

ARTICLE 13

SIGN STANDARDS

DOWNTOWN ZONING ORDINANCE
CITY OF HUDSONVILLE, MICHIGAN

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Section 13.01 Purpose

For definitions pertaining to this article refer to sign in Article 21.

The purpose of the standards in this section is not uniformity, but elimination of those elements that result in a cluttered and unattractive physical environment, while promoting the pedestrian experience. The standards provide basic parameters for creative signs that may be as varied and different as the businesses that they represent. These standards are intended to balance public and private interests and to promote a safe, well-maintained, vibrant and attractive City. While these standards allow for a variety of sign types and sizes, they do not necessarily ensure every property owner or business owner's desired level of visibility. It is not the intent of this article to regulate the message displayed on any sign or the content. The objectives of this article are to:

- A. *General.* Ensure that signs are located, designed, constructed, installed and maintained in a way that protects life, health, morals, property and public welfare in the City of Hudsonville;
- B. *Public Safety.* Protect public safety by prohibiting signs that:
 1. Are structurally unsafe or poorly maintained;
 2. Cause unsafe traffic conditions through distraction of motorists by keeping their focus from the road and increasing traffic accidents;
 3. Create confusion with traffic signs or hinder vision; and
 4. Impede safe movement of pedestrians or safe ingress and egress from buildings or sites.
- C. *Pedestrian Experience.* Promote signs that enhance pedestrian way finding and are located, designed, constructed, and installed at a pedestrian orientation within Districts which are at a pedestrian-oriented scale;
- D. *Protect Aesthetic Quality of City.* Prevent blight and protect aesthetic qualities by preventing visual clutter and protecting views; and preventing intrusion of commercial messages into non-commercial buildings and Districts;
- E. *Ease of Identifying Business Locations.* Ensure that signs are properly placed, scaled and in appropriate quantity so that both pedestrians and motorists can see, and consequently, safely and efficiently access their desired business locations, while preventing signs from dominating the appearance of the area;
- F. *Preserve Property Values.* Protect property values by prohibiting signs that are poorly maintained, improperly placed or in an excessive amount;
- G. *Free Speech.* Ensure that the constitutionality guaranteed right of free speech is protected and to allow signs as a means of communication;

Section 13.02 Applicability

- A. *Compliance with this Article.* The regulations of this Article apply to all signs. It shall hereafter be unlawful for any person to erect, construct, install, place, re-build, modify, or maintain a sign or allow a sign to remain on property in the City of Hudsonville except in compliance with this Article.
- B. *Standards for All Signs.* All signs shall be designed, constructed, installed, placed, located and maintained only in accordance with all applicable standards, procedures and regulations in and referred to by this Article.
- C. *Applicability to Existing Development.* Refer to Table 1.1 Applicability Matrix for application of this Article to existing development.

Section 13.03 Administration

- A. *Enforcement.* This section shall be administered and enforced by the Zoning Administrator as provided in Article 18 of this Ordinance.
- B. *Permit Required.* It shall be unlawful for any person to erect, construct, install, place, re-build, structurely modify, or maintain a sign unless a permit has been obtained from the Zoning Administrator and a permit fee paid in accordance with the schedule adopted by resolution of the City Commission.
- C. *Application.* Applications for sign permits shall be made upon forms provided by the Zoning Administrator for this purpose and shall contain the following information:
 1. Name, address and telephone number of the applicant;
 2. District in which the sign is located;
 3. Building Type on which the sign is located;
 4. Scaled architectural elevation at 1/8" = 1'-0" minimum scale showing the position, size, dimensions, content, material, method of construction and other pertinent information regarding the sign(s), including specifications as required;
 5. The scaled architectural elevation at 1/8" = 1'-0" minimum scale shall also provide pertinent dimensions of the building walls that the signs are located on.
 6. Two copies of above information shall be included with the application;
 7. Name, address and telephone number of the sign erector.
 8. Include existing sign information, including size, material, location and photographs where applicable.
- D. *Compliance Inspection.* All signs shall be inspected at the original location. The sign erector shall notify the Zoning Administrator upon completion of the installation. If the sign is found to be in compliance with this Article, the Zoning Administrator shall include in the permanent zoning file the date of approval, together with a photograph of the completed sign.

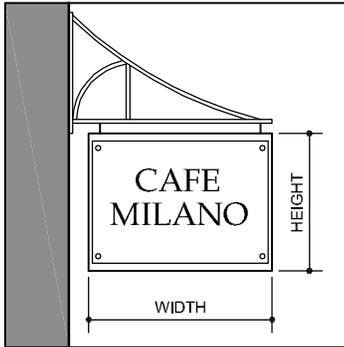
- E. *Periodic Inspections.* The Zoning Administrator shall cause existing signs to be inspected on a periodic basis as deemed necessary to determine continuation of compliance with this Article.
- F. *Removal of Signs.*
 - 1. Should any sign be found to be not in accordance with the standards of this Article, the erector and/or owner shall be required to modify or repair the sign to meet the standards of this Article within fourteen (14) days of the notice. Failure to comply within fourteen (14) days of the notice shall result in an order to remove the sign within ten (10) days from the time of the notification in writing.
 - 2. Signs that are found to be in violation with the standards of this Article shall be removed or repaired immediately at the owner's expense.
 - a. If the owner or sign erector of the sign cannot be reached, the City retains the right to remove or repair the sign at the owner's expense.
 - b. The City shall have the right to remove improperly placed portable or temporary signs which are placed in a public right-of-way or on utility posts at any time.
 - c. Any and all costs incurred by the City in the removal or repair of signs under the provisions of this Article shall constitute a lien against the property upon which the nuisance existed, which costs will be collected as ad valorem taxes.
- 3. No sign or supporting mechanism shall extend beyond any lot lines of the property on which it is located, unless specifically indicated in other sections of this Article.
- D. *Proximity to Electrical Conductors.* No sign shall be erected so that any part, including cables, guys, etc., will be within six (6) feet of any electrical conductor, electric light pole, street lamp, traffic light, or other public utility pole or standard.
- E. *Responsibility of Compliance.* The owner of any property on which a sign is placed and the person maintaining said sign are equally responsible for the condition of the sign and the area in the vicinity thereof.
- F. *Erector's Imprint.* All signs must carry the identification of the sign erector in clearly legible letters. If a sign is re-hung or re-erected, this identification must be added to the sign, if it was not previously on the sign.

Section 13.04 General Construction of Signs

- A. *Material Requirements.* All signs shall be designed and constructed in conformity to the provisions for materials, loads, and stresses of the latest adopted edition of the Michigan Building Code and requirements of this Article.
- B. *Material Integrity.* All signs must be erected in such a manner and with such materials to remain safe and secure during the period of use. All bolts, cables, and other parts of such signs shall be kept painted and free from corrosion.
- C. *Sign and Support Location.*
 - 1. No sign or supporting mechanism shall be placed on or intrude over any publicly owned property, street right-of-way, or proposed street right-of-way, unless permitted in other sections of this Article, refer to Section 13.09A.
 - 2. No sign or supporting mechanism shall be located closer than ten feet to a street right-of-way line, unless specifically indicated in other sections of this Article.

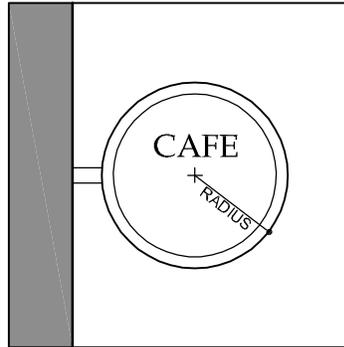
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ILLUSTRATION 13.1 SIGN MEASUREMENT:
SQUARE AND RECTANGLE SHAPE SIGN



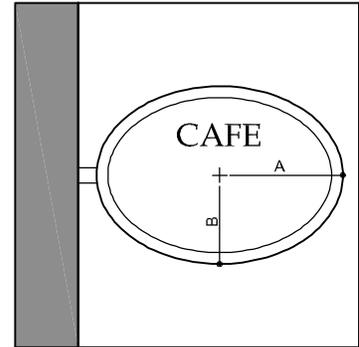
AREA = WIDTH x HEIGHT

ILLUSTRATION 13.2 SIGN MEASUREMENT:
CIRCLE SHAPE SIGN



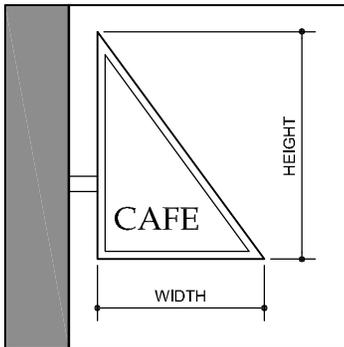
AREA = 3.14 x RADIUS²

ILLUSTRATION 13.3 SIGN MEASUREMENT:
ELLIPSE SHAPE SIGN



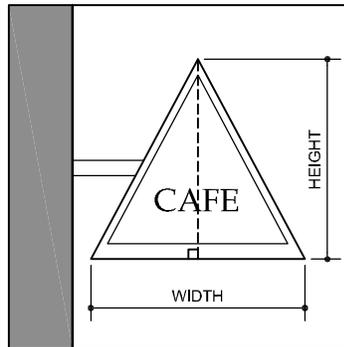
AREA = 3.14 x A x B

ILLUSTRATION 13.4 SIGN MEASUREMENT:
RIGHT TRIANGLE SHAPE SIGN



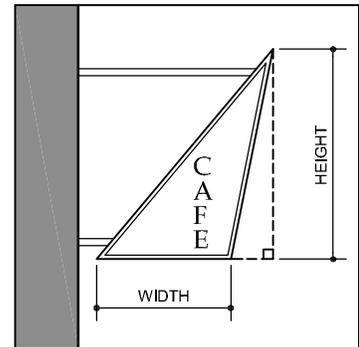
AREA = (HEIGHT x WIDTH) / 2

ILLUSTRATION 13.5 SIGN MEASUREMENT:
TRIANGLE SHAPE SIGN



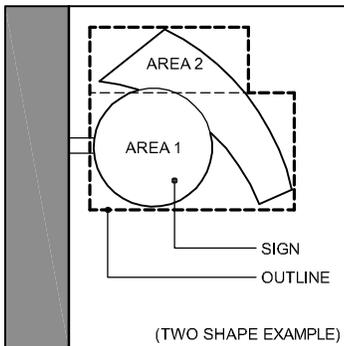
AREA = (HEIGHT x WIDTH) / 2

ILLUSTRATION 13.6 SIGN MEASUREMENT:
NON-RIGHT TRIANGLE SHAPE SIGN



AREA = (HEIGHT x WIDTH) / 2

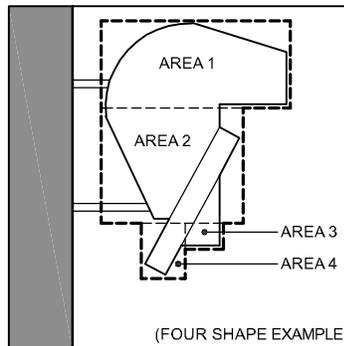
ILLUSTRATION 13.7 SIGN MEASUREMENT:
IRREGULAR SHAPE SIGN



(TWO SHAPE EXAMPLE)

AREA = COMBINED AREA(S) OF SIX (6) OR FEWER SHAPES THAT ARE FORMED BY STRAIGHT LINES AT RIGHT ANGLES TO EACH OTHER

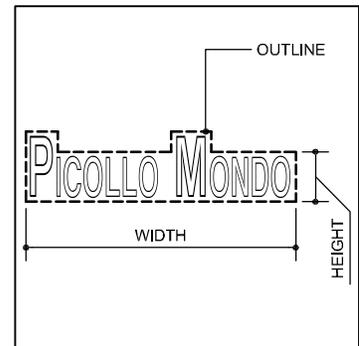
ILLUSTRATION 13.8 SIGN MEASUREMENT:
IRREGULAR SHAPE SIGN



(FOUR SHAPE EXAMPLE)

AREA = COMBINED AREA(S) OF SIX (6) OR FEWER SHAPES THAT ARE FORMED BY STRAIGHT LINES AT RIGHT ANGLES TO EACH OTHER

ILLUSTRATION 13.9 SIGN MEASUREMENT:
INDIVIDUAL LETTER SIGN



AREA = AREA OF THE OUTLINE OF THE SHAPE CREATED BY STRAIGHT LINES DRAWN AT RIGHT ANGLES AROUND THE LETTERS.

Section 13.05 Measurement of Signs

- A. *Geometric Shape.* The area of a geometrically shaped sign shall be measured as the area within a single, continuous perimeter composed of any straight line or geometric shape which encloses the sign message. Refer to Illustrations 13.1 through 13.6.
- B. *Irregular Shape, Figurative or Silhouette Sign.* In the case of an irregularly shaped, figurative or silhouette sign or a sign with letters and symbols directly affixed to or painted on a wall, the total area of the sign is the combined area(s) within the perimeter created by not more than six (6) shapes that are formed by straight lines at right angles which enclose the sign message. Refer to Illustrations 13.7 and 13.8.
- C. *Individual Letter Signs.* The area shall be measured by drawing straight lines at right angles around the individual letters and then determining the area of the shape that is created by these lines. Refer to Illustration 13.9
- D. *Multiple Faces.* The area of a sign with more than one face, including projecting signs and sandwich board signs, shall be measured as follows:
 1. When any two (2) faces that form a “V” in plan or section have an angle of fifteen (15) degrees or more at the “V”, the area shall include both faces.
 2. When any two (2) faces that form a “V” in plan or section have an angle of less than fifteen (15) degrees at the “V”, the area shall include the larger of the two faces or one (1) face if the faces are the same size.

Section 13.06 Sign Sizes and Number of Signs Allowed

- A. *Sign Size and Quantity.* of signs allowed for a project or building are regulated per District and Building Type. Article 13 indicates sizes and quantities of specific sign types in Sections 13.11, 13.12 and 13.13 and in Tables 13.1 and 13.2.
- B. *Maximum Sign Size Allowed.* Table 13.1 (located at the end of this Article) indicates the maximum sign sizes per Building Type and/or District. Sizes indicated are per individual Sign Type with the intent that individual buildings and/or projects are allowed to have each of the Sign Types allowed for that Building Type and District.
- C. *Number of Signs Allowed.* Table 13.2 (located at the end of this Article) indicates the quantity of each individual Sign Type allowed for Building Type and District. When taken in conjunction with Table 13.1, this table will aid the user in defining how many of each sign and the size of that specific sign.
- D. *Individual Sign Type Standards.* Refer to Sections 13.11, 13.12 and 13.13.

Section 13.07 Nonconforming Signs

- A. *Intent.* It is the intent of this Article to encourage eventual elimination of signs that, as a result of the adoption of this ordinance, become nonconforming.
- B. *Continuance.* A nonconforming sign may be continued, and shall be maintained in good condition, but shall not be:
 1. Replaced by another nonconforming sign;
Exception: If building façade is non-conforming and the sign is improved or re-established, the sign may remain in its nonconforming state.
 2. Structurally altered so as to prolong the life of the sign or change its configuration;
 3. Expanded in any way;
- C. *Changing out Faces of Nonconforming Signs.* A nonconforming sign may be continued when the inserts on the face of the sign are replaced.

Section 13.08 Exempt Signs

- A. The following signs or identifiers are specifically exempt from the provisions of this Article, provided that they are not located in the public right-of-way, do not conflict with pedestrian, vehicular or bicycle traffic and site lines or are otherwise in conflict with the provisions of this Article. Sign permits are not required for the following:
 1. *Address.* Address numbers with a numerical height no greater than twelve (12) inches.
 2. *City-Approved Special Events.* The sponsors and participants of special events operating under special events permits issued by the City may erect temporary signs and banners that meet the following requirements:
 - a. Temporary special event signs and banners may remain in place for the duration of the event. These signs and banners may be installed two (2) days prior to the event and must be removed within two (2) after the event is over.
 - b. The quantity of temporary special event signs and banners is not limited but the total square feet of all special event signs and banners shall not exceed thirty-two (32) square feet per event.
 3. *Flags of Any Nation, State, City, or Educational Institution or On-premise Business.* The maximum height of any flagpole is thirty (30) feet measured from the average surrounding grade. A maximum of three (3) flags are permitted on one lot, including one (1) business flag. A business flag includes an open flag or any non-governmental flag drawing attention to the business.
 - a. A business flag shall not exceed thirty-two (32) square feet per one lot.
 4. *Holiday decorations for nationally recognized holidays.* Holiday decorations shall be removed within fifteen (15) days of the holiday.

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5. *Building Names.* Integral signs including names of buildings and dates of erection not exceeding twelve (12) square feet.
6. *Temporary Interior Window Signs.* Temporary interior window signs taped or otherwise affixed to a window in such a manner to be easily removed provided that the area of all signs does not exceed ten (10) percent of the area of the window glass.
7. *Interior Window Signs-Credit Card.* Interior window signs for credit card insignias that are one (1) square foot or less.
8. *Interior Window Signs-Logos.* Interior window signs for product logos that have a relationship to the business that are six (6) square feet or less.
9. *Murals.* Murals as works of art that do not contain a commercial message, do not identify or advertise a product, service or business and do not demonstrate any relationship to the business. The mural can not project from the building wall. Refer to Image 13.1 for an example of murals as works of art. Murals are required to receive a Special Use Permit from the Planning Commission.
10. *Political Signs.* Political signs shall not be placed in the public right-of-way. Political signs shall be spaced at least twenty (20) feet apart. Political signs may be placed up to two (2) months prior to the election and must be removed within five (5) days after the

election ends. Political sign sizes shall be as indicated in Table 13.1 at the end of this Article.

11. *Traffic, Street and Parking Signs.* Traffic control signs and signals including regulatory and directional traffic control, street signs and parking signs erected by a public agency.
12. *Sandwich Board Signs.* Sandwich board signs that comply with the requirements of subsection 13.12.C.1 of this Article.
13. *Historical Plaques and Memorials.* Historical plaques and memorials may be placed without a permit to erect.
14. *Residential Events.* Events such as birthdays, anniversaries, births, garage sales and holidays.

Section 13.09 Prohibited Signs

The following signs shall be prohibited in all Districts:

- A. *Signs in the Right-Of-Way.* No sign, except those established and maintained by the city, county, state or federal governments, shall be located in, project into, or overhang a public right-of-way or dedicated public easement. This regulation includes railroad right-of-ways.
 1. Signs in the right-of-way that are excepted shall be located in the Mixed-Use Districts and are subject to review and are as follows:
 - a. Temporary sandwich board signs.
 - b. Any approved projecting signs that are attached to buildings.
- B. *Signs in Clear Vision Areas.* No sign shall be located within, project into or overhang any clear-vision area as defined by this Ordinance.
- C. *Signs Involving Off-premises Businesses or Properties.*
 1. No signs containing off-premise advertising, with the exception of billboards which are reviewed under the special use permit process, shall be permitted.
 2. No sign advertising sale or lease of off-premises buildings or land shall be permitted.
- D. *Signs for Discontinued Businesses.* No sign for, or related to, a discontinued business shall be permitted once any other business or use is initiated on the same premises.
- E. *Vehicle Signs.* No car, van, truck, semi-trailer, or similar vehicle, with or without a valid license plate, may be used for the purpose of creating additional freestanding sign space.
- F. *Flashing Signs.* The use of flashing signs shall be prohibited.
- G. *Revolving Signs.* The use of revolving signs shall be prohibited.
- H. *Streamers.* The use of streamers shall be prohibited.
- I. *Signs on Rooftops.* No sign shall be painted on any rooftop.



IMAGE 13.1

Section 13.10 Sign Illumination

All sign illumination is required to meet the following standards:

A. *Externally Illuminated Signs:* Refer to Images 13.2 through 13.4.

1. Lighting shall be carefully located, aimed and shielded so that light is directed only onto the sign.
2. Signs may be illuminated only by steady, stationary, shielded light sources using approved electrical devices solely at the sign.
3. Exposed bulbs are prohibited, except where historic style or gooseneck type fixtures are used for face-lit signs.
4. Signs shall not create glare or unduly illuminate the surrounding area.
5. Sign illumination that could distract motorist or create other safety concerns shall be prohibited.
6. Sign illumination shall be shielded and directed away from all residential property and Residential Districts.
7. Wiring to fixture shall not be exposed on the face of the building or other adjacent surfaces.
8. Externally illuminated signs are not allowed in residential districts.



IMAGE 13.2



IMAGE 13.3



IMAGE 13.4

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IMAGE 13.5



IMAGE 13.6



IMAGE 13.7

B. *Internally Illuminated Signs*: Refer to Images 13.5 through 13.7.

1. Signs may be illuminated only by a steady and stationary light source using approved electrical devices solely within the sign.
2. Signs shall not create a glare or unduly illuminate the surrounding area.
3. Sign illumination that could distract motorists or create other safety concerns shall be prohibited.
4. Sign illumination shall be directed away from all residential property and Residential Districts.
5. Wiring to fixture shall not be exposed on the face of the building or other adjacent surfaces.
6. Internally illuminated signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
7. Internally illuminated signs shall be constructed in any of the following methods:
 - a. *Halo-Style Internal Illumination*: This form of internal illumination directs light to the wall behind the sign that results in a halo of light around the opaque lettering or logo. Refer to Image 13.6.
 - b. *Stencil-Cut Internal Illumination*: This form restricts the illuminated portions of the sign to the lettering or logo. The remaining face of the sign is opaque. Refer to Image 13.5.
 - c. *Channel-Letters Internal Illumination*: This style of sign is comprised of individual letters and symbols, each with its own internal illumination. Refer to Image 13.7.
 - d. *Push-Through Graphics and Text*: A mix between stencil-cut and channel-letters, which has an opaque background like a stencil-cut, but has raised lettering or images that act similarly to channel-letters.
 - e. *Illumination*. Internally illuminated sign cabinets shall meet zoning ordinance illumination standards.
8. Internally illuminated signs are not allowed in residential districts.

C. *Neon signs*. Refer to Images 13.8 through 13.10.

1. *Neon Tube Signs*. Neon tube signs shall consist of custom neon tubes bent to form letters or images independent of a separate structure other than the required fastening of the neon tube. Neon tube signs are typically more pedestrian oriented than other illuminated sign types.
2. *Neon Channel Signs*. Neon channel signs shall meet the requirements of Section 13.10 B.
3. Neon signs are not allowed in residential districts.



IMAGE 13.8



IMAGE 13.9



IMAGE 13.10

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Section 13.11 Building Mounted Sign Standards

Building mounted signs are signs that are attached directly to the building. Building mounted signs relate directly to building scale and massing, façade transparency, private frontage and level of pedestrian presence. These sign types contribute to both the building and to the streetscape and aid in creating a sense of place, particularly for locations in the Urban Mixed Use Districts.

A. PROJECTING SIGNS

1. *Blade Sign Standards:* Refer to Images 13.11 through 13.16.
 - a. Blade signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - b. Display surfaces may be made of wood, metal, plastic, composite materials, or other approved durable surfaces.
 - c. Letters, logos, symbols or designs may be engraved, painted, surface mounted or mounted above the surface made of similar materials allowed for display surface.
 - d. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
2. *Figurative Sign Standards:* Refer to Images 13.17 through 13.19.
 - a. Figurative signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - b. Display surfaces may be made of wood, metal, plastic, composite materials, or other approved durable surfaces.
 - c. Letters, logos, symbols or designs may be engraved, painted, surface mounted or mounted above the surface made of similar materials allowed for display surface.
 - d. Three dimensional letters, symbols, and/or ornamental figures made of wood, metal, composite surfaces or other approved durable surfaces may be used to create the figurative sign.
 - e. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.



IMAGE 13.11



IMAGE 13.14



IMAGE 13.12



IMAGE 13.15



IMAGE 13.13



IMAGE 13.16

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IMAGE 13.17



IMAGE 13.18



Image 13.19

3. *Banner Sign Standards:* Refer to Image 13.20.
 - a. Banner signs shall only be permitted above the finish floor line of the second floor.
 - b. Banner signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - c. Banners may be made of canvas, nylon or other approved durable materials.
 - d. Banner color combinations should be simple with lettering color and background color contrasting for legibility. Subtle bands of color or designs are appropriate, while more complex patterns or textures should not be used.
 - e. Letters, logos, symbols or designs may be painted or applied on the banner to form the message.
 - f. Banners shall not be constructed from materials that are remnants or manufactured for a different purpose.
4. *Projecting Sign Illumination.*
 - a. Projecting signs may be externally illuminated with lighting only in the form of historic style, gooseneck style fixtures, or other approved lights, directed at signage.
 - b. Projecting signs shall not be internally illuminated.
 - c. Projecting signs may be neon tube signs.
 - d. Projecting signs are not required to be illuminated.

5. *Projecting Sign Proportion and Scale.* Refer to Illustrations 13.10 & 13.11.
 - a. Vertically oriented projecting signs (signs that have a larger vertical dimension and a shorter horizontal dimension) shall be slender in appearance, with a proportion of at least 2:1, height to width and a maximum of 4:1, height to width. Refer to Illustration 13.10.
 - b. Horizontally oriented projecting signs (signs that have a larger horizontal dimension and a shorter vertical dimension) shall be rectangular or square in appearance, with a proportion of no more than 4:1, width to height. Refer to Illustration 13.11.
6. *Projecting Sign Size.* Projecting signs shall not exceed the sizes indicated in Table 13.1.
7. *Projecting Sign Location.*
 - a. Projecting signs shall be located perpendicular to the building wall and may be installed in any of the following locations:
 - i. At the front elevation (the elevation facing the primary street).
 - ii. At the side elevations at corners (the elevation facing either a secondary street or other public-right-of way).
8. *Projecting Sign Quantity.* The number of projecting signs allowed per building shall not exceed the quantities indicated in Table 13.2

ILLUSTRATION 13.10 GROUND FLOOR
VERTICALLY ORIENTED PROJECTING SIGN

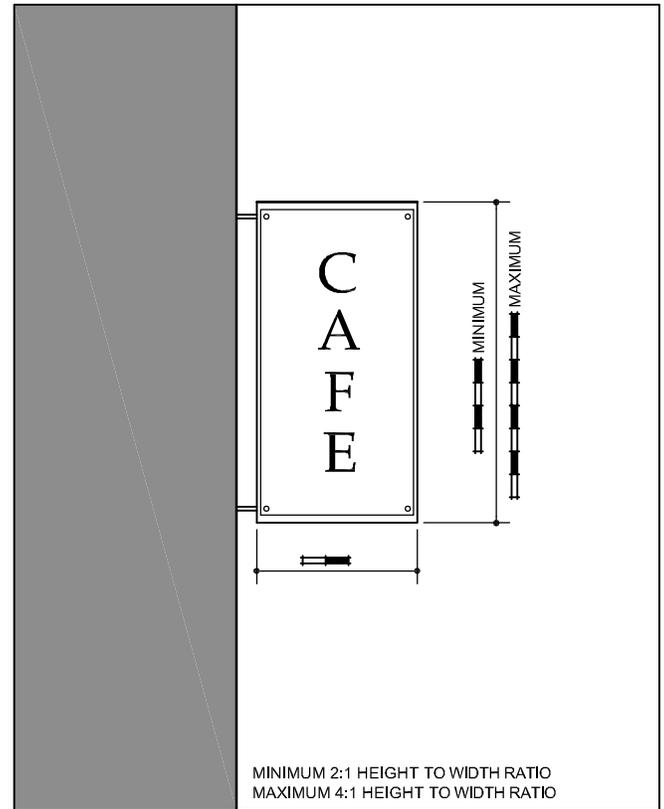


ILLUSTRATION 13.11 GROUND FLOOR
HORIZONTALLY ORIENTED PROJECTING SIGN



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B. AWNING AND CANOPY SIGNS

1. *Awning Sign Standards:* Refer to Images 13.21 through 13.26.
 - a. Awning signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - b. Awnings shall be made of canvas, nylon or other approved durable material. Plastic awnings are not allowed.
 - c. Awning color combinations should be simple with lettering color and background color contrasting for legibility. Subtle bands of color are appropriate for awnings and canopies, while more complex patterns or textures should not be used.
 - d. Letters, logos, symbols or designs may be painted or applied on the awning valance and/or the sloped surface.
 - e. Awning signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
2. *Canopy Sign Standards:* Refer to Images 13.27 through 13.29.
 - a. Canopy signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - i. Canopy signs shall not be constructed from materials that are remnants or manufactured for a different purpose.

- ii. Canopies shall be constructed of simple shapes of steel, aluminum or other metals that are compatible with the character of the building and shall be supported by metal supports that are in proportion with the metal canopy.
 - iii. Letters, logos, symbols or designs on canopies may be surface mounted or mounted above the surface in materials consistent with the canopy. Letters, logos, symbols or designs shall be applied to the canopy fascia (front vertical surface) or directly above the fascia.
3. *Awning and Canopy Sign Illumination.*
 - a. Awning and canopy signs shall not be internally illuminated.
 - b. Awning and canopy signs may be externally illuminated per the requirements of Section 13.10. A.
 4. *Awning Sign Size, Proportion and Scale.* Awning signs may be applied to the sloped surface of the awning, to the valance of the awning or to both the sloped surface and the valance of the awning as indicated by Illustrations 13.12 and 13.13.
 5. *Canopy Sign Size, Proportion and Scale.* Canopy signs may be applied to the canopy fascia (front vertical surface) or directly above the fascia as indicated by Illustration 13.14.
 6. *Awning Sign Location.*
 - a. Awning signs shall be located on awnings.
 - b. Awnings are allowed to be installed in the following locations only:
 - i. Above windows, storefronts and doors on the first floor level at the front elevation (the elevation facing the primary street).
 - ii. Above windows, storefronts and doors on the first floor level at side elevations at corners (the elevation facing either a secondary street or other public-right-of way).
 7. *Canopy Sign Location.*
 - a. Canopy signs shall be located on canopies.
 - b. Canopies are allowed to be installed in the following locations only:
 - i. Above windows, storefronts and doors on the first floor level at the front elevation (the elevation facing the primary street).
 - ii. Above windows, storefronts and doors on the first floor level at side elevations at corners (the elevation facing either a secondary street or other public-right-of way).



Image 13.20



IMAGE 13.21



Image 13.24



Image 13.22



Image 13.25



Image 13.23



Image 13.26

ARTICLE 13 SIGN STANDARDS



Image 13.27



Image 13.28



Image 13.29

8. *Awning and Canopy Sign Quantity.* The number of awning or canopy signs allowed per building shall not exceed the quantities indicated in Table 13.2

C. SIGN BANDS

1. *Sign Band Standards:* Refer to Images 13.30 through 13.35 and Illustrations 13.15 and 13.16.
 - a. Sign bands shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - b. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
 - c. Horizontal display surface (the horizontal band on the building) may be made of wood, composite materials, or other approved durable surfaces.
 - d. Letters, logos, symbols or designs may be engraved, painted, or surface mounted on the display surface. These letters, logos, symbols or designs shall be made of materials compatible with the display surface.
2. *Sign Band Illumination.*
 - a. Sign bands may be externally illuminated per the requirements of Section 13.10. A.
 - b. Sign bands shall not be internally illuminated.
 - c. Sign bands shall not be illuminated with neon illumination.
 - d. Sign bands are not required to be illuminated.
3. *Sign band Proportion and Scale.* Sign band signage shall fit within the sign band display surface on the façade of the building. Sign band signage shall not encroach beyond the sign band display surface. Refer to Illustrations 13.15 and 13.16.
4. *Sign Band Size.* Sign bands shall not exceed the sizes indicated in Table 13.1. The sizes indicated for sign band size in Table 13.1 indicate the sign band display surface size.
5. *Sign Band Location.* Sign bands are allowed to be installed in the following locations only:
 - a. At the horizontal band above storefronts on the first floor level at the front elevation (the elevation facing the primary street).
6. *Sign Band Quantity.* The number of sign bands allowed per building shall not exceed the quantities indicated in Table 13.2

ILLUSTRATION 13.12
AWNING SIGN AT VALANCE

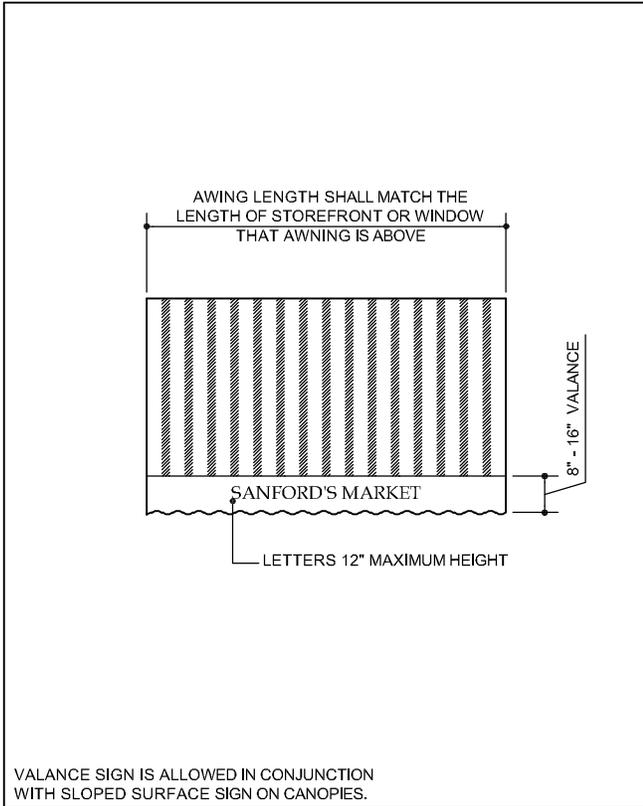


ILLUSTRATION 13.13
AWNING SIGN ON SLOPED SURFACE

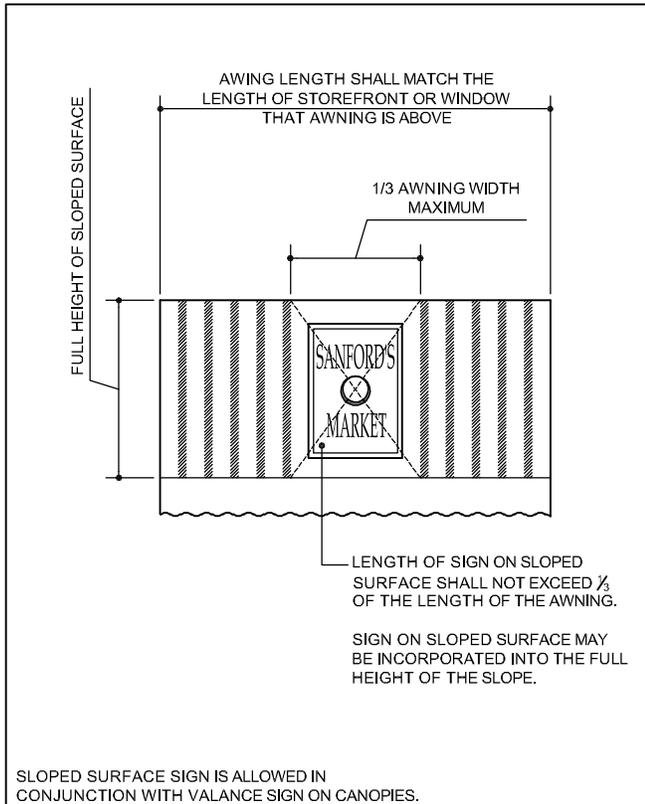
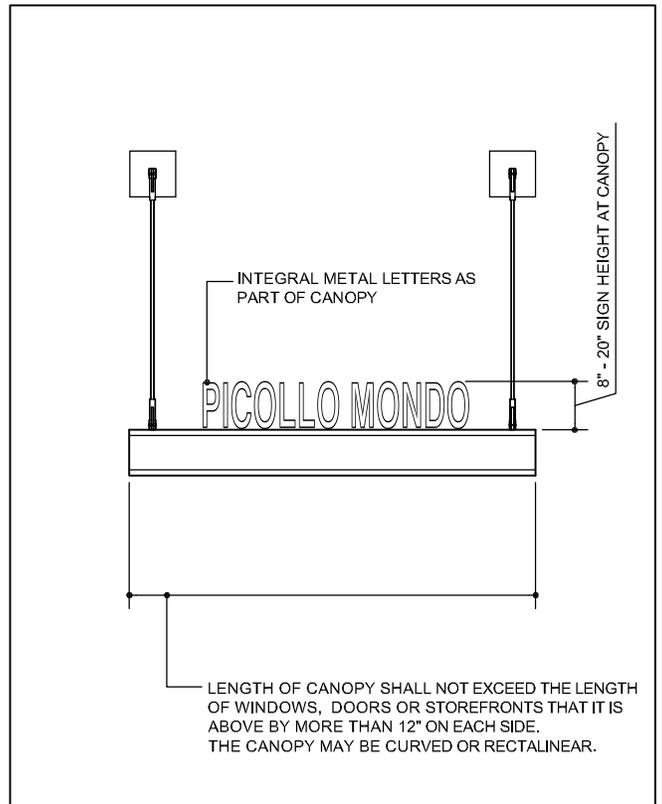


ILLUSTRATION 13.14
CANOPY SIGN with letters integrated as part of canopy



ARTICLE 13 SIGN STANDARDS

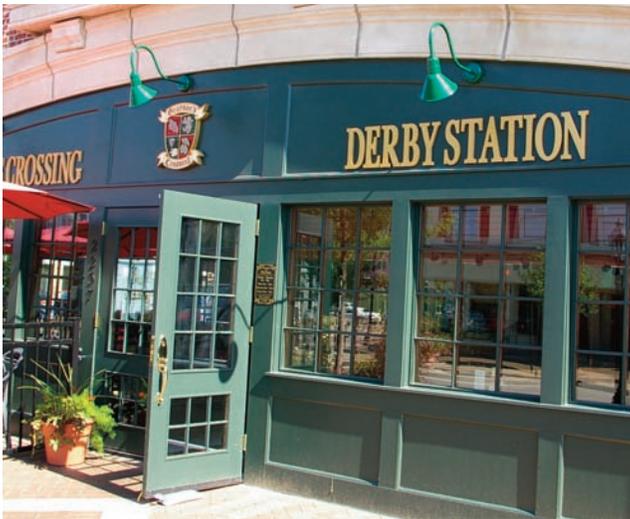


Image 13.30



Image 13.33



Image 13.31



Image 13.34



Image 13.32



Image 13.35

ILLUSTRATION 13.15
SIGN BAND ELEVATION

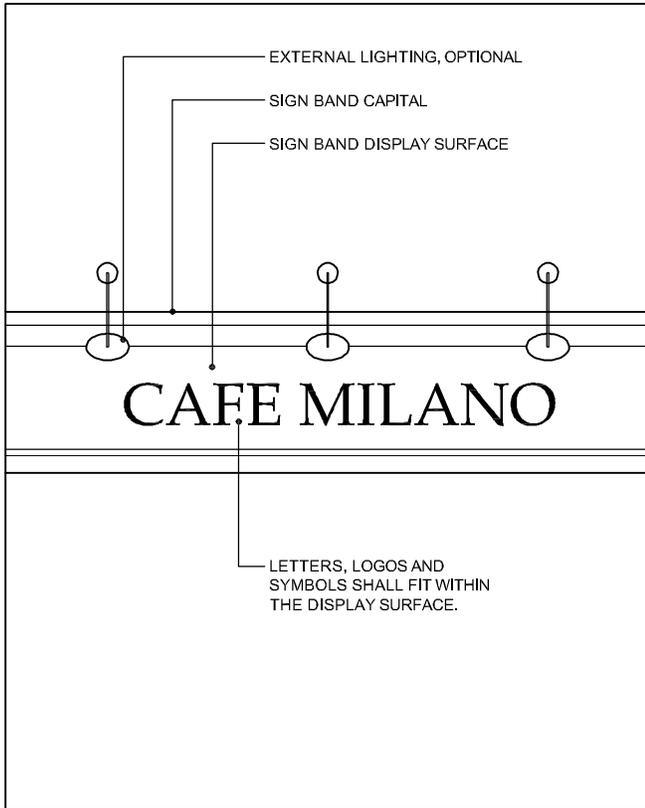


ILLUSTRATION 13.16
SIGN BAND PROFILE

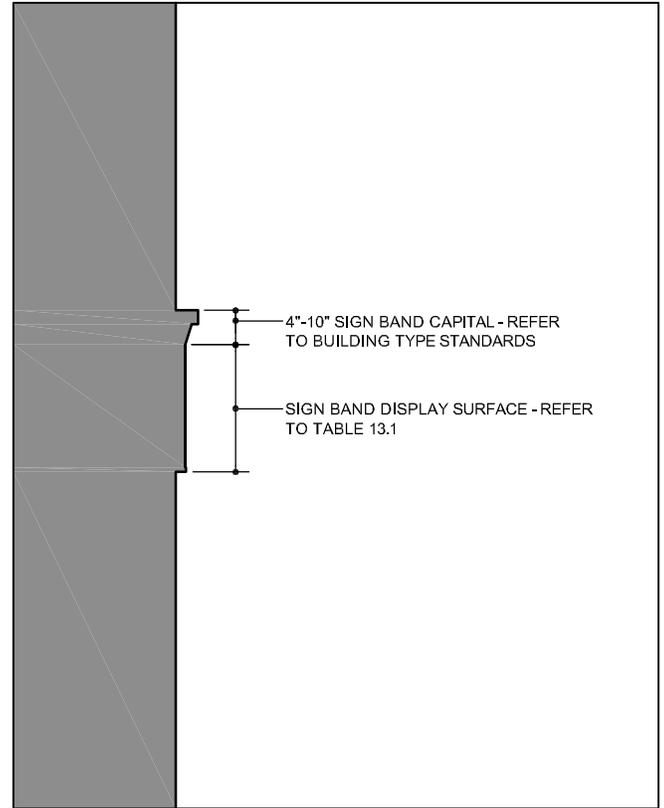
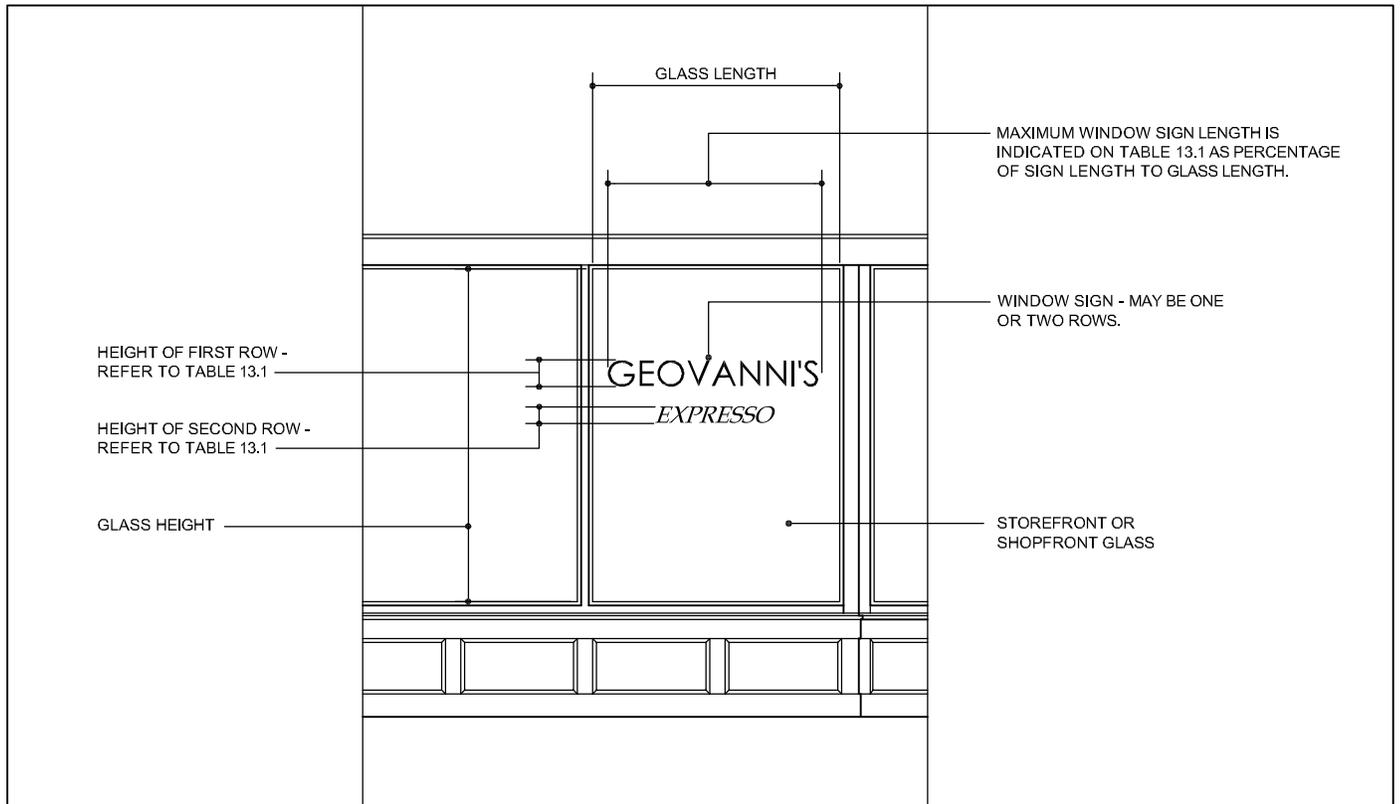


ILLUSTRATION 13.17:
WINDOW SIGNS ON STOREFRONT OR SHOPFRONT GLASS



ARTICLE 13 SIGN STANDARDS



Image 13.36



Image 13.37



Image 13.38

D. WINDOW SIGNS

1. *Surface Applied Window Sign Standards:* Refer to Images 13.36 through 13.38.
 - a. Paint or vinyl letters, logos, symbols or designs applied directly to either the interior or the exterior of the window glass.
 - b. Vinyl or similar applications shall be executed so that they match the visual characteristics of paint applications.
 - c. Surface applied window signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - c. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
 - d. Surface Applied Window Sign Size, Proportion and Scale. Surface applied window signs shall meet the requirements of Illustration 13.17. Refer to Illustration 13.17.
 - e. *Surface Applied Window Sign Location.* Surface applied window signs are allowed to be placed in the following locations:
 - i. Surface applied window signs may be placed in windows of any Retail, Commercial or Service Use on the first floor level at the front elevation (the elevation facing the primary street).
 - ii. Surface applied window signs may be placed in windows of any Retail, Commercial or Service Use on the first floor level at side elevations at corners (the elevation facing either a secondary street or other public-right-of way).
 - f. *Surface Applied Window Sign Quantity.* The number of window signs allowed per building shall not exceed the quantities indicated in Table 13.2.
 - g. Surface applied window signs shall not be illuminated.

2. *Neon Window Sign Standards:* Refer to Images 13.8 through 13.10.
 - a. Neon window signs shall be custom neon tubes per 13.10 C.2.
 - b. Neon window signs shall not be constructed of channel neon.
 - c. Neon window signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - d. *Neon Window Sign Size, Proportion and Scale.* Neon window signs shall meet the requirements of Table 13.1
 - e. *Neon Window Sign Location.* Neon window signs are allowed to be placed on the inside surface of windows in the following locations:
 - i. On the first floor level and upper floor levels at the front elevation (the elevation facing the primary street) for all non-residential uses.
 - ii. On the first floor level and upper floor levels at side elevations at corners (the elevation facing either a secondary street or other public-right-of way) for all non-residential uses.
 - h. *Neon Window Sign Quantity.* The number of neon window signs allowed per building shall not exceed the quantities indicated in Table 13.2.

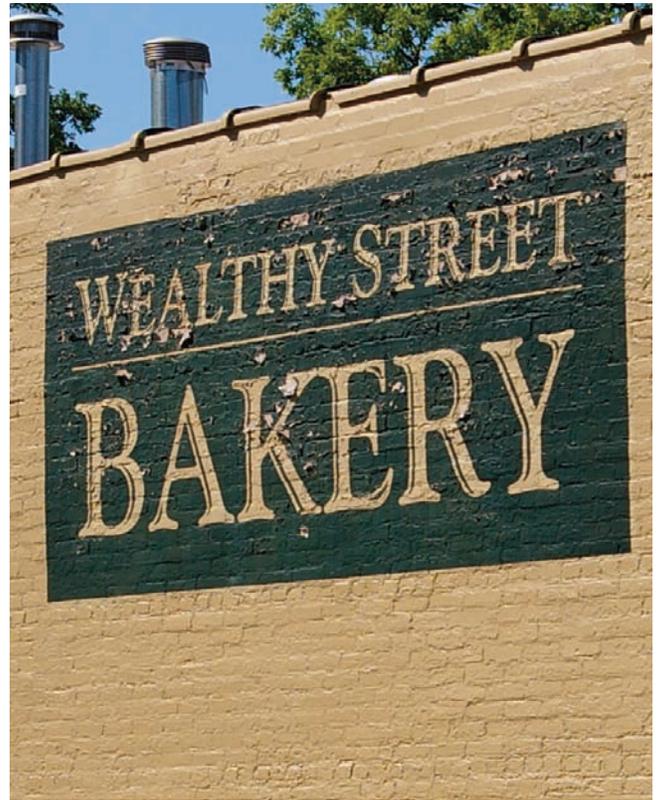


Image 13.39

E. WALL SIGNS

1. *Painted Wall Signs:* Refer to Images 13.39 and 13.40.
 - a. Painted Wall Signs are signs that are painted directly on a secondary exterior building wall and contain a commercial message, identify or advertise a product, service or business and have a relationship to the business contained within the building.
 - b. Painted wall signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - c. *Painted Wall Sign Location.* Painted wall signs shall meet the following location requirements:
 - i. Painted wall signs shall not extend above cornice line or above roof area.
 - ii. Painted wall signs are not allowed on the front of the building (the elevation facing the primary street).
 - iii. Painted wall signs shall be painted on masonry, stucco, concrete, concrete block (CMU) or other smooth surface walls.
 - iv. Painted signs on not allowed on lap sided walls.



Image 13.40

ARTICLE 13 SIGN STANDARDS



Image 13.41



Image 13.42



Image 13.43

- d. Painted Wall Signs Size. Painted wall signs shall meet the requirements of Table 13.1.
 - e. Painted Wall Signs Quantity. The number of painted wall signs allowed per building shall not exceed the quantities indicated in Table 13.2.
 - f. Painted wall signs may be externally illuminated per the requirements of 13.10. A.
 - g. Painted wall signs require a Special Use Permit from the Planning Commission.
2. *Surface-mounted Wall Signs:* Refer to Images 13.41 through 13.43.
 - a. Surface-mounted wall signs are signs mounted directly on a secondary exterior building wall and contain a commercial message, identify or advertise a product, service or business and have a relationship to the business contained within the building.
 - b. Surface-mounted wall signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - c. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
 - d. *Surface-mounted Wall Sign Location.* Surface-mounted wall signs shall meet the following location requirements:
 - i. Surface-mounted wall signs shall not extend above cornice line or above roof area.
 - ii. Surface-mounted wall signs are not allowed on the front of the building (the elevation facing the primary street).

Exceptions: Surface-mounted wall signs may be installed on the front of the building in any of the following conditions:

 - a. Industrial Shop Building Type in any District.
 - b. Mixed-Use Building Type in any Mixed-Use District for buildings with a single tenant over 25,000 total square feet, per Special Use Permit.
 - c. Buildings within the Highway Commercial (HUD HC) District
 - iii. Surface-mounted wall signs shall not project more than 12" from the building wall.
 - iv. Surface-mounted wall signs shall not extend beyond the ends of the wall to which the sign is attached.
 - e. *Surface-mounted Wall Sign Size.* Surface-mounted wall signs shall meet the requirements of Table 13.1.

- f. *Surface-mounted Wall Signs Quantity.* The number of surface-mounted wall signs allowed per building shall not exceed the quantities indicated in Table 13.2.
- g. Surface-mounted wall signs may be externally or internally illuminated per the requirements of Section 13.10.

F. MARQUEE SIGNS

- 1. *Marquee Sign Standards:* Refer to Images 13.44 and 13.45.
 - a. Marquee signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building’s massing, scale and character.
 - b. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
 - c. Marquee signs may be internally illuminated per the requirements of Section 13.10. B. and have a combination of exposed decorative bulbs and/or tube neon.
 - d. *Marquee Sign Location.* Marquee signs are allowed only on Mixed-Use Building Types or Retail Building Types, with a cinema or theater use, in HUD 7, HUD 6 or HUD 5 Districts.
 - e. *Marquee Sign Size.* Marquee signs shall meet the requirements of Table 13.1.
 - f. *Marquee Sign Quantity.* The number of marquee signs allowed per building shall not exceed the quantities indicated in Table 13.2.

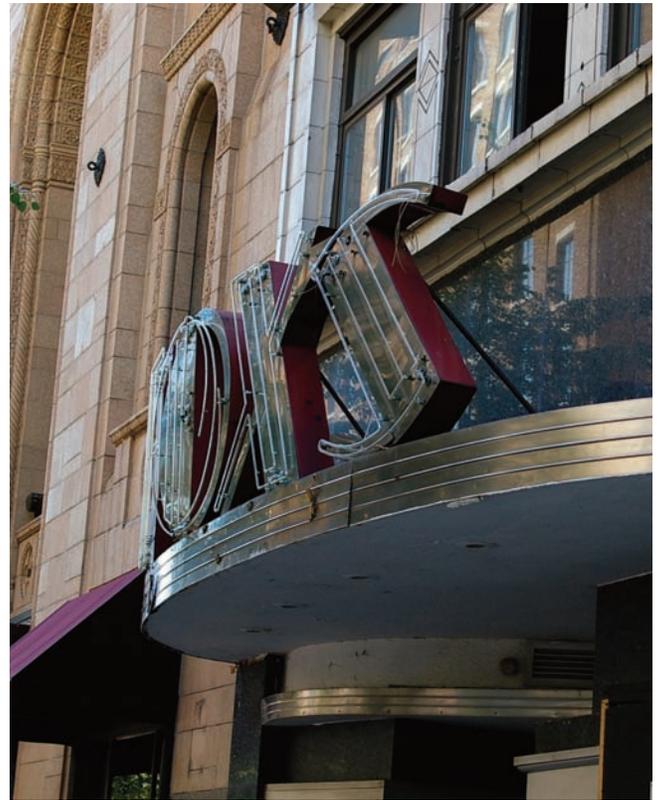


Image 13.44

G. ROOF SIGNS

- 1. *Roof Sign Standards:* Roof signs shall meet the following requirements
 - a. Roof signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building’s massing, scale and character.
 - b. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
 - c. Supporting framework for roof signs shall not be visible from the ground.
 - d. *Roof Sign Location.* Roof signs must be above the cornice line or roof area and may not be attached to building walls.
 - e. *Roof Sign Size.* Roof signs shall not exceed a height of two (2) feet and shall meet the requirements of Table 13.1.
 - f. *Roof Sign Quantity.* The number of roof signs allowed per building shall not exceed the quantities indicated in Table 13.2.
 - g. Roof signs may be illuminated per the requirements of Section 13.10 by Special Use Permit.

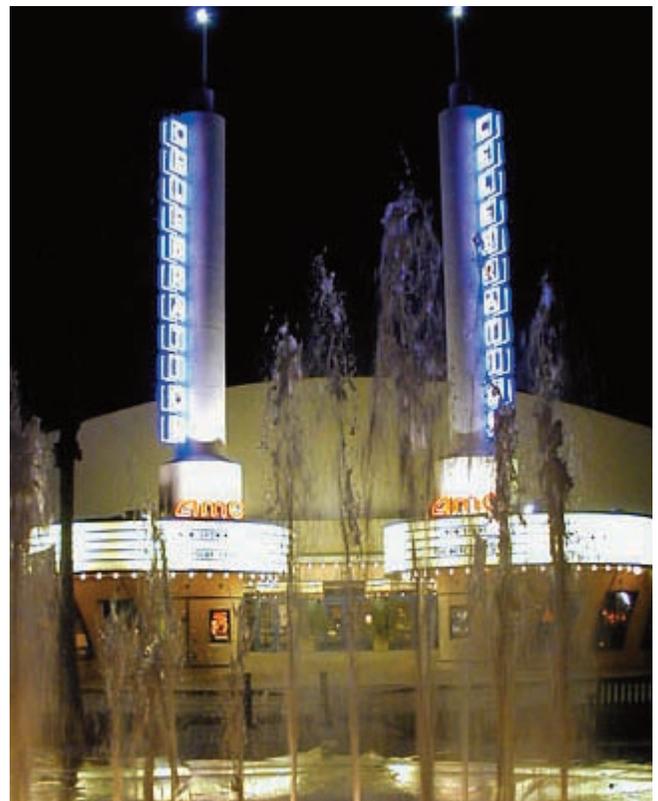


Image 13.45

ARTICLE 13 SIGN STANDARDS

Section 13.12 Free Standing Sign Standards

Free standing signs are signs that are not attached to a building, but rather mounted independently on a pole(s) or on the ground within the premises of the site.

A. GROUND-MOUNTED SIGNS

1. *Ground-mounted Sign Standards:* Refer to Images 13.46 and 13.47.
 - a. Ground-mounted signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - b. Sign must be mounted on a permanent concrete foundation.
 - c. Sign must be set back from the property line(s) a minimum of ten (10) feet.
 - d. Sign shall not be located in a clear vision area. Refer to section 2.11 for clear vision areas.
 - e. Sign must not exceed six (6) feet in height, measured from the surrounding grade. Refer to Illustration 13.18.
 - f. Display surfaces may be made of wood, metal, masonry, composite materials, or other approved durable surfaces.
 - g. Letters, logos, symbols or designs may be engraved, painted, surface mounted or mounted above the display surface. These elements shall be made of wood, metal, composite materials or other approved durable surfaces.
 - h. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
 - i. Ground-mounted signs shall be allowed only within the following Districts:
 - i. Highway Commercial District (HUD HC)
 - ii. Heavy Commercial / Light Industrial (HUD IND 1)
 - iii. Industrial & Manufacturing (HUD IND 2)
 - iv. Educational, Religious or Municipal Uses in any District
 - v. Town Neighborhood Center A District. (HUD 5) by special use permit.
 - vi. Mixed-Use A District. (HUD 6) by special use permit.
 - j. *Ground Mounted Sign Size.* Ground mounted signs shall meet the requirements of Table 13.1 and Table 13.3.
 - k. *Ground Mounted Sign Quantity.* The number of ground mounted signs allowed per parcel shall not exceed the quantities indicated in Table 13.2.



Image 13.46



Image 13.47

ARTICLE 13 SIGN STANDARDS

ILLUSTRATION 13.18
GROUND MOUNTED SIGN

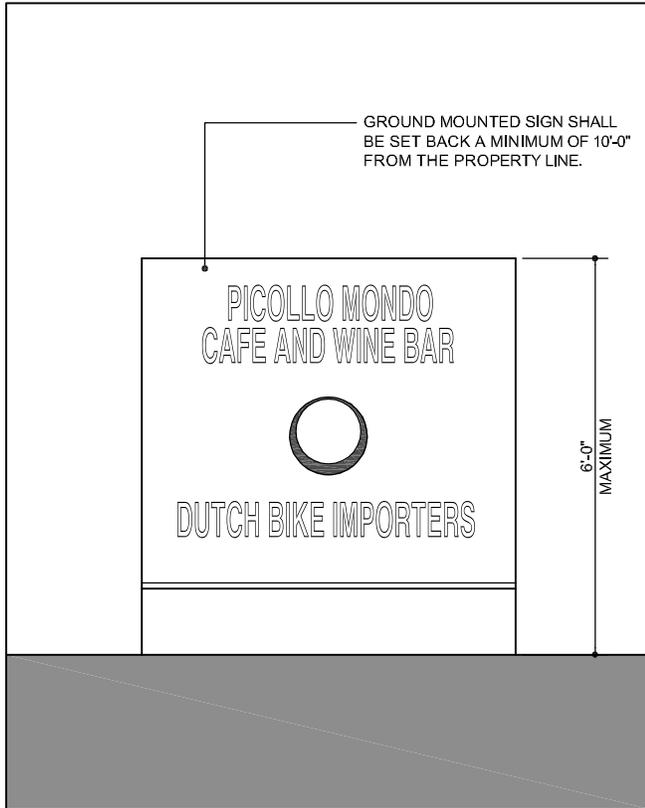
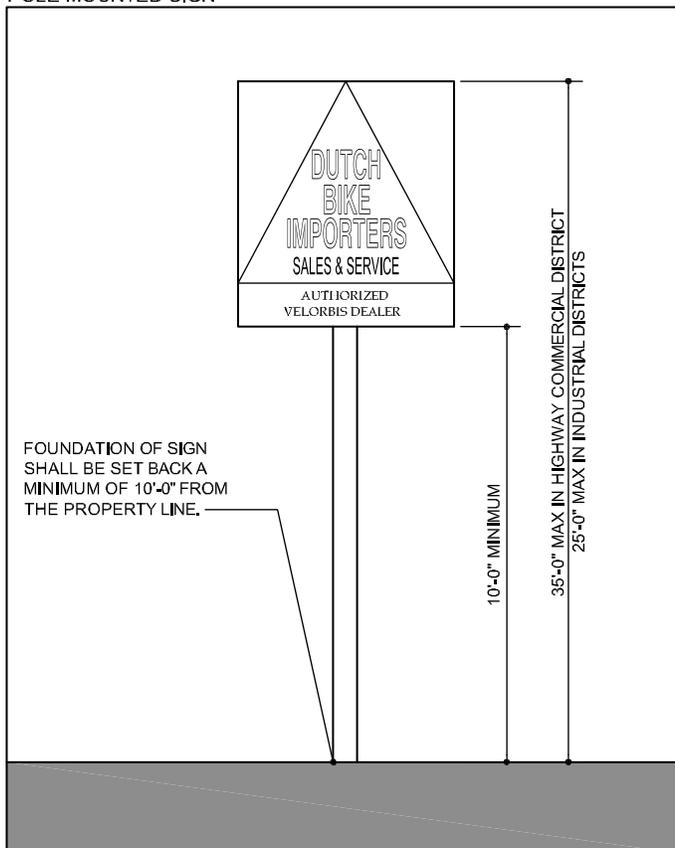


ILLUSTRATION 13.19
POLE MOUNTED SIGN



2. *Ground-mounted Sign Illumination.*

- a. Ground-mounted signs may be externally or internally illuminated per the requirements of Section 13.10
- b. Ground-mounted signs are not required to be illuminated.

B. POLE-MOUNTED SIGNS

1. *Pole-mounted Sign Standards*

- a. Pole-mounted signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
- b. Sign must be mounted on a permanent concrete foundation.
- c. Foundation of sign must be set back from the property line(s) a minimum of ten (10) feet.
- d. Sign shall not be located in a clear vision area.
- e. Display surfaces may be made of wood, metal, plastic, composite materials, or other approved durable surfaces.
- f. Letters, logos, symbols or designs may be engraved, painted, surface mounted or mounted above the display surface. These elements shall be made of wood, metal, composite materials or other approved durable surfaces.
- g. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
- h. Pole-mounted signs shall be allowed only within the following Districts:
 - i. Highway Commercial District (HUD HC)
 - ii. Heavy Commercial / Light Industrial District (HUD IND 1)
 - iii. Industrial and Manufacturing District (HUD IND 2)
- i. Sign must be supported by a pole or poles and the bottom of the sign must be ten (10) feet minimum above the adjacent grade and the top of the sign must not exceed the following, refer to Illustration 13.19:
 - i. Thirty-five (35) feet in Highway Commercial District (HUD HC)
 - ii. Twenty-five (25) feet in Heavy Commercial / Light Industrial (HUD IND 1)
 - iii. Twenty-five (25) feet in Industrial and Manufacturing District (HUD IND 2)
- j. *Pole-mounted Sign Size.* Pole-mounted signs shall meet the requirements of Table 13.1.
- l. *Pole-Mounted Sign Quantity.* The number of pole-mounted signs allowed per parcel shall not exceed the quantities indicated in Table 13.2.

2. *Pole-mounted Sign Illumination.*

- a. Pole-mounted signs may be externally or internally illuminated per the requirements of Section 13.10
- b. Pole-mounted signs are not required to be illuminated.

ARTICLE 13 SIGN STANDARDS

C. PORTABLE SIGNS

1. *Sandwich Board Sign Standards:* Refer to Images 13.48 through 13.50. Sandwich board signs are not required to have a sign permit, provided that they meet the following requirements:
 - a. Sandwich board signs shall be designed to be compatible with the character of the building and building materials in order to promote a unified design which compliments the building's massing, scale and character.
 - b. Sandwich board signs are allowed only for Retail and Commercial Uses.
 - c. Sandwich board signs may be temporarily placed in the furnishing zone of public frontage within the right-of-way, but must be immediately in front of the business. One sign per business. Refer to Illustration 13.20.
 - d. Sandwich board signs may not be in front of other businesses.
 - e. Must be stored indoors after hours of operation.
 - f. Display surfaces may be made of wood, metal, plastic, composite materials, or other approved durable surfaces.



Image 13.48



Image 13.49



Image 13.50

ILLUSTRATION 13.20
PLAN VIEW: SANDWICH BOARD IN FURNISHING ZONE

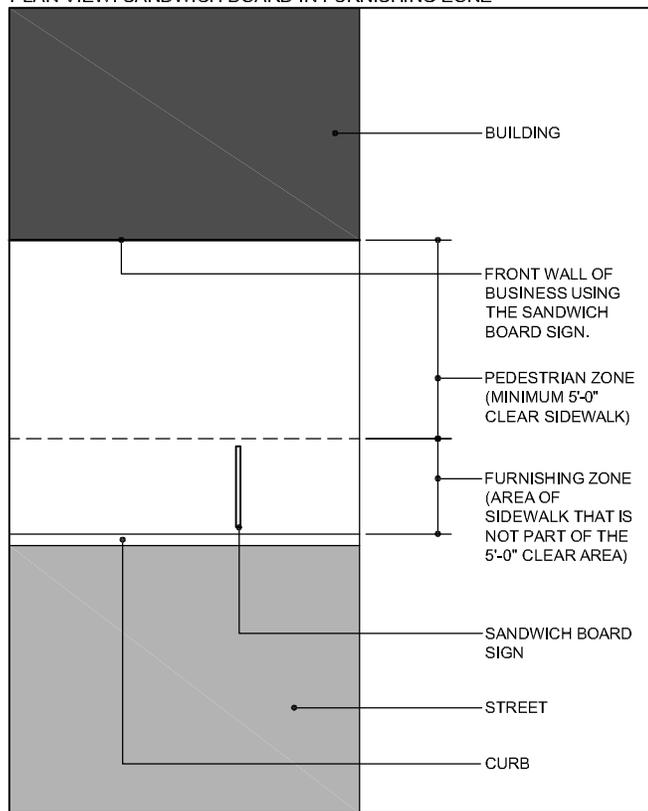


TABLE 13.1 SIGN STANDARDS: Size and Relevance to Building Type and District

			Urban Mixed-Use Districts		
Sign Type	Specific Sign	Building Type	HUD 7	HUD 6	HUD 5
			Central Business District	Mixed-Use A District	Town / Neighborhood Center A District
			Maximum sign size		
Building Mounted Signs	Projecting Signs	Mixed-Use Type	8 square feet	8 square feet	8 square feet
		Retail Type	8 square feet	8 square feet	8 square feet
		Cottage Retail Type	---	8 square feet	8 square feet
		Live-Work Type	---	8 square feet	8 square feet
		Apartment Type	---	8 square feet	8 square feet
		Industrial Shop Type	---	8 square feet	8 square feet
	Awning and Canopy Signs (Note that signs are allowed on both the valence and the sloped surface of the awning per illustrations 13.12 and 13.13)	Mixed-Use Type	Refer to 13.11B	Refer to 13.11B	Refer to 13.11B
		Retail Type	Refer to 13.11B	Refer to 13.11B	Refer to 13.11B
		Cottage Retail Type	---	Refer to 13.11B	Refer to 13.11B
		Apartment Type	---	Refer to 13.11B	Refer to 13.11B
		Industrial Shop	---	Refer to 13.11B	Refer to 13.11B
	Sign Bands (Size indicated is for the sign band display surface on the building wall)	Mixed-Use Type	32" to 38" high	32" to 38" high	32" to 38" high
		Retail Type	32" to 38" high	32" to 38" high	32" to 38" high
		Cottage Retail Type	---	24" to 36" high	24" to 36" high
		Industrial Shop Type	---	24" to 36" high	24" to 36" high
	Window Signs - Surface Applied (Surface applied window signs allowed in conjunction with Retail, Commercial or Service Use within indicated Building Type) Height and width maximums are per window pane Refer to Illustration 13.17	Mixed-Use Type	12" high first row 9" high second row 90% of glass length	12" high first row 9" high second row 90% of glass length	12" high first row 9" high second row 90% of glass length
		Retail Type	12" high first row 9" high second row 90% of glass length	12" high first row 9" high second row 90% of glass length	12" high first row 9" high second row 90% of glass length
		Cottage Retail Type	---	10" high first row 7" high second row 90% of glass length	10" high first row 7" high second row 90% of glass length
		Live-Work Type	---	10" high first row 7" high second row 80% of glass length	10" high first row 7" high second row 80% of glass length
		Industrial Shop Type	---	12" high first row 9" high second row 90% of glass length	12" high first row 9" high second row 90% of glass length
	Window Signs - Neon (Neon window signs allowed in conjunction with all non-residential uses within indicated Building Type)	Mixed-Use Ground Floor	2 SF / window pane	2 SF / window pane	2 SF / window pane
		Mixed-Use Upper Floor(s)	2 SF / floor	2 SF / floor	2 SF / floor
		Retail Type	2 SF / window pane	2 SF / window pane	2 SF / window pane
		Cottage Retail Ground Floor	---	2 SF / window pane	2 SF / window pane
		Cottage Retail Upper Floor	---	2 SF / floor	2 SF / floor
		Industrial Shop Ground Floor	---	2 SF / window pane	2 SF / window pane
	Wall Signs - Painted Signs (All sizes indicated are per each first story wall area facing a public R.O.W. with maximum 150 SF on any one building face)	Mixed-Use Type	15% of wall area	15% of wall area	15% of wall area
Retail Type		15% of wall area	15% of wall area	15% of wall area	
Cottage Retail Type		---	15% of wall area	15% of wall area	
Industrial Shop Type		---	15% of wall area	15% of wall area	
Wall Signs - Surface Mounted Signs (All sizes indicated are per each first story wall area facing a public R.O.W. with maximum 150 SF on any one building face)	Mixed-Use Type	15% of wall area	15% of wall area	15% of wall area	
	Retail Type	15% of wall area	15% of wall area	15% of wall area	
	Cottage Retail Type	---	15% of wall area	15% of wall area	
	Industrial Shop Type	---	15% of wall area	15% of wall area	
Marquee Signs (Cinema or theater use only)	Mixed-Use Type	1.5 SF / 1.0 linear foot of wall facing primary street	1.5 SF / 1.0 linear foot of wall facing primary street	1.5 SF / 1.0 linear foot of wall facing primary street	
	Retail Type	1.5 SF / 1.0 linear foot of wall facing primary street	1.5 SF / 1.0 linear foot of wall facing primary street	1.5 SF / 1.0 linear foot of wall facing primary street	
Roof Signs (Maximum 2 feet high)	Mixed-Use Type	30 square feet	30 square feet	30 square feet	
	Retail Type	30 square feet	30 square feet	30 square feet	
	Industrial Shop Type	---	30 square feet	30 square feet	
Free Standing Signs	Ground-Mounted Signs	Cottage Retail Type	---	Refer to Table 13.3	Refer to Table 13.3
		Industrial Shop Type	---	Refer to Table 13.3	Refer to Table 13.3
		Integrated Complexes	---	Refer to Table 13.3	Refer to Table 13.3
		Mobile Home Parks	---	---	---
		Single-family Subdivisions	---	Refer to Table 13.3	Refer to Table 13.3
	Pole-Mounted Signs	Not Applicable	Prohibited	Prohibited	Prohibited
	Portable Signs - Sandwich Board Signs	Not Applicable	12 square feet / side	12 square feet / side	12 square feet / side
	Portable Signs - Wheeled Signs	Not Applicable	32 square feet / side	32 square feet / side	32 square feet / side
	Portable Signs - Residential Real Estate Signs	Not Applicable	6 square feet	6 square feet	6 square feet
	Portable Signs - Commercial Real Estate Signs	Not Applicable	20 square feet	20 square feet	20 square feet
Portable Signs - Construction Signs	Not Applicable	32 square feet	32 square feet	32 square feet	
Miscellaneous Signs	Changeable Message Signs	Not Applicable	Prohibited	32 square feet	32 square feet
	Billboard Signs	Not Applicable	Prohibited	Prohibited	Prohibited

--- Indicates Building Type is not allowed in designated District
 Prohibited indicates that the sign type is not allowed for Building Type in specified District (even though Building Type is allowed within the designated District)
 Signs are not allowed on Building Types not listed for that specific Sign Type.

ARTICLE 13 SIGN STANDARDS

TABLE 13.2 SIGN STANDARDS: Sign Quantity and Combinations

			Urban Mixed-Use Districts		
Sign Type	Specific Sign	Building Type	HUD 7	HUD 6	HUD 5
			Central Business District	Mixed-Use A District	Town / Neighborhood Center A District
Sign quantity per unit of measurement					
Building Mounted Signs	Projecting Signs	Mixed-Use Type	1 per tenant	1 per tenant	1 per tenant
		Retail Type	1 per tenant	1 per tenant	1 per tenant
		Cottage Retail Type	---	1 per tenant	1 per tenant
		Live-Work Type	---	1 per tenant	1 per tenant
		Apartment Type	---	1 per building	1 per building
		Industrial Shop	---	1 per tenant	1 per tenant
	Awning and Canopy Signs (For awning signs the quantity indicated may include a sign on both the sloped surface and valance of the canopy per Section 13.11 B.)	Mixed-Use Type	1 / canopy or awning	1 / canopy or awning	1 / canopy or awning
		Retail Type	1 / canopy or awning	1 / canopy or awning	1 / canopy or awning
		Cottage Retail Type	---	1 / canopy or awning	1 / canopy or awning
		Apartment Type	---	1 / canopy or awning	1 / canopy or awning
		Industrial Shop	---	1 / canopy or awning	1 / canopy or awning
		Mixed-Use Type	1 per building	1 per building	1 per building
	Sign Bands	Retail Type	1 per building	1 per building	1 per building
		Cottage Retail Type	---	1 per building	1 per building
		Industrial Shop	---	1 per building	1 per building
		Mixed-Use Type	1 per window pane	1 per window pane	1 per window pane
	Window Signs - Surface Applied (Surface applied window signs allowed in conjunction with Retail, Commercial or Service Use within indicated Building Type)	Retail Type	1 per window pane	1 per window pane	1 per window pane
		Cottage Retail Type	---	1 per window pane	1 per window pane
		Live-Work Type	---	1 per window pane	1 per window pane
		Industrial Shop Type	---	1 per window pane	1 per window pane
		Mixed-Use Ground Floor	1 per window pane	1 per window pane	1 per window pane
	Window Signs - Neon (Neon window signs allowed in conjunction with all non-residential uses within indicated Building Type)	Mixed-Use Upper Floor(s)	1 per floor	1 per floor	1 per floor
		Retail Type	1 per window pane	1 per window pane	1 per window pane
		Cottage Retail Ground Floor	---	1 per window pane	1 per window pane
		Cottage Retail Upper Floor	---	1 per floor	1 per floor
		Industrial Shop Ground Floor	---	1 per window pane	1 per window pane
		Industrial Shop Upper Floor	---	1 per floor	1 per floor
	Wall Signs - Painted Signs (per wall requirements represent secondary walls facing right-of-ways only - refer to Section 13.11 E)	Mixed-Use Type	1 per use	1 per use	1 per use
		Retail Type	1 per use	1 per use	1 per use
		Cottage Retail Type	---	1 per use	1 per use
Industrial Shop Type		---	1 per use	1 per use	
Wall Signs - Surface Mounted Signs (per wall requirements represent secondary walls facing right-of-ways only - refer to Section 13.11 E)	Mixed-Use Type	1 per use	1 per use	1 per use	
	Retail Type	---	1 per use	1 per use	
	Cottage Retail Type	---	1 per use	1 per use	
	Industrial Shop Type	---	1 per use	1 per use	
Marquee Signs (Cinema or theater use only)	Mixed Use Type	1 per building	1 per building	1 per building	
	Retail Type	1 per building	1 per building	1 per building	
Roof Signs	Mixed Use Type	1 per building	1 per building	1 per building	
	Retail Type	1 per building	1 per building	1 per building	
	Industrial Shop Type	---	1 per building	1 per building	
Free Standing Signs	Ground-Mounted Signs	Not Applicable	Prohibited	1 per business	
	Pole-Mounted Signs	Not Applicable	Prohibited	Prohibited	
	Portable Signs - Sandwich Board Signs	Not Applicable	1 per business	1 per business	
	Portable Signs - Wheeled Signs	Not Applicable	1 per parcel *	1 per parcel *	
	Portable Signs - Residential Real Estate Signs	Not Applicable	1 per tenant space	1 per tenant space	
	Portable Signs - Commercial Real Estate Signs	Not Applicable	1 per tenant space	1 per tenant space	
	Portable Signs - Construction Signs	Not Applicable	1 per parcel *	1 per parcel *	
Miscellaneous Signs	Changeable Message Signs	Not Applicable	Prohibited	1 per parcel *	
	Billboard Signs	Not Applicable	Prohibited	Prohibited	

--- Indicates Building Type is not allowed in designated District

Prohibited indicates sign types which are not allowed, while the Building Type is allowed within the designated District, Signs are not allowed on Building Types not listed for that specific Sign Type.

* In instances where a parcel has been condominiumized, the entire condominium shall count as one parcel for the purposes of sign quantities indicated in Table 13.2.

Table 13.2 indicates the quantity of signs per Sign Type, Building Type and District. Quantities indicated on Table 13.2 are per individual Sign Type with the intent that individual buildings and / or projects are allowed to have each of the Sign Types indicated in conjunction with other signs indicated. Buildings and / or projects are not required to have all signs indicated, although at least one sign as indicated in Table 13.2 is required. Refer to Building Type Standards, Article 6 for required signs for specific Building Types.

TABLE 13.3 SIGN STANDARDS: Ground-Mounted Sign Size

MAXIMUM GROUND-MOUNTED SIGN SIZE FOR TWO (2) AND THREE (3) LANE THROUGHFARES			
Speed limit of Primary Street	Linear Frontage of lot facing primary street is less than 100 feet	Linear Frontage of lot facing primary street is between 100 feet and 250 feet	Linear Frontage of lot facing primary street is 250 feet or greater
15 to 25 MPH	15 square feet	25 square feet	40 square feet
30 to 40 MPH	35 square feet	45 square feet	60 square feet
45 to 55 MPH	75 square feet	85 square feet	100 square feet

MAXIMUM GROUND-MOUNTED SIGN SIZE FOR EXPRESSWAYS			
Speed limit of Primary Street	Linear Frontage of lot facing primary street is less than 100 feet	Linear Frontage of lot facing primary street is between 100 feet and 250 feet	Linear Frontage of lot facing primary street is 250 feet or greater
55+ MPH	140 square feet	160 square feet	200 square feet

MAXIMUM GROUND-MOUNTED SIGN SIZE FOR FOUR (4) LANE THOROUGHFARES WITHOUT MEDIANS			
Speed limit of Primary Street	Linear Frontage of lot facing primary street is less than 100 feet	Linear Frontage of lot facing primary street is between 100 feet and 250 feet	Linear Frontage of lot facing primary street is 250 feet or greater
15 to 25 MPH	20 square feet	30 square feet	40 square feet
30 to 40 MPH	50 square feet	60 square feet	70 square feet
45 to 55 MPH	110 square feet	120 square feet	130 square feet

MAXIMUM GROUND-MOUNTED SIGN SIZE FOR FOUR (4) LANE THOROUGHFARES WITH MEDIANS AND ALL FIVE (5) AND SIX (6) LANE THOROUGHFARES			
Speed limit of Primary Street	Linear Frontage of lot facing primary street is less than 100 feet	Linear Frontage of lot facing primary street is between 100 feet and 250 feet	Linear Frontage of lot facing primary street is 250 feet or greater
15 to 25 MPH	20 square feet	30 square feet	40 square feet
30 to 40 MPH	50 square feet	60 square feet	70 square feet
45 to 55 MPH	110 square feet	120 square feet	130 square feet

- g. Letters, logos, symbols or designs must be painted or applied to the display surface.
- h. Signs shall not be constructed from materials that are remnants or manufactured for a different purpose.
- i. *Sandwich Board Sign Size.* Sandwich board sign shall meet the requirements of Table 13.1.
- j. *Sandwich Board Sign Quantity.* The number sandwich board signs allowed per building shall not exceed the quantities indicated in Table 13.2.
- k. Sandwich board signs shall not be illuminated.

2. *Wheeled Signs*

- a. Wheeled signs are those signs which are temporary in nature with wheeled chassis that are portable and delivered to a site for specific purposes during a defined time frame. These purposes may include sales, announcements or other temporary events.
- b. Wheeled signs may be installed only pursuant to a permit granted by the Zoning Administrator. A fee, as established by the City Commission from time to time, shall be required before a permit may be issued.

ARTICLE 13 SIGN STANDARDS

- c. Duration of sign installation shall be determined by the Zoning Administrator and/or City Planning Commission during application procedure, but may not be used for more than fourteen (14) consecutive days and may not be used for more than sixty (60) days out on any calendar year on a specific lot. Expiration date shall be affixed to the sign facing the street side. This method of expiration shall use a tag provided by the Zoning Administrator or his or her designee.
 - d. Wheeled signs shall be anchored in a safe and secure manner. The anchoring method shall be one which reasonably protects against the sign being blown down or away, or by any other natural element being forced from its intended location. Anchoring shall be achieved by anchoring the sign to the ground or other permanent and stable structure. Anchoring of signs by tying weighted objects such as cinder blocks or tires shall be prohibited.
 - e. Wheeled signs shall be placed outside of the Right-of-Way on private property. Wheeled signs are not allowed within Public Frontages or within parking lots.
 - f. Wheeled signs may have changeable individual letters applied over plastic panels within a sheet metal box enclosure. Sign may be made of other approved materials.
 - g. Wheeled signs shall not exceed thirty-two (32) square feet per side. Refer to Table 13.1.
 - h. Wheeled signs may be internally illuminated. Flashing lights on wheeled signs shall be prohibited.
 - i. Wheeled signs are not required to be illuminated.
 - j. Illumination must be contained within the sign.
 - k. Electric chords for portable signs which are proposed to cross any sidewalk or parking aisle shall not be permitted without approval of Zoning Administrator.
 - l. Wheeled signs shall not obstruct view of motorists.
 - m. If a wheeled sign is placed with a public Right of Way in violation of this Ordinance, the City may impound such sign.
 - n. *Noncompliance violation.* Any violation of the provisions of this Section of the Ordinance shall be considered a violation of this Ordinance and subject to any of the penalties stated in Section 18.
3. *Residential Real Estate Signs*
- a. *Model signs.* One (1) on-premise sign is allowed per street frontage to direct the public to a model home or unit, not exceeding six (6) square feet.
 - b. *Open house signs.* One (1) on-premise sign per street frontage is permitted for the purposes of directing the public to a residential dwelling unit that is for sale and open for the public to view. Sign size shall not exceed six (6) square feet. Sign shall be removed within one-hour of closing.
 - c. *Sale or lease sign, street level dwelling unit.* One (1) on-premise sign per street frontage is permitted for the purpose of directing the public to the residential unit that is for sale or lease. Sign size shall not exceed six (6) square feet. Sign shall be located in the yard or be affixed to the building face and located in relation to the unit for sale or lease in instances where no yard is available.
 - d. *Sale or lease sign, upper level dwelling unit.* One (1) on-premise sign per street frontage is permitted for the purpose of directing the public to the residential unit that is for sale or lease. Sign size shall not exceed six (6) square feet. Sign shall be affixed to the building face and located in relation to the unit for sale or lease.
 - e. Residential real estate signs shall not be located in the public right-of-way.
 - f. A permit is not required for all residential real estate signs as identified within this section.
4. *Commercial Real Estate Signs*
- a. One (1) on-premise sign is allowed per street frontage.
 - b. Real estate signs directing the public to the property for sale or lease shall not be located in the public right-of-way.
 - c. Signs shall not exceed twenty (20) square feet in area and shall not exceed eight (8) feet in height.
5. *Construction Signs*
- a. Construction signs may contain the name of the project and the names and addresses of the contractors, architects, sponsors, engineers, developers and / or lender.
 - b. The sign may only be erected after a building permit for the project is obtained and shall be removed within thirty (30) days of the project completion, based on issuance of an occupancy permit.
 - c. One (1) on-premise sign is allowed per street frontage.
 - d. Signs shall not exceed thirty-two (32) square feet in area and shall not exceed eight (8) feet in height.

Section 13.13 Miscellaneous Sign Standards**A. Changeable message sign standards**

1. Scrolling or travelling of a message on to and/or off of the display shall be allowed; provided the message is coming from one (1) direction only.
2. If non-scrolling, the display of the sign shall remain stationary and not change for a minimum of eight (8) seconds, with one (1) second to change message.
3. The methods of change shall be limited to instantaneous, roll, splice, unveil, zoom or fade as interpreted by the Zoning Administrator.
4. The display shall not appear to flash, undulate, pulse, or portray explosions, fireworks, flashes of light or blinking or chasing lights; the display shall not bounce, rotate, spin, twist or other similar movements.
5. Signs shall not operate at a brightness level greater than the manufacturer's recommended levels, in order to prevent glare.
6. Maximum brightness levels for dynamic display signs shall not exceed .2 (two tenths) foot-candles over ambient light levels measured within 150 feet of the sign. To obtain a sign permit, certification must be provided to the City demonstrating that the sign has been pre-set to automatically adjust the brightness to these levels or lower. Re-inspection and recalibration may be required by the City to ensure brightness levels are maintained at all times.
7. Sign permit applications shall also include a copy of the manufacturer's specifications on luminosity and a certification from the owner or operator of the sign stating that the sign shall be operated in accordance with City Codes.
8. Changeable message signs shall only be permitted when designed as part of a sign containing permanent sign copy.
9. Refer to Table 13.1 for District compatibility.
10. Changeable message signs are allowed only for the following uses:
 - a. Governmental Uses.
 - b. Religious Uses.
 - c. Other Uses by Special Use Permit.

B. Billboard Standards

1. Billboards shall only be permitted if approved by a Special Use Permit.
2. Billboards shall only be permitted in the Industrial and Manufacturing District (HUD IND 2)
3. Billboards shall not be located closer than one mile (5,280 feet) from another billboard on the same side of the right-of-way. This spacing standard shall be applicable regardless of what governmental juris-

diction other billboards may be located in.

4. Billboards shall only be permitted along the I-196 freeway and shall be setback a minimum of 15 feet from the I-196 freeway right-of-way, but not greater than fifty (50) feet.
5. Billboards shall not be located closer than four-hundred (400) feet from residential districts.
6. Billboards shall not be located closer than thirty (30) feet from any building.
7. Billboards shall not be located closer than one-hundred (100) feet from any other freestanding sign.
8. Billboards shall not be erected above any building.
9. Billboards shall use only one pole for support.
10. Billboards shall be limited in size to three-hundred (300) square feet and shall not exceed thirty-five (35) feet in height.
11. All billboards shall be finished on both sides, but sign content shall only be permitted on the side of the billboard that faces oncoming traffic in the closest lane of traffic.
12. Billboards shall not be internally illuminated.
13. Billboard displays using moving parts shall be prohibited.
14. The billboard sign shall be maintained by the owner of the sign. The maintenance of the grounds surrounding the billboard may be maintained by either the owner of the sign or the property owner; however, the City reserves the right to hold both parties jointly or severally responsible for such maintenance.

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