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Chapter 7

SIGNS

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10-7-1: PURPOSE:  

This chapter provides a set of standards for the design and construction of signs in the town of Snowflake in order to: protect and improve the economic, scenic, and aesthetic values of the community; allow adequate and appropriate signs to effectively identify each business location and type of business conducted; prevent unsafe, oversized, or excessive signs which obscure the buildings, trees, and the natural beauty of the town; promote public safety, welfare, convenience, and enjoyment of travel, and free flow of traffic throughout the community. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-2: DEFINITIONS:  

PLATE LINE: The horizontal line of a building at a height that would normally be the horizontal framing member resting on top of the studs on the first or ground floor.

SHOPPING CENTER: A group of three (3) or more commercial establishments and/or professional offices associated by common agreement or under common ownership which comprises contiguous land parcel units with common parking facilities.

SIGN: Any device for visual communication, including part or all of any structure, or natural object, that is used for the purpose of bringing the subject concerned to the attention of the public, but not including any sign of any governmental agency, or any flag, badge or insignia of any governmental, civic, charitable, religious, patriotic, fraternal, or similar organization.

SIGN AREA: That area in square feet of the smallest rectangle, square, circle, or triangle that encompasses the sign. The area of any two (2) faced sign with parallel faces, or "V" type signs having an interior angle of forty five degrees (45°) or less, shall be the area of the single face. All

other multiple faced or paneled signs shall be the total area of all faces or panels. Sign area shall include the mounting surface, and for multiple-unit signs, the area shall include the lettering and the vertical and horizontal spacing between letters that comprise the word or words that convey the message.

SIGN, CANOPY: A type of building mounted sign mounted under and supported by a permanent canopy, arcade, or portal, and the faces of which sign are perpendicular to the nearest facade.

SIGN, DEVELOPMENT: Any temporary sign erected on the premises of an existing construction project and designating the architect, contractor, designer or builder, or developer or the name and nature of the project.

SIGN, DIRECTIONAL: Any sign, which is designed and erected solely for the purpose of traffic or pedestrian direction and placed on the property to which or on which the public is directed, and which contains no advertising.

SIGN, FREESTANDING: Any nonmovable sign not affixed to a building and mounted on its own self-supporting frame, including the following types:

A. Ground: Any freestanding sign, other than a pole sign, placed upon or supported by the ground independent of any other structures except footings.

B. Pole: Any freestanding sign that is mounted on a pole or other support so that the bottom edge of the sign face is eight feet (8') or more above grade.

SIGN HEIGHT: The vertical distance from the crown of the nearest adjacent road to the highest point of the sign or the vertical distance from the natural grade of the property where the sign is located to the highest point of the sign, whichever is greater.

SIGN, OBSOLETE: Any sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, product, activity, or product available on the premises where such sign is displayed.

SIGN, OFF PREMISES: A sign which directs attention to a business, commodity, service, entertainment establishment, or other activity or phenomenon not exclusively related to the premises on which the sign is located.

SIGN, ON PREMISES: A sign which directs attention to a business, profession, or activity, conducted on the property on which the sign is located.

SIGN, POLITICAL: Any temporary sign, which supports the candidacy of any candidate for public office or urges action on any other matter on the ballot of primary, general, or special elections.

SIGN, PORTABLE: A sign that is not permanent, affixed to a building, structure or the ground.

SIGN, PROJECTING: A type of building mounted sign, other than a wall sign or canopy sign, which projects from and is supported by a wall of a building.

SIGN, PROPERTY SALE, RENTAL, OR LEASE: Any sign advertising the availability for sale, rental, or lease of land or buildings.

SIGN, TEMPORARY: Any sign or banner, which is not intended for permanent use, expressly used to announce community functions, grand openings, or establishment of new commercial projects.

SIGN, WALL: A sign flush to the exterior surface of a building, applied directly on the building, in a window, or a signboard attached flush to the building, projecting no more than twelve inches (12") from the building surface. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-3: APPLICABILITY:  

The provisions of this chapter shall apply to all signs placed or maintained within the town of Snowflake with the exception of the following:

A. Governmental signs: Signs required by law or signs of a duly constituted governmental body, such as traffic signs, warning signs, or no trespassing signs.

B. Public utility signs: Signs placed by a public utility for the safety, welfare, or convenience of the public, such as signs identifying high voltage, public telephone, or underground cables.

C. Vehicle signs: Signs upon a vehicle, provided that any such vehicle with a sign face of over two (2) square feet is not conspicuously parked so as to constitute a sign; nothing herein contained shall prevent such a vehicle from being used for a bona fide delivery and other vehicular purposes.

D. Temporary holiday decorations. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-4: PERMITS:  

A. Permit Required; Exceptions: A sign permit shall be required before a sign may be placed, constructed, reconstructed, or altered within the town of Snowflake, with the exception of the following:

1. Nameplate signs and address signs as allowed in residential zones.
2. Repainting or maintenance of signs, provided there is no change in size or shape. (Changes in wording, composition or color shall be allowed without a permit.)
3. Property "For Sale", rental, or lease signs.
4. Temporary construction signs.
5. Dedication plaques: Nonilluminated names of buildings, dates of creation or construction, monument citations, commemorative tables and the like when carved into stone, concrete, metal, or any other permanent type construction and made an integral part of a permitted structure or made flush to the ground.

B. Application: An application for a sign permit shall be filed with the planning and zoning department on a form prescribed by the planning and zoning department. The application shall include the following:

1. Sketch showing size, height and shape of sign.
2. Message to be contained on proposed sign(s).
3. Description of materials used, method of mounting, and method of lighting if applicable.
4. Any existing or planned landscaping.
5. Existing signs including, but not limited to; relationship of new signage to existing signage, square footage of existing signage.
6. Calculation in square feet of total sign area.
7. Any other information the planning and zoning department might need to evaluate the sign proposal.
8. Payment of the filing fee in an amount established by a schedule adopted by resolution of the town council. No part of the filing fee shall be returnable. Payment of the filing fee shall be waived when the petitioner is an official agency of the town, county, state or federal government.

C. Plan Review: Upon receipt of a completed application for a sign permit, the planning and zoning department shall review the sign plans and deny, approve, or conditionally approve said plans, basing his/her decision on the conformity of the proposal with the provisions of this chapter.

D. Inspections: As part of a sign permit, should the town of Snowflake planning and zoning department deem it necessary, a structural inspection will be required at the owner's expense. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-5: NONCONFORMING SIGNS:

A. General:

1. If, at the time of the adoption of this chapter, any sign which is being used in a manner or for a purpose which was otherwise lawful, but does not conform to the provisions of this chapter, shall be deemed nonconforming. Such sign may continue only in the manner and to the extent that it existed at the time of such adoption, amendment or extension.

2. Any sign and/or sign structure which becomes nonconforming subsequent to the effective date hereof shall be subject to the provisions of this chapter.

B. Alterations: A nonconforming sign and/or sign structure shall not be altered, reconstructed, replaced, or relocated other than to be brought into compliance with this chapter, except for:

1. Reasonable repair and maintenance required to restore the structure to its original state.

2. Change in wording.

C. Removal Or Replacement: Removal of a nonconforming sign and/or sign structure, or replacement of a nonconforming sign with a conforming sign, is required when:

1. Blown Down, Taken Down Or Destructive Action: Any such sign or substantial part is blown down, destroyed, or for any reason or by any means is taken down, altered, and/or removed besides routine maintenance. For the purpose of this section, "substantial" is defined as fifty percent (50%) or more of the entire sign structure.

2. Damage Or Destruction: The condition of the sign, and/or sign structure or building it is mounted on is destroyed or damaged by a fire, flood, windstorm, or similar abnormal event, and the cost of restoration of the sign to its condition immediately prior to such deterioration or event exceeds fifty percent (50%) of the cost of reconstruction of the sign structure. The planning and zoning department shall determine the cost of restoration.

3. Use Of Sign Or Building Vacated: The use of the sign and/or the property on which the sign is located has ceased, become vacant, or been unoccupied for a period of one hundred eighty (180)

consecutive days or more. In the event this should occur, such conditions will be considered as evidence of abandonment, required removal of such sign by the owner of the property, his/her agent, or person having the beneficial use of the property, building, or structure upon which such sign or sign structure is erected within thirty (30) days after written notification from the planning and zoning department. If within the thirty (30) day period, such sign(s) is (are) not removed, enforcement action will result.

4. Existing Nonconforming Sign: Any sign permit issued by the town shall specify and require that any nonconforming signs located on the lot where the new sign is to be placed shall be modified or removed to comply with this chapter. This requirement shall not apply to nonconforming off site signs.

5. Construction Permit For Site: Any construction permit, which invokes certificate of occupancy requirements in relation to:

a. Any building addition and/or an increase of use in terms of gross floor area, seating capacity, or other units of measurement indicating an intensification of use.

b. Any exterior structural remodeling of the building facade which affects signage.

c. Any construction, shall specify and require that any nonconforming sign, except a nonconforming off site sign, located within the boundaries of the development site authorized by said permit shall be brought into conformance with the provisions of this chapter provided that, if the nonconforming sign is a prohibited sign type as described in this chapter, except for a nonconforming off site sign, it shall be removed.

6. Separation Provision: Nothing in this chapter shall require a sign which is nonconforming solely due to not satisfying a separation standard (e.g., spacing between ground signs, separation from buildings, or residential areas), to eliminate that nonconformity if meeting that standard on the site is not possible. This provision shall not be construed to exempt such signs from the provisions requiring reduction of height and area nonconformities. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-6: PROHIBITED SIGN TYPES:

A. Purpose: The purpose of this section is to specify sign types and other devices which are prohibited within the jurisdiction of the town of Snowflake.

B. Applicability: Any sign not specifically authorized by this chapter is prohibited unless required by law. The following signs and conditions are prohibited:

1. Any sign located within, on, or projecting over a property line which borders a public or private street, highway, alley, lane, parkway, avenue, road, sidewalk, or other right of way,

except as provided in this chapter. The property owner or owner of the sign shall be notified to remove the prohibited sign. If the owner does not comply within thirty (30) days, the planning and zoning department may have the sign removed and the cost assessed to the owner of the sign, or enforcement action may be taken.

2. Any sign attached to any public utility pole or structure, streetlight, tree, fence, fire hydrant, bridge, curb, sidewalk, park bench, or other location on public property, except as provided herein.

3. Any sign placed, which by reason of its location, obstructs the clear view of traffic, obstructs the view of any authorized traffic sign, signal, or other traffic control device or which by reason of shape, color, or position interferes with or could be confused with any authorized traffic signal or device.

4. Any sign which is placed so as to prevent or inhibit free ingress to or egress from any door, window, or any exitway required by the currently adopted building code or by fire department regulations.

5. Any sign or lighting device, whether on the exterior of the building, or on the inside of a window which is visible beyond the boundaries of the lot or parcel, or from any public right of way, with intermittent, flashing, rotating, blinking, or strobe light illumination except for "time and temperature" signs. Also prohibited are signs containing an electronic message device, unless an approved special use permit is obtained.

6. Any sign which emits audible sound, odor, smoke, steam, laser or hologram lights, or other visible matter, including any sign that employs motion picture projection.

7. Any sign mounted, attached, or painted on a trailer, boat, or motor vehicle when parked, stored, or displayed conspicuously on the public right of way in a manner intended to attract attention of the public for advertising purposes. Such signs or devices are considered portable signs within the meaning of these regulations and are prohibited.

8. Any fixed aerial displays that do not conform to the requirements herein.

9. Any off site sign and/or portable sign including, but not limited to: sandwich, A-frame, or tire rim sign, or vehicle used as a sign or sign structure; and/or string of lights arranged in the shape of a product, arrow, or any commercial message, except for:

a. Directional or off site sign as established and specified by the town council. A directional sign indicating a business location shall be construed as a portion of the cumulative total of allowable signage for that business. When a directional or off site sign for a business, not located adjacent to a state highway is requested, such signage shall:

(1) Be construed as part of the total allowable signage for the business seeking the permit.

(2) Not exceed eight (8) square feet in area.

- (3) Be located within two thousand five hundred feet (2,500') from the advertising business.
- (4) Be allowed only on private property or within any right of way with the written permission of the owner of such property.
- (5) Not exceed two (2) in number on any one property, lot, or parcel.
- (6) (As pertaining to temporary signs to announce community and/or civic activities) remain posted for a time period not to exceed twenty one (21) days.
- (7) Expressly exclude business signs that are permanently painted on or magnetically attached to motor vehicles, trailers or other rolling apparatus that is regularly and consistently used to conduct normal business activities.
- (8) Not be attached to existing signs, outdoor light poles, or other structures.
- (9) Not be attached to a tree or other natural object.
- (10) (As pertaining to business signs) not be located in agricultural, residential, or mobile home zones, except as provided herein.
- (11) Not utilize any sign with movement of the sign body such as rotating, moving up and down, or any other type of action involving a change in position of the sign body or segment thereof, whether by mechanical or any other means, excluding barber pole signs. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-7: REGULATIONS IN ALL ZONING DISTRICTS:

A. Maintenance: All signs shall be maintained in a state of good order and repair, and if any outdoor advertising sign becomes a danger to the public, or becomes deteriorated or is abandoned, the property owner or owner of the sign shall be notified to remove or repair the sign. If the owner does not comply within thirty (30) days, the planning and zoning department may have the sign removed and the cost assessed to the owner of the property on which such sign is located, or enforcement action may be taken.

B. Building And Electrical Codes: All signs shall be constructed, designed, or attached to structures in conformance with the building and electrical codes adopted by the town of Snowflake.

C. Signs In Public Rights Of Way: Only signs erected by the town, county, state, or federal government shall be in any way supported by a public building or structure or located within a public right of way.

D. Freestanding Signs In Parking Areas: Freestanding signs located within a parking area shall incorporate a suitable barrier and/or landscaping, as determined by the planning and zoning department, around such sign as to prevent vehicles from coming into contact with the sign. The barrier will be set at a distance also determined as suitable by the planning and zoning department.

E. Charitable, Fraternal, Or Religious Organization: Two (2) on site signs shall be permitted for charitable, fraternal, or religious institutions. The total area of such signs shall not exceed thirty two (32) square feet. (Note the height regulations of subsection G of this section.)

F. Entrance Or Exit Signs: Two (2) utility signs not more than two (2) square feet each denoting "entrance" or "exit" with business logo shall be permitted at each entrance, if necessary for that purpose.

G. Height Limitations At Streets, Driveways, And Sidewalks: When located within a distance of twenty five feet (25') of a street and twenty five feet (25') of a driveway or other street, or within two feet (2') from a sidewalk, no sign shall be placed between a height of three feet (3') and eight feet (8') above the level of said street, driveway, or sidewalk. When located over a sidewalk, no part of any sign shall be less than eight feet (8') above said sidewalk. When located over any driveway, no part of any sign shall be less than fourteen feet (14') above said driveway.

H. Location: No freestanding, projecting, or canopy sign shall be located closer than ten feet (10') from any abutting lot.

I. Lighting: Lighting shall be so installed so as to avoid any glare or reflection into any building used for residential purposes or into any street, alley, or driveway if such glare or reflection might create a traffic hazard. All exposed neon, freon, incandescent, or similar type of illumination shall be no less than ten feet (10') in height. Below this ten feet (10') in height, any such lighting shall be shielded by transparent or translucent protective material.

J. Political Signs: Political signs shall be permitted, but shall not be placed in the public right of way or upon power or telephone poles. Political signs may be erected no earlier than sixty (60) days prior to any primary or general election; they shall be removed within ten (10) days after the election to which the sign pertains or after the termination of a candidacy, whichever occurs first.

K. Address Signs: Parcels and structures assigned an address shall indicate that particular street number on their particular freestanding sign, or on the particular structure if a freestanding sign is not utilized. In the case of freestanding shopping center signs, the shopping center's main street number shall be presented, while each individual business within the shopping center will present their particular number on their building frontage. The numbers shall be a minimum of four inches (4") in height and a maximum of six inches (6"). Address numbers shall not exceed the height of any sign or building. Street numbers will not be construed as part of a business' allowable sign area.

L. Advertising At Public Transit Stops: Advertising for sponsors of public transit stops shall be permitted according to industry standards for bus benches and/or weather protective shells.

M. Directory Signs: Directory signs are subject to criteria, design standards and locations as established by the town of Snowflake town council. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-8: REGULATIONS IN ALL AGRICULTURAL AND RESIDENTIAL ZONING

DISTRICTS:  

A. Nameplates: One nameplate not exceeding three (3) square feet in area indicating the names of the occupants and one set of numbers not exceeding one square foot in area indicating the street address shall be allowed for each dwelling unit.

B. Business Signs: Excluding signs referenced in section [10-3-2](#) of this title pertaining to "home occupation", one sign not exceeding eight (8) square feet in area shall be allowed in AG (agricultural) zoning districts for each street frontage and for each professional office or business in which such office or business is permitted. Business signs in all other agricultural and residential zones are prohibited. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

C. "For Sale", Rental, Lease Signs: Temporary property sale, rental, or lease signs not exceeding a total of six (6) square feet in area shall be allowed for each street frontage of the property to which the signs refer. Such signs shall be removed within twenty (20) days after the sale, rental, or lease to which they refer. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

D. Subdivision Sale Sign: One subdivision sale sign for each street frontage with a maximum of two (2) signs per subdivision at least two hundred feet (200') apart shall be allowed, with a maximum of one hundred (100) square feet of sign area per sign. These signs shall be valid for either a period of five (5) years or at which point more than ninety percent (90%) of the lots are sold within the subdivision. The time period may be extended upon written request and with approval of the planning and zoning department if no more than seventy five percent (75%) of the subdivision lots have sold. The extension may occur for either a period of two (2) years or at which point more than seventy five percent (75%) of the lots are sold within the subdivision. Signs shall be removed after the expiration of time or sale of the above listed lot percentages. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

E. Subdivision Identification Signs: One sign, containing only the name of the subdivision, not exceeding forty eight (48) square feet in area, may be erected on each side of any entrance to a subdivision. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

F. Apartment House Identification Signs: One sign containing the name of the apartment house, not exceeding forty eight (48) square feet in area, may be allowed on each street frontage of any apartment complex. These signs shall be only wall signs or freestanding signs. Freestanding signs shall not exceed four feet (4') in height. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

G. Height: No wall, projecting, or canopy sign shall project above the top plate line of the building to which it is attached and no freestanding sign shall exceed twelve feet (12') in height. (Note the height regulations of subsection [10-7-7G](#) of this chapter.) (Ord. 07-282, 1-23-2007, eff. 2-23-2007)

10-7-9: REGULATIONS IN COMMERCIAL AND INDUSTRIAL ZONES:

A. Number: On a premises other than a shopping center a maximum of three (3) signs shall be permitted on any one street frontage and a maximum of four (4) when a building has more than

one street frontage. (Building frontage shall be deemed to exist when the entire length of a building side faces and can be seen from a street or mall.)

B. Size: A total sign area of eighty (80) square feet will be allowed for buildings with fifty five (55) or less linear feet of building frontage. Buildings with more than fifty five (55) linear feet of building frontage will be allowed one and one-half ($1\frac{1}{2}$) square feet of sign area per linear foot of building frontage. The total maximum sign area for any building frontage shall be two hundred (200) square feet. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

C. Industrial Signs: Permanent industrial signs shall be permitted only within industrial zones subject to the following regulations:

1. An industrial sign shall only advertise businesses on the particular site of the industrial sign.
2. No industrial sign shall have a vertical dimension greater than twelve feet (12') or a horizontal dimension greater than twenty feet (20').
3. No industrial sign shall exceed twenty five feet (25') in height nor be less than ten feet (10') in height.
4. No industrial sign shall be closer than three hundred feet (300') from another industrial sign on the same lot, nor closer than three hundred feet (300') from a residential zoning district, nor closer than twenty feet (20') from a right of way, nor closer than twenty five feet (25') from an intersection of two (2) rights of way.
5. All permits for industrial signs are subject to the requirement that the owner and/or builder thereof remove the sign in the event of an expansion of the existing town right of way.

D. Shopping Center Signs:

1. Shopping centers shall be allowed one freestanding sign not exceeding eighty (80) square feet per street frontage. This sign shall identify the shopping center and/or individual shops only and shall not be used for advertising products or services. Only shopping center signage may be utilized as a freestanding sign if the criteria for the definition of "shopping center" are met as defined in this chapter. If a freestanding sign identifies businesses in a shopping center, each identification sign shall be construed as one of the allowable signs. Individual businesses in a shopping center shall have no more than two (2) signs for any one building frontage, with a maximum of three (3) total allowable signs per any one business. (Street frontage shall be deemed to exist when the entire length of a building side faces and can be seen from a street or mall.) Individual shops in a shopping center shall be allowed one and one-half ($1\frac{1}{2}$) square feet

per linear foot frontage of business. A second such freestanding shopping center sign (of the same or less size) shall be permitted for a lot whose street frontage measures greater than four hundred feet (400'). Where such second sign is permitted, it shall be at least one hundred feet (100') from the other sign. No more than two (2) shopping center signs for any one building frontage, with a maximum of three (3) total shopping center signs shall be allowed. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

2. Out parcel pads of a shopping center shall adhere to the signage requirements of subsection A of this section with a maximum of three (3) signs as specified for one street frontage.

E. "For Sale", Rent, Or Lease Signs: One temporary property sale, rental, or lease sign not exceeding thirty two (32) square feet in area shall be allowed for each lot to which said sign refers. Such signs shall not exceed twelve feet (12') in height (note the height regulations of subsection [10-7-7G](#) of this chapter), and shall be removed within twenty (20) days of the sale, rental, or lease of which they refer.

F. Temporary Construction Signs: Construction signs shall be allowed, subject to the following regulations:

1. One temporary sign, not to exceed thirty two (32) square feet in area shall be allowed for each lot or parcel of property to designate that the same is to be occupied at a future date by the business or concern designated thereon.

2. One nonilluminated temporary sign, not to exceed thirty two (32) square feet in area for each contractor and thirty two (32) square feet for each subcontractor, shall be allowed for each lot or parcel of property to designate that such contractor or subcontractor is engaged in the construction or repair of a building on such lot or parcel of property.

3. Each such temporary construction sign shall be removed from the lot or parcel of property upon which the same is placed within twenty (20) days after any occupancy of the building constructed on the premises, or in the event of repairs to the building, within twenty (20) days after completion of such repairs.

4. No sign shall exceed twelve feet (12') in height. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

G. Parking Lot Signs: A maximum of one sign per street frontage advertising a public parking lot which shall not exceed a total area of thirty two (32) square feet. (Note the height regulations of subsection [10-7-7G](#) of this chapter.)

H. Window Signs: Window signs which are temporary in nature such as "sale", "open" and "closed", etc., and service identification signs such as "MasterCard", "Visa", "American Express", etc., shall be allowed in addition to other sign allowances, provided such signs are placed on the inside of the window and consist of no more than twenty five percent (25%) of any one window area.

I. Temporary Signs: Temporary signs shall be permitted in commercial and/or industrial zones for uses specified in the above definition of a temporary sign.

1. A sign permit is required for all temporary signs.

2. Only one temporary sign shall be permitted per business for any one event at the business location.

3. Temporary sign area shall not exceed thirty two (32) square feet in area. (Ord. 07-282, 1-23-2007, eff. 2-23-2007)