

§ 12-4-98 - SIGNAGE REGULATIONS.

- (A) Applicability. No sign may be erected, altered, refurbished or otherwise modified after the effective date of this Code except in accordance with the requirements of this section.
- (B) Nonconforming signs.
 - (1) An existing sign may change the face or panel of the sign that does not meet the area or height standards within this section. However, in no instance must there be an increase in the degree of nonconformity. All new panels shall conform to all current illumination standards.
 - (2) A sign must be brought into compliance with the provisions of this section if at any time the sign is altered, repaired, restored or rebuilt to the extent that the cost exceeds 50% of the estimated replacement cost of the sign (in current dollar value). All sign permits within any six consecutive calendar months will be aggregated for purposes of measuring the 50% standard.
 - (3) If the repair is caused by involuntary damage or casualty, the sign may be repaired to any extent.
- (C) Common sign plan. A common sign plan must be filed with the Zoning Administrator for all sites occupied by more than one tenant or requesting digital signage. After the filing of a common sign plan, all tenant signs must meet the requirements of the common sign plan. The applicant must indicate the standards of consistency of all signs on the subject property with regard to:
 - (1) Lighting;
 - (2) Colors;
 - (3) Letter/graphics style;
 - (4) Location of each sign;
 - (5) Materials used in sign construction; and
 - (6) Maximum dimensions and proportion.
- (D) Sign types.
 - (1) Signs types allowed in the CORE District are shown below. Specific sign requirements for each type are provided in subsequent sections. Additional types may be permitted by the Zoning Administrator if they are deemed to meet the District's intent and code requirements.
 - (a) Wall sign.
 - (b) Awning sign.
 - (c) Canopy sign.
 - (d) Projecting sign.
 - (e) Shingle sign.
 - (f) Window sign.
 - (g) Monument sign.
 - (h) Bracket sign.
 - (i) Sidewalk sign.
 - (2) Digital signs may be permitted by the City Council through the approval of a use permit application if deemed appropriate to the character and intent of the District. A common sign plan depicting all digital and non-digital signage for the property shall be filed with the Zoning Administrator and meet the requirements of § 12-4-98(C).
 - (3) Temporary signs are permitted as provided below:

- (a) Includes, but not limited to, grand opening or special event banners, flags, tents, canopies or other similar displays.
 - (b) Temporary signs, except human directional (billboards) and sign spinners, may be permitted subject to the approval of a use permit pursuant to §§ 12-4-168 through 12-4-170 for a maximum of 14 days, which may be used consecutively, within a six-month period. One administrative extension may be granted, within the same semi-annual period, after written request by the applicant to the Economic Development Director.
 - (c) Temporary displays shall consist of durable materials and of a quality in keeping with the intent of the CORE District. Frayed or worn materials or displays shall be prohibited.
 - (d) Tents, canopies and similar structures shall be reviewed and approved by the Fire Department.
- (4) Inflatable signs, sign walkers, human directional (billboards) and sign spinners are prohibited within the CORE District.
- (E) Allocation of sign area. The maximum allowed sign area that may be utilized with any combination and any number of signs within each category is provided below:
- (1) Building signs:
 - (a) For wall signs, awnings, canopies and projecting signs, the maximum sign area is one square foot per one linear foot of street-facing building façade.
 - (b) Shingle sign maximum sign area is nine square feet.
 - (c) Window sign maximum sign area is 30 percent of window area.
 - (2) Ground signs:
 - (a) Bracket sign maximum sign area is nine square feet.
 - (b) Sidewalk sign maximum sign area is six square feet.
- (F) Wall sign. Wall sign is building sign placed against a building and attached to the exterior front, rear or side wall, extending no more than 12 inches, so that the display surface is parallel to the plane of the wall. Signs painted on an exterior of a wall are considered wall signs.
- (1) No portion of a wall sign may extend above the roof line or above a parapet wall of a building with a flat roof.
 - (2) No portion of a wall sign may extend above the lower eave line of a building with a pitched roof.
 - (3) A wall sign cannot cover windows or architectural details.
 - (4) A wall sign can be externally or internally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (5) Refer to § 12-4-98(E) for maximum sign area allocation.
 - (6) Maximum projection shall be 12 inches.



Photo: Wall Sign

- (G) Awning sign. Awning sign is a building sign where graphics or symbols are painted, sewn, or otherwise adhered to the awning material as an integrated part of the awning itself.
- (1) An awning sign cannot extend outside the awning.
 - (2) Only awnings on ground floor doors or windows may contain signs.
 - (3) A maximum of one sign is allowed per awning face.
 - (4) An awning sign may only be externally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (5) Refer to § 12-4-98(E) for maximum sign area allocation.
 - (6) Maximum width or percentage of awning width to depth ratio is 75%.
 - (7) Maximum height of text and graphics on valance is two feet.
 - (8) Maximum area of sloping plane covered by sign is 25%.



Photo: Awning Sign

- (H) Canopy sign. Canopy sign is a building sign placed on a canopy so that the display surface is parallel to the plane of the wall.
- (1) A canopy sign cannot extend outside the overall length or width of the canopy. However, a canopy sign may extend above or below the canopy provided the sign meets the standards below.
 - (2) A maximum of one sign is allowed per canopy face.
 - (3) Raceways are permitted for signs extending below or above the canopy. Otherwise, raceways are not permitted and the sign must be flush with the canopy face.
 - (4) A canopy sign can be externally or internally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (5) Refer to § 12-4-98(E) for maximum sign area allocation.
 - (6) Maximum percentage of canopy width is 75%.
 - (7) Maximum height of text and graphics is two feet.
 - (8) Minimum clear height above sidewalk is ten feet.



Photo: Canopy Sign

- (I) Projecting sign. Projecting sign is a building sign attached to the building façade at a 90-degree angle, extending more than 12 inches. A projecting sign may be two- or three-dimensional.
- (1) A projecting sign must be located at least 25 feet from any other projecting sign.
 - (2) A projecting sign may be erected on a building corner when the building corner adjoins the intersection of two streets. Allocation of sign area from both streets may be used; however, in no case can the sign exceed the maximum height and width standards.
 - (3) The top of a projecting sign can be no higher than the top of the building. However, on one story buildings, the top of a projecting sign may have a maximum of 20% of the sign height above the top of the building.
 - (4) A projecting sign can be externally or internally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (5) Refer to § 12-4-98(E) for maximum sign area allocation.
 - (6) Maximum sign area height is ten feet for a one story building, and 14 feet for a two-story building.
 - (7) Minimum spacing from building façade is one foot.
 - (8) Maximum projection width is six feet.
 - (9) Maximum depth is one foot.
 - (10) Minimum clear height above sidewalk is ten feet.



Photo: Projecting Sign



Photo: Projecting Sign

- (J) Shingle sign. Shingle sign is a small projecting sign that hangs from a bracket or support and is located over or near a building entrance.
- (1) A shingle sign must be located within five feet of an accessible building entrance.
 - (2) The hanging bracket must be an integral part of the sign design.
 - (3) A shingle sign must be located below the window sills of the second story on a multi-story building or below the roof line on a single-story building.
 - (4) A shingle sign cannot be illuminated.
 - (5) Maximum sign area per sign is nine square feet.

- (6) Maximum sign area height is three feet.
- (7) Minimum spacing from building façade is six inches.
- (8) Maximum projection width is three and one-half feet.
- (9) Maximum depth is six feet.
- (10) Minimum clear height above sidewalk is ten feet.



Photo: Shingle Sign

- (K) Window sign. Window sign is a building sign affixed to the inside of a window or door, or a sign placed within a building so as to be plainly visible and legible through a window or door.
 - (1) Window signs are only allowed on ground floor windows.
 - (2) A window sign can only be internally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (3) The maximum area of all ground floor windows covered by signs is 30%.



Photo: Window Sign

- (L) Monument sign. Monument sign is a freestanding sign attached along its entire length to a continuous pedestal that is no higher than six feet. A monument sign is horizontally oriented or is square.
- (1) One monument sign is allowed per street frontage, except that one additional monument sign is allowed for properties with 200 feet or more of street frontage. Where more than one monument sign is permitted, signs along the same street frontage must be spaced a minimum of 150 feet apart.
 - (2) A monument sign must be set back at least five feet from the front property line and ten feet from a side property line.
 - (3) A sign erected on a retaining wall is required to meet the standards for a monument sign. The height of the wall is included in the overall height calculation.
 - (4) A monument sign can be externally or internally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (5) Maximum sign area per sign is 36 square feet.
 - (6) Maximum sign area height is six feet.
 - (7) Maximum depth is 18 feet.



Photo: Monument Sign

- (M) Bracket sign. Bracket sign is a freestanding sign attached to the ground by one or more support structures that is not higher than five feet and hangs from a bracket or support.
- (1) Only one bracket sign is allowed per building.
 - (2) A bracket sign must be located at least 25 feet from any other bracket sign.
 - (3) The hanging bracket must be an integral part of the sign design.
 - (4) A bracket sign can only be externally illuminated in accordance with § 12-4-98(O), Sign Illumination.
 - (5) Maximum sign area per sign is nine square feet.
 - (6) Maximum sign structure height is five feet.

- (7) Maximum sign area height is three feet.
- (8) Maximum width is three feet.
- (9) Maximum structure to area depth is six feet.



Photo: Bracket Sign

- (N) Sidewalk sign. Sidewalk sign is a moveable freestanding sign not secured or attached to the ground or surface upon which it is located and is subject to review and approval by the Zoning Administrator.
 - (1) Sidewalk signs should be designed to attract pedestrians, not passing motorists.
 - (2) Each ground floor tenant can have one sidewalk sign that must be located adjacent to the business that it advertises.
 - (3) Sidewalk signs must be removed and placed indoors at the close of business each day.
 - (4) Sidewalk signs cannot obstruct vehicular, bicycle or pedestrian traffic. A minimum three feet access way, or larger as required by ADA regulations must be maintained.
 - (5) Sign materials shall be sturdy and not subject to fading or damage from weather. The use of paper or cloth is not permitted unless located within a glass or plastic enclosure.
 - (6) A sidewalk sign cannot be illuminated.
 - (7) Maximum sign area per sign is six square feet.
 - (8) Maximum height is three feet.
 - (9) Maximum width is two feet.



Photo: Sidewalk Sign



Photo: Sidewalk Sign

(O) Sign illumination. Illumination of signs must be in accordance with the following requirements:

(1) External illumination.

- (a) External light sources must be placed close to, and directed onto, the sign and shielded to minimize glare into the street, sidewalks or onto adjacent properties.
- (b) Projecting light fixtures used for externally illuminated signs shall be simple and unobtrusive in appearance. They should not obscure the sign.

- (2) Internal illumination.
 - (a) Channel letters may be internally lit or back-lit.
 - (b) For cabinet signs, the background must be opaque or a darker color than the message of the sign.
 - (c) Exposed neon may be used for lettering or as an accent.
- (3) Prohibited light sources. The following light sources are not allowed:
 - (a) Blinking, flashing and chasing; and
 - (b) Bare bulb illumination, excludes decorative or festoon lighting.
- (4) Raceways and transformers.
 - (a) If a raceway is necessary, it cannot extend in width or height beyond the area of the sign.
 - (b) A raceway must be finished to match the background wall or canopy, or integrated into the overall design of the sign.
 - (c) Visible transformers are not allowed.

([Ord. 531, N.S.](#), passed 10-22-2013)