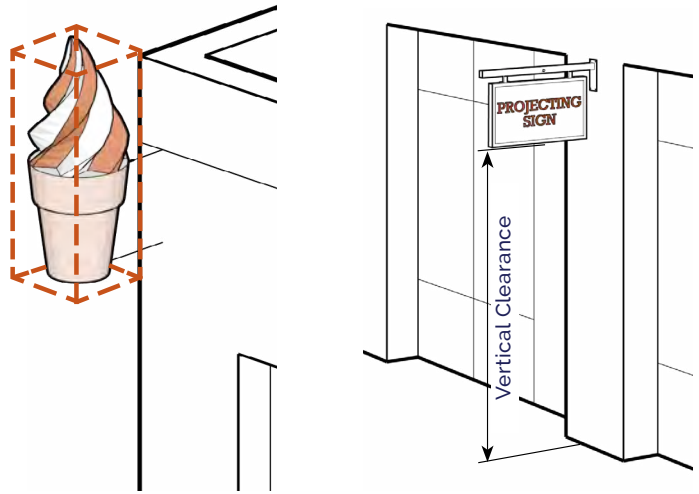
For signs attached to a structure, vertical clearance is measured as the vertical distance from the grade level to the lowest point of the sign.

**(d) Facade Area Calculations for Building Signs**

When calculating the area of a facade upon which a building sign may be placed, the following regulations apply:

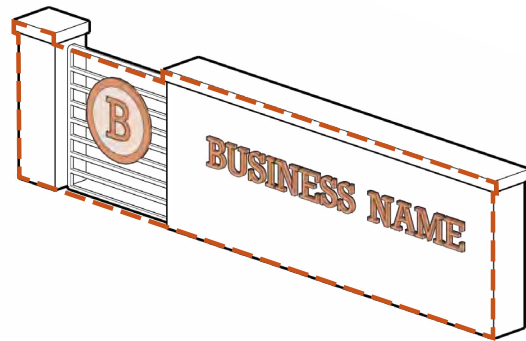
- (1) The area of the facade shall be the actual surface area of the facade of the building or tenant space located above grade and beneath the top of the wall, not including the roof. Facade area shall include any two dimensional area of the building elevation from which the facade, or portion thereof, may be viewed.
- (2) The calculation of facade area is determined independently for each facade.

 = Sign Area

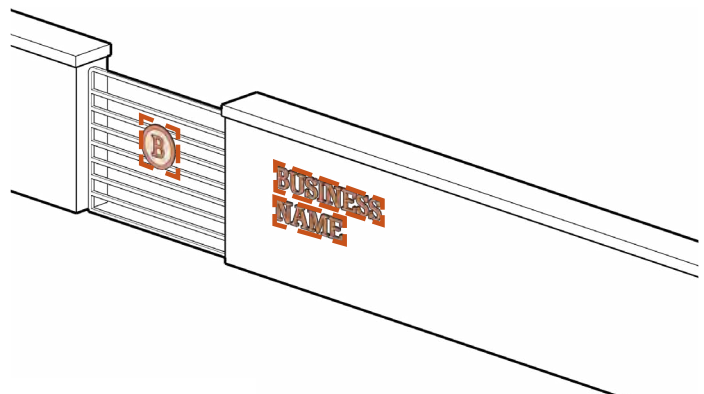


3-D or Free-Form Signs

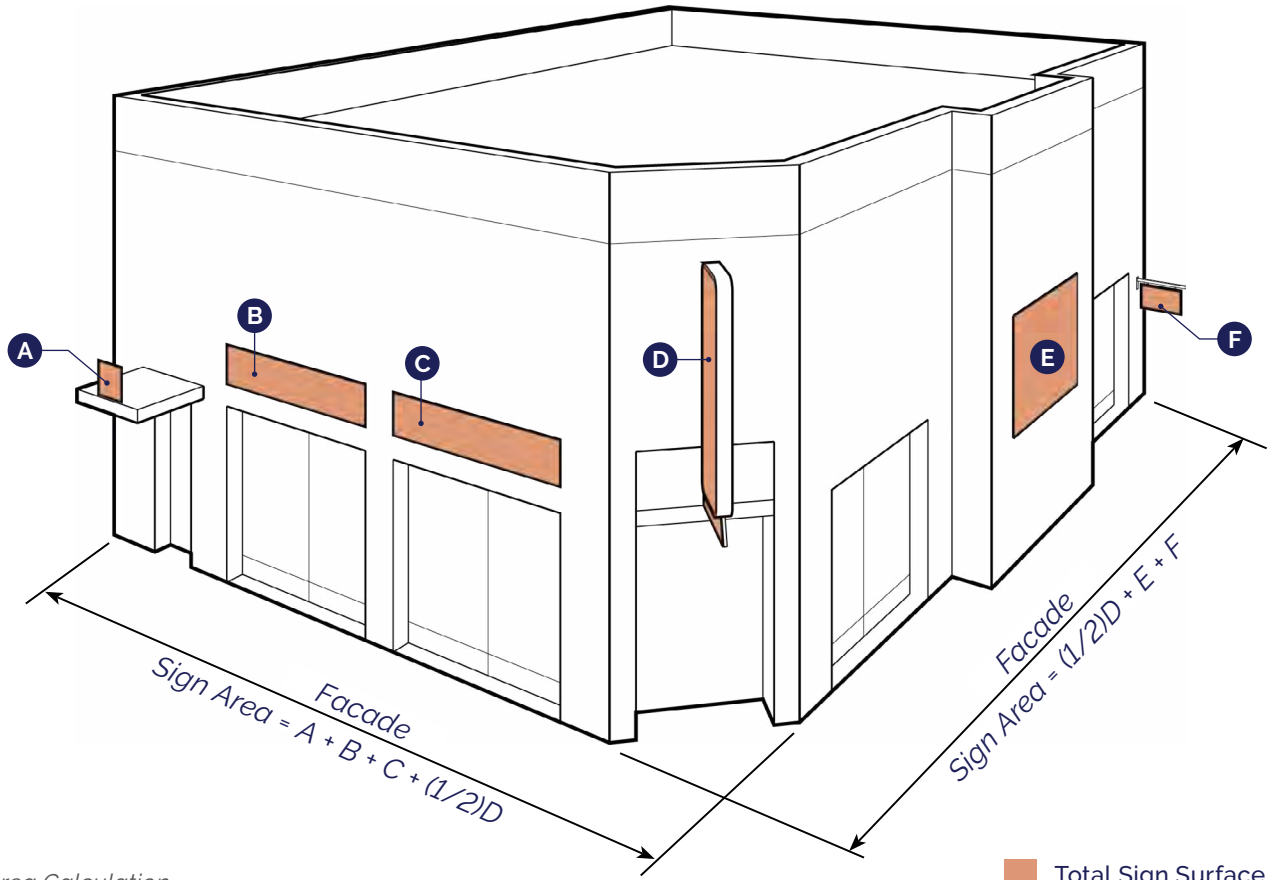
Vertical Clearance



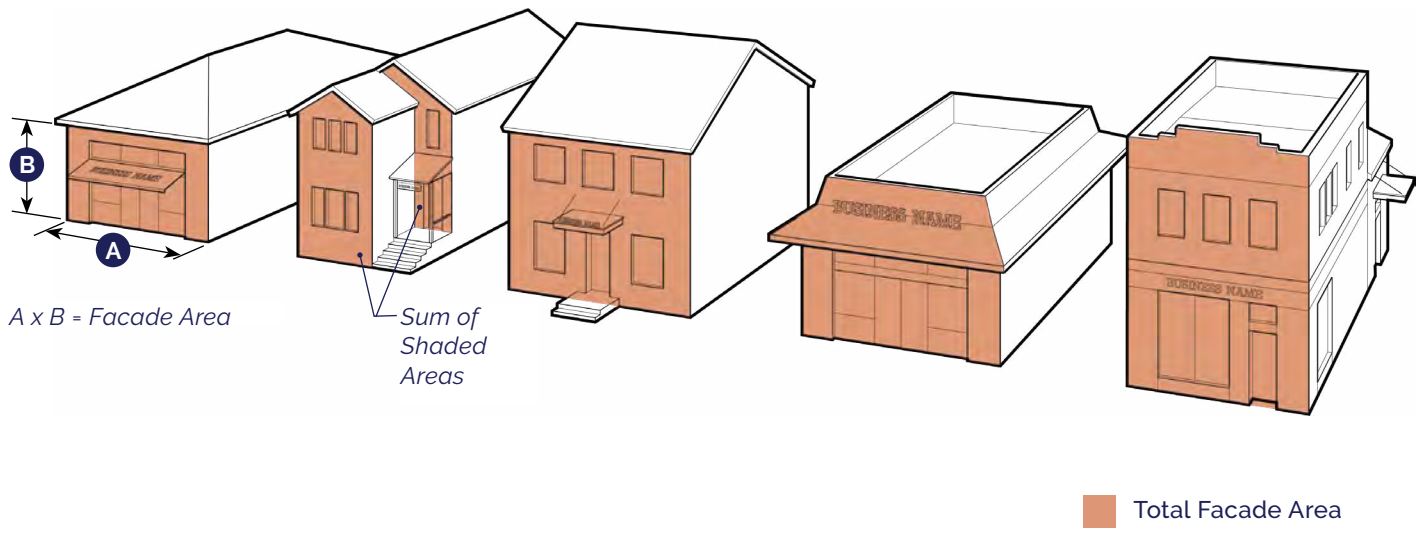
Signs on a Landscape Wall or Fence:  
Wall is less than 3 times the width of the sign



Signs on a Landscape Wall or Fence:  
Wall is more than 3 times the width of the sign



Sign Area Calculation



Facade Area Calculation

**Section 21-10.05: On-Premise Signs**

**(a) Definition**

An on-premise sign is a sign erected, maintained, or used for the purpose of the display of messages relating to the use of, products sold on, or the sale or lease of, the lot on which it is displayed.

**(b) Residential Sign Standards**

Residential dwelling uses shall be permitted one on-premise sign that provides only the name, address, address of the management thereof, or associated information; provided it complies with the following:

- (1) Buildings with 4 or fewer dwellings in any district are permitted one building or freestanding sign per street frontage. The sign shall not exceed 2 square feet in surface area, 4 feet in height, or be illuminated;

- (2) Multi-unit buildings of 5 or more dwellings in S2, U3, and UF districts are permitted one building or freestanding sign per street frontage. The sign shall not exceed 32 square feet in surface area, 6 feet in height, or be internally illuminated;

- (3) Multi-unit buildings in the NC, DT, or U district shall comply with the non-residential sign standards of this section.

**(c) Non-Residential Sign Standards**

The number, height, and total sign surface area per street frontage of all on-premise signs for any non-residential use may not exceed the maximums allowed within the applicable zoning district, as shown in [Table 21-10B](#). The surface area allowed for building signs is the sum of the surface areas of all building signs on a facade.

**Table 21-10B: Non-Residential Sign Standards**

<b>Building Signs by Zoning District</b>	<b>Orientation</b>	<b>Surface Area (Max.) Total of All Signs</b>	<b>Number (max.)</b>
S1, S2, U1, U2, U3, UF	Street/Parking	5% of facade	Unlimited
	Side/Other	3% of facade	Unlimited
NC, DT, OS, U, C, I	Street/Parking	10% of facade	Unlimited
	Side/Other	3% of facade	Unlimited
<b>Freestanding Signs by Zoning District</b>	<b>Height (max.)</b>	<b>Surface Area (max.)</b>	<b>Number (max.)</b>
S1, S2, U1, U2, U3	6'	32 sf <sup>1</sup>	1 per street frontage
UF, NC	8'	32 sf.	1 per street frontage
OS, U	8'	64 sf.	1 per street frontage
DT	(Not Permitted)		
C, I	15' <sup>2</sup>	100 sf. <sup>3</sup>	1 per street frontage <sup>4</sup>

<sup>1</sup> If lot frontage is greater than 200 feet, signs may increase to 64 square feet in area and up to 8 feet in height.

<sup>2</sup> Sign height may increase to 25 feet max. for a multi-tenant sign or 35 feet max. when oriented to a limited access highway.

<sup>3</sup> For multi-tenant signs, the sign area may be increased to 140 square feet for sites with 500 feet of frontage or less. If street frontage is greater than 500 feet, the sign area may be increased to 300 square feet maximum.

<sup>4</sup> If lot frontage is greater than 500 feet, then additional signs are allowed at a rate of one sign for every 500 feet of additional frontage, or portion thereof. Total sign area may be combined into one larger sign or divided between multiple signs with a minimum separation of 100' between signs.

**21-10.05(d): On Premise Signs: Building Signs****(1) Building Sign Definition**

A building sign is any sign attached to or supported by a building. Building signs include, but are not limited to awning or canopy signs, projecting signs, roof signs, suspended signs, wall signs, and window signs.

**(2) Number and Area of Signs**

The number of building signs are unlimited per facade; however, the combined area of all building signs per street frontage shall comply with [Table 21-10B](#) and meet any of the following standards specific to the applicable sign type.



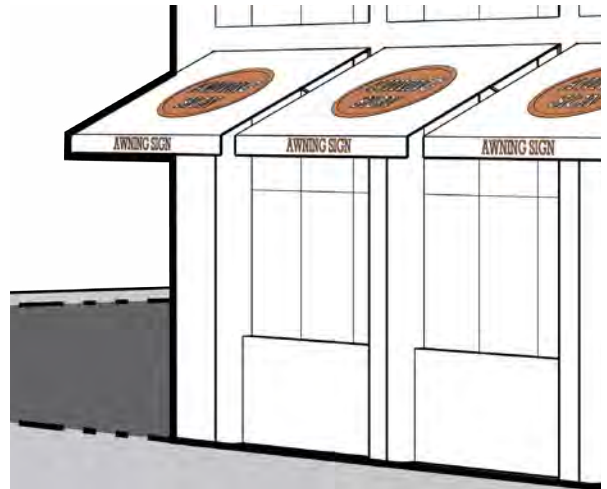
*Building Sign Types*

On-Premise Signs

**(3) Awning or Canopy Sign**

A sign or graphic printed on or in some fashion attached directly to the material of an awning or canopy.

- (A) A maximum of one sign is permitted per awning or canopy surface. Only awnings and canopies on the ground story may contain signs.
- (B) The sign surface area shall not exceed 50 percent of the awning or canopy surface on which it is displayed.
- (C) Awnings or canopies shall meet all regulations of [Section 21-08.01\(g\)\(2\)](#).



*Awning Signs*

**(4) Projecting Signs**

A two-sided or three-dimensional sign that is affixed to a wall and projects more than 18 inches beyond the exterior wall of a building.

- (A) Projecting signs shall have a vertical clearance of at least 8 feet above a sidewalk or 15 feet above a driveway.
- (B) Projecting signs shall not extend more than 6 feet from the building face except a projecting marquee sign may extend to within 18 inches of a curb face.
- (C) Projecting signs shall not extend more than 4 feet above the building roof line on a flat roof or above the eave line for pitched roofs.
- (D) A maximum of one projecting sign is permitted per establishment per frontage.
- (E) Projecting signs shall have a minimum of 15 feet between other projecting signs.



*Projecting Signs*

**(5) Roof Signs**

A sign mounted on the roof or the uppermost architectural band of a building.

- (A) Roof signs are only permitted in the NC, DT, or I districts and shall only be installed on a building with a flat roof.
- (B) A maximum of one roof sign is permitted per building.
- (C) Roof signs shall not be more than 75 percent of the building width at the roof level or 15 feet in height.
- (D) Roof signs shall not extend below the upper lintel of windows of the highest story of a building.



*Roof Sign*

- (E) Roof signs may be internally illuminated. External illumination is prohibited.
- (F) Roof signs shall consist of individual alphanumeric characters or graphic elements.

#### (6) Suspended Signs

A sign that is suspended, hung, or connected to the underside of a horizontal surface and intended to be viewed from the sidewalk at close range.

- (A) A maximum of one suspended sign is permitted per ground floor establishment per frontage.
- (B) Suspended signs shall have a maximum sign surface area of 6 square feet.
- (C) Suspended signs shall have a vertical clearance of at least 8 feet above the finished grade below.

#### (7) Wall Signs

Any sign attached to, applied to, or mounted on the wall of a building or structure, with the face of the sign parallel to that of the wall.

- (A) Wall signs shall not project more than 18 inches from the wall.
- (B) Wall signs shall not be more than 80 percent of the building facade width.
- (C) No portion of a wall sign may extend above the roofline or parapet wall of a building with a flat roof or above the lower eave of a building with a pitched roof.

#### (8) Window Signs

A sign that is attached to, placed upon, printed on the interior or exterior of a window or door of a building, or displayed within the interior and clearly intended for public recognition outside the building.

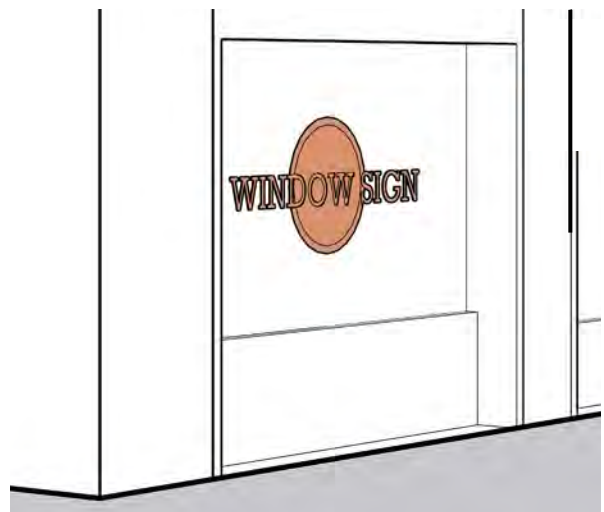
- (A) Window signs shall not exceed 25 percent of the area of the window or 12 square feet, whichever is less. In the case of multi-pane windows, the surface area of the window shall be the combined surface area of the individual panes.



*Suspended Signs*



*Wall Sign*



*Window Signs*

**21-10.05(e): On Premise Signs: Freestanding Signs**

**(1) Freestanding Sign Definition**

A freestanding sign is a sign that is attached to, erected on, or supported by some structure that is not itself an integral part of or attached to a building. Freestanding signs include, but are not limited to: pylon, pole, pole with cladding, monument, yard signs, and signs posted on a decorative fence or non-building wall.

**(2) Number and Size of Signs**

The number, surface area, and height of freestanding signs on a lot shall comply with [Table 21-10B](#) and meet any of the following standards specific to the applicable sign type.

**(3) Separation of Signs**

When a lot abuts more than one street or limited access highway, the minimum separation between freestanding signs on a lot, regardless of the orientation, shall be 100 feet. If a lot that has greater than 500 feet of street frontage is allowed more than one freestanding sign per street frontage, the minimum separation between those signs shall be 100 feet.



*Freestanding Signs*

**(4) Monument Signs**

A sign that is constructed in or on the ground surface with its sign display surface attached to a pedestal, base, or wall.

- (A) The sign shall be attached to a pedestal that is integral to the sign structure, or integral with a perimeter wall or fence.
- (B) The base shall be at least 75 percent of the width of the widest part of the sign face.

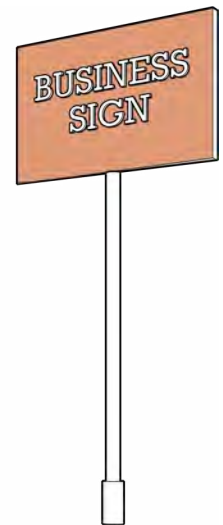
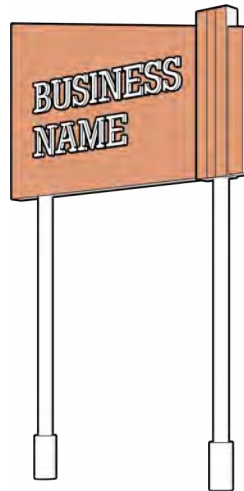


*Monument Signs*

**(5) Pole Signs**

A sign that is supported by one or more poles that are anchored in the ground, and intended to be viewed at a distance.

- (A) The lowest portion of the sign display shall have a vertical clearance of at least 7 feet above the grade below.
- (B) Pole signs are permitted only on lots where the front building facade is located more than 25 feet away from the front lot line.

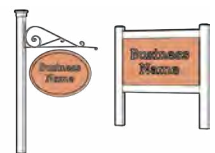


*Pole Signs*

**(6) Yard Signs**

A two-sided sign that is mounted to or suspended by supporting posts or brackets, intended to be viewed at close range.

- (A) A yard sign may be mounted onto a double set of posts or suspended from a single post in a L-shape configuration.
- (B) The sign display shall have a vertical clearance of at least 12 inches above the grade below.



*Yard Signs*

**(7) Multi-Tenant Sign**

A multi-tenant sign is a sign that advertises three or more establishments within a building or series of buildings in a development.

- (A) **Location.** Multi-Tenant signs shall only be permitted in a C or I district.
- (B) **Sign Height and Area**
  - (i) A multi-tenant sign shall not exceed 25 feet in height.
  - (ii) For projects with less than or equal to 500 feet of lot frontage, the sign shall not exceed 140 square feet.

# SIGNS

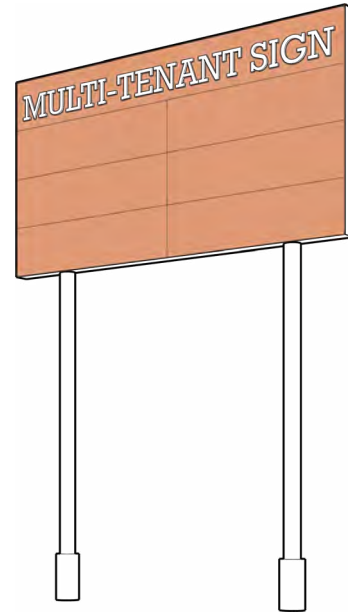
## On-Premise Signs

21-10.05

- (iii) For projects with greater than 500 feet of lot frontage, the sign area shall not exceed 300 square feet.
- (iv) Any business that is displayed on a multi-tenant sign shall not be entitled to its own freestanding sign.

**(C) Distance Between Multi-Tenant Signs.** Multi-Tenant signs shall be permitted at a rate of one multi-tenant sign for every 500 feet of street frontage, provided that:

- (i) the minimum separation between multi-tenant signs on a single development site, regardless of the street frontage to which the multi-tenant sign is oriented, shall be 100 feet; and
- (ii) the minimum separation between multi-tenant signs oriented toward the same street frontage shall be 300 feet.



*Multi-Tenant Sign*

## Section 21-10.06: Use-Specific Signs

### (a) Definitions

A use-specific sign is a sign erected, maintained, or used for the display of messages relating to a specific use or group of uses, as allowed within [Section 21-06](#). For the purposes of this ordinance, a use-specific sign is neither an on-premise or off-premise sign. Use-specific signs include freestanding canopy signs, multi-tenant signs, and place identification signs.

### (b) Freestanding Canopy Sign

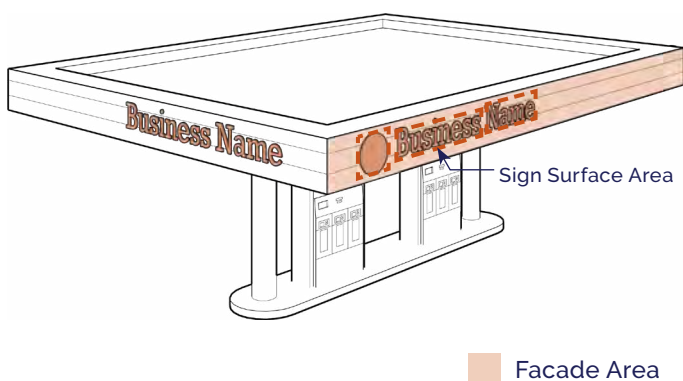
A freestanding canopy sign is a sign that is applied to, painted on, or mounted to a canopy structure that is not attached to a building. Freestanding canopies are typically associated with a gasoline station, car wash, and bank or A.T.M. drive-through.

- (1) **Sign Area.** Freestanding canopy signs shall not exceed 25 percent of the surface area of the facade of the canopy.
- (2) **Illumination.** Freestanding canopy signs in a NC or DT district shall not be illuminated.
- (3) **Number and Area.** The number and sign surface area of use-specific signs do not count toward the on-premise maximum standards.
- (4) **Projection.** Freestanding canopy signs shall have a maximum projection of 12 inches above the canopy.

### (c) Place Identification Sign

A place identification sign is a sign that only indicates the name of a recorded, platted residential subdivision, recognized neighborhood association, office or industrial park, education or medical campus, or other recognized place.

- (1) **Sign Type.** Place identification signs shall be limited to freestanding monument signs as defined by [Section 21-10.05\(e\)\(4\)](#).
- (2) **Location.** One place identification sign shall be permitted per quadrant of an intersection.
- (3) **Sign Height and Area.** A place identification sign shall not exceed 32 square feet each or 8 feet in height.
- (4) **Sign Materials.** All place identification signs shall be constructed of ornamental metal, masonry, or other permanent material.
- (5) **Illumination.** Place Identification signs shall not be internally illuminated.



*Freestanding Canopy Sign*

**Section 21-10.07: Off-Premise Signs**

**(a) Definition**

An off-premise sign is a sign erected, maintained, or used for the purpose of the display of messages relating to the activity, business, or products sold at a location other than the premises on which the sign is located.

**(b) Districts Allowed**

Off-premise signs shall only be permitted in a C or I district.

**(c) Off-Premise Sign Types**

Off-premise signs shall be limited to freestanding signs including advertising signs and indirect business identification signs.

**(d) Advertising Signs**

An advertising sign is a freestanding pole sign displaying advertisements that are meant to be viewed at a distance, typically oriented to a limited access highway or major arterial street.

**(1) Sign Surface Area for Advertising Signs**

- (A) Limited Access Highways - The maximum sign surface area for advertising signs oriented toward a limited access highway shall be 672 square feet.
- (B) All Other Streets - The maximum sign surface area for advertising signs oriented toward any street not classified as a limited access highway shall be 300 square feet.
- (C) Temporary Extensions - Temporary extensions or embellishments integrally incorporated into the sign surface and having: a vertical height of no more than 4 feet above the top of the main portion of the sign; a maximum horizontal dimension of no more than 1 foot beyond the sides of the main portion of the sign; or, a maximum vertical dimension of no more than 1 foot below the bottom of the main portion of the sign, with a maximum combined area not to exceed 200 square feet in additional sign surface area may be added to a 672 square foot advertising sign.

(D) Concealment of Sign Supports - The backs of advertising signs shall be: concealed by another sign surface; screened by suitable architectural treatment; or, painted to blend with the surrounding (and maintained as such), so that the supports, tie rods, bracing or framework which supports the sign surface is screened from view.

(E) Empty Displays Prohibited - Empty sign surfaces, or signs without a display or message covering the entire sign surface, shall be prohibited. This regulation shall apply individually to each display surface.

**(2) Distance Between Advertising Signs**

(A) Linear Spacing - The minimum separation between advertising signs located along and oriented toward the same limited access highway shall be 1,000 feet. The minimum separation between advertising signs located along and oriented toward the same street shall be 750 feet, measured along the centerline of the limited access highway or street to which the sign is oriented, from the point in the centerline closest to the leading edge of the sign.

(B) Radial Spacing - An advertising sign shall not be located closer than 300 feet in any direction from any other advertising sign.

**(3) Placement Limitations Along Limited Access Highways**

(A) Location Restriction - No advertising sign shall be located within 500 feet of an interchange, at-grade intersection, or rest area on any limited access highway.

(B) Measurement - The method of measurement of the location restrictions along a limited access highway shall be along the centerline of the limited access highway or street, measured from the nearest point of the intersection of the centerline of the exit / entrance ramp or intersecting street and the right hand lane of

the main traveled way of the limited access highway closest to the off-premise sign.

- (4) **Maximum Height of Advertising Signs.** The maximum height of an advertising sign shall not exceed 35 feet above grade.
- (5) **Minimum Setbacks of Advertising Signs**
- (A) Limited Access Highway - The minimum front or corner setback shall be 50 feet from the proposed right-of-way.
- (B) All Other Streets - The minimum front or corner setback shall be the same as required for any primary building or structure.
- (C) Side and Rear Setback - The minimum side setback or minimum rear setback for an advertising sign shall be the same as required for any primary building or structure.
- (6) **Separation from Certain Districts or Uses**
- (A) Linear Spacing - The minimum distance between an advertising sign and a S1, S2, U1, U2, U3, or UF district, Historic Preservation district or designated historic landmark, public park and open space, residential use, religious institution, school, or river shall be 200 feet, measured along the centerline of the right-of-way to which the advertising sign is oriented, from the point in the centerline closest to the leading edge of the advertising sign to the point in the centerline nearest the district boundary or lot line of a use specified herein.
- (B) Radial Spacing - The minimum distance in any direction between an advertising sign and a S1, S2, U1, U2, U3, or UF District, Historic Preservation district or designated historic landmark, public park and open space, residential use, religious institution, school, or river shall be 100 feet, measured perpendicular from the nearest edge of the sign to the nearest district boundary or lot line of an applicable use.
- (C) Jurisdictional Boundaries - Required separation distances for proposed advertising signs located within the corporate limits of the

City of South Bend shall also be maintained from advertising signs located in adjacent municipalities or jurisdictional areas.

- (7) **Construction of Off-Premise Signs.** The supports, uprights, bracing, and framework of an advertising sign shall be of steel construction.
- (e) **Indirect Business Identification Signs**  
An indirect business identification sign is a freestanding sign that is associated with an activity, business, or building located within a shopping, entertainment, or business complex but with no direct street frontage.
- (1) **Use Limitation.** Indirect business identification signs shall only be allowed when the business it is advertising is not listed or cannot be added to a multi-tenant sign.
- (2) **Location**
- (A) Indirect business identification signs shall be located within 500 feet of the main entrance to the associated establishment or building.
- (B) Indirect business identification signs shall be located within a sign easement granted by the property owner that gives such party permanent access to view from the public right-of-way.
- (3) **Sign Type.** Indirect business identification signs shall be a freestanding monument sign as defined by [Section 21-10.05\(e\)\(4\)](#).
- (4) **Sign Height and Area.** The surface area and height of indirect business identification signs shall comply with [Table 21-10B](#) for on-premise signs and meet the standards specific to freestanding signs within the applicable zoning district. Indirect business identification signs do not count against the on-premise maximum sign area or number of signs for the lot on which it is located.
- (5) **Distance Between Indirect Business Identification Signs.** The minimum separation between an indirect business identification sign and any other freestanding signs on a lot, regardless of the orientation, shall be 100 feet.