

**TITLE XV UNIFIED DEVELOPMENT CODE
CHAPTER 174: SIGNS**

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CHAPTER 174: SIGNS

174.01 General Regulations

- (A) *Permit required.* It shall be unlawful for any person to erect, repair, alter, relocate or keep within the city any sign or other advertising structure except as exempted herein without first obtaining a sign permit from the Zoning and Development Administrator or designee.
- (B) *Illuminated signs.* All illuminated signs shall, in addition, be subject to the provisions of the electrical code, and the permit fees required thereunder.
- (C) *Fees.* Every applicant, before being granted a permit hereunder, shall pay to the Zoning and Development Administrator's Office the permit fee set forth in Chapter 159.
- (D) *Maintenance of premises.* All freestanding signs and the premises surrounding the same shall be maintained by the owner thereof in a clean, sanitary, and inoffensive condition, and free and clear of all obnoxious substances, rubbish and weeds.

(Code 1965, §§17B-3(a), (c), (e), 4(b); Ord. No. 1893, 12-19-72; Ord. No. 2198, 2-17-76; Ord. No. 2790, 1-18-82; Code 1991, §§158.05, 158.20, 158.22, 158.24, 158.38; Ord. No.3925, §4, 10-3-95; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07)

174.02 Permit Application/Issuance

- (A) *Application.* Applications for initial sign permits shall be made upon forms provided by the Zoning and Development Administrator and shall contain or have attached thereto the following information:
 - (1) *Applicant identification.* Name, address and telephone number of the applicant.
 - (2) *Location.* Location of building, structure, or lot to which or upon which the sign or other advertising structure is to be attached or erected.
 - (3) *Position.* Position of the sign or other advertising structure in relation to nearby buildings or structures.
 - (4) *Blueprints/drawings.* Two blueprints or ink drawings of the plans and specifications and method of construction and attachment to the building or in the ground.
 - (5) *Person erecting structure.* Name of person, firm, corporation, or association erecting structure.

- (6) *Consent of owner.* Written consent of the owner of the building, structure, or land to which or on which the structure is to be erected.

- (7) *Electrical permit.* Any electrical permit required and issued for said sign. Application requesting electrical permit for proposed sign must accompany sign application.

- (8) *Full Compliance With Applicable Code Provisions.* If the proposed sign is subject to the provisions of the Commercial Design Standards (§166.14), Design Overlay District (§161.21), Certificate of Zoning Compliance or other code provisions, the applicant must show full compliance with all applicable code provisions, including necessary approvals by responsible bodies such as the Planning Commission.

- (B) *Issuance of sign permit.* It shall be the duty of the Zoning and Development Administrator or designee, upon the filing of an application for an erection permit, to examine such plans and specifications and other data and the premises upon which it is proposed to erect the sign or other advertising structure, and if it shall appear that the proposed structure and sign are in full compliance with all the requirements of this chapter and all other laws and ordinances of the city, he shall within five business days issue the sign permit. If the Zoning and Development Administrator or designee fails to reject a completed sign application (that purports to show full compliance with all code requirements) within ten business days of its submission by written explanation of why such application fails to meet all code requirements, the sign application shall be deemed approved and a sign permit shall be immediately issued to the applicant. If the work authorized under a sign permit has not been completed within six (6) months after date of issuance, the said permit shall become null and void.

- (C) *Appeals of Sign Permit Denials.* All decisions and interpretations of the Zoning and Development Administrator under this Chapter shall be considered final administrative actions for the purpose of the appeals set forth at § 155.01.

(Ord. No. 1965, §17B 3(b), (d); Ord. No. 1893, 12-19-72; Ord. No. 2198, 2-17-76; Code 1991, §§158.21; 158.23; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4652, 12-07-04; Ord. 4972, 1-16-07)

174.03 Exemptions

Exemptions shall not be construed as relieving the owner of such signs from the responsibility of

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complying with certain applicable provisions of this chapter. The exemptions shall apply to the requirement for a sign permit. No sign permit shall be required for the erection of the following signs which are hereby authorized to be erected in compliance with the listed conditions:

- (A) *Professional name plates.* Professional name plates erected flat on walls of building and not exceeding four (4) square feet of display surface area.
- (B) *Building construction signs.* One on-site building construction sign on each construction site in any zoning district, provided that maximum display surface area shall be eight (8) square feet or less in R zoning districts: 32 square feet or less in other zoning districts.
- (C) *Real estate signs.* On a lot in any district, there may be erected one on-site unanimated real estate sign while the lot is for sale. Provided further, such signs shall be limited to wall signs, freestanding signs or platform signs; and freestanding signs or platform signs shall be set back a minimum of 10 feet from the street. Real Estate signs shall be removed within 72 hours following the closing (sale) of the property on which it is located. The permitted illumination and maximum display surface area for a real estate sign shall be as follows:

District	Permitted Illumination	Area (Sq. Ft.)
RA	Nonilluminated	32
R, R-O	Nonilluminated	8
P-1, C and I	Illuminated	32

- (D) *Home occupation signs.* Home occupation signs erected flat against the wall and not exceeding three (3) square feet.
- (E) *Memorial signs, name signs.* Memorial signs or tables, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
- (F) *Traffic signs, etc.* Traffic or other municipal signs, legal notices, railroad crossing signs, danger, and such temporary, emergency or nonadvertising signs as may be approved by the City Council.
- (G) *Posting bills, repainting signs.* Posting of bills on signs, repainting of signs, or the changing of letters or numbers on signs designed for changeable lettering or numbering which were legally erected and maintained for such purposes.

(H) *Non-Commercial Signs.* Non-Commercial signs that do not advertise a product or service for profit or for a business purpose, do not propose a commercial transaction nor relate primarily to economic interests are permitted to be placed on private property in any zoned district subject to the following conditions:

- (1) *Districts where signs not otherwise permitted.* In districts where signs are not otherwise permitted, one political or religious non-commercial sign may be erected subject to the same limitations of real estate signs.
- (2) *Districts where signs are permitted.* In districts where signs are otherwise permitted, non-commercial signs may be placed over or substituted for the permitted commercial sign.
- (3) All districts. In addition to the noncommercial sign allowed above, sixty (60) days prior to a general or primary election, a property owner may display one political sign (not to exceed eight square feet) for each candidate, referendum or initiative issue the property owner wishes to support. All such signs, except those relating to a candidate in a run-off election, shall be removed within three (3) days of the general or primary election. All remaining political signs except the sign allowed in subsection (1) shall be removed within three (3) days of the run-off election.

(I) *Time and temperature displays.* Time and temperature displays without advertising matter, may change their illuminated time and temperature displays as often as reasonably necessary to provide accurate and convenient information to observers without being considered to be in violation of §174.08 B. Fluctuating Illumination.

(J) *Banners.* Public event, special sales event, and election campaign banners (not to exceed 3' x 30') and large election campaign signs (not to exceed 32 square feet) may be installed under the following terms and conditions:

- (1) *Election campaign banners and large signs.*
 - (a) *Residential zones including Neighborhood Conservation, R-O, R-A and R-PZD.* In addition to the non-commercial sign allowed in subsection (H), the owner of a residentially zoned parcel may install one large election campaign sign of up to 32 square feet no more than sixty days prior to (and to be removed within three days following) the election to which the sign applies.

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- (b) *All other zones.* The owner of a parcel may install one election campaign sign of up to 32 square feet no more than sixty days prior to (and to be removed within three days following) the election to which the sign applies. If the parcel has more than 100 feet of frontage on a street, the owner may install one large campaign sign per hundred feet of frontage and may substitute and install an election campaign banner for an allowed special sales event banner no more than two weeks prior to (and to be removed within three days following) the election to which the banner applies.
- (2) *Special sales event banner.* In Commercial, Downtown Core, Downtown General, Main Street Central, and C-PZD zones, a commercial retail business may advertise a special sales event by installing a special sales event banner on its property at least 40' from the street right of way and no higher than 30' above street level for a total display time of no more than ten days, no more than one time a year.
- (3) *Public event banners.* Nonprofit organizations and government entities may install public event banners under the following conditions:
- (a) In order to notify or invite the public to attend a public festival or event sponsored by the nonprofit organization or government entity, this organization may install a public event banner (that may not contain advertising or commercial logos) on its property at least 20' from the street right of way or on the building's facade and no more than 30' above the street for a total display time of no more than fourteen days six times a year.
- (b) In order to notify or invite the public to attend a public festival or event within the Downtown Master Plan area or the University of Arkansas campus sponsored by the nonprofit organization or government entity, that organization may pay the costs of the City to install one or two cross street public event banners (with no advertising or commercial logos) at Dickson and Block and/or Dickson and Arkansas for no more than fourteen days once a year. When more than one nonprofit organization or government entity would qualify and timely requests to pay for the installation of cross street banners during the same period, the number of cross street banners for each organization may be reduced to one and/or the length of display may be shortened to one week so that each qualified applicant is treated equally.
- (K) *Signs located in buildings.* Any sign located within a building that is not visible to the public outside said building is exempt from all regulations in this chapter.
- (L) *Signs on windows.* Signs painted on or affixed to glass surfaces of windows or doors and pertaining to the lawful business conducted therein are exempt from the permit requirement, but are considered a wall sign to determine allowable square footage. No signs affixed to a window and visible outside shall flash or fluctuate illumination.
- (M) *Directional identification and informational signs.* Directional, identification, and informational signs; provided such signs shall be limited to wall and freestanding signs with a maximum of four (4) square feet of display surface area. Notwithstanding the restrictions on the location and number of freestanding signs prescribed by §174.10, one freestanding sign not exceeding four (4) square feet in display surface area shall be permitted at each entrance or exit on a lot or parcel to identify such entrance or exit and to encourage the use of motor vehicle seatbelts, subject to the following restrictions.
- (1) *Traffic hazard.* No such sign shall be erected which would create a traffic hazard.
- (2) *Seat belt sign.* Any words or symbols encouraging the use of seatbelts shall face the interior of the lot or parcel on which the sign is located and shall not face the street.
- (3) *Advertising.* No advertising or commercial logos may be incorporated into the sign.
- (N) *Collection boxes.* Collection boxes for charitable or nonprofit organizations containing no commercial advertising and located on private property in any Commercial or Industrial zoning districts.
- (O) *Subdivision signs.* In any district, one temporary subdivision identification sign indirectly illuminated, not to exceed 50 square feet in area per surface may be erected at any principal entrance to a subdivision, provided that in no event shall such sign remain for more than six (6) months within 50 feet of a dwelling in a R district occupied as a dwelling.
- (P) *Freestanding bulletin boards.* A freestanding bulletin board shall be set back a minimum of 15

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feet from street right-of-way; and any bulletin board having a display surface area in excess of 10 square feet shall be set back from street right-of-way an additional one (1) foot for each two (2) square feet of display surface area in excess of 10 square feet. Bulletin boards may not be electronic message boards.

(Q) *Fuel price informational signs.* In any district, signs advertising the price of motor vehicle fuel sold from a fuel pump located on the premises shall be permitted, subject to the following conditions:

- (1) *Price.* Only one fuel price informational sign shall be permitted per fuel pump.
- (2) *Size.* Fuel price informational signs shall be limited in size to an area of 216 square inches.
- (3) *Stationary.* Each fuel price informational sign shall be affixed directly and firmly to a fuel pump and shall be stationary.
- (4) *Other locations.* Nothing herein shall be construed as to prohibit the advertisement of fuel prices on any other sign meeting the requirements of this chapter.
- (5) *Sign faces.* Only one two-faced, or two one-faced, self service/full service signs not exceeding four (4) square feet in display surface area shall be permitted at each pump island.

(R) *Fences and scoreboards in city parks.* Signs may be permitted on baseball/softball fences and scoreboards in city parks as provided for in §97.088(B).

(Code 1965, §17B-6; Ord. No. 1893, 12-19-72; Ord. No. 3294, 9-15-87; Ord. No. 3307, 10-20-87; Ord. No. 3313, 11-17-87; Code 1991, §158.08; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07; Ord. 5174, 9-2-08)

174.04 Sign Identification

Every sign or other advertising structure hereafter registered shall show the sign permit number in a conspicuous place thereon which is visible to the inspector and is readable by the inspector from the ground.

(Code 1965, §17B-6; Ord. No. 1893, 12-19-72; Ord. No. 3294, 9-15-97; Ord. No. 3307, 10-20-87; Ord. No. 3313, 11-17-87; Code 1991, §158.08; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07)

174.05 Sign Removal

In the event a business ceases operation for a period of time in excess of 60 days, the sign permit holder or the property owner shall immediately remove any sign

identifying or advertising said business or any product sold thereby and any non-conforming sign supporting structure. A conforming sign supporting structure need not be removed unless a determination is made by the Zoning and Development Administrator that the unoccupied sign structure is a traffic hazard or a substantial detriment to nearby businesses or residents such that the structure's removal is necessary to end a public nuisance.

(Code 1965, §17B-4A; Ord. No. 1893, 12-19-72; Ord. No. 2934, 8-2-83; Ord. No. 2948, 9-20-83; Ord. No. 3298; 10-6-87; Code 1991, §158.35; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07)

Cross reference(s)--Enforcement, Ch. 153.

174.06 Noncommercial Signs

Anywhere a commercial sign is permitted by this code, a noncommercial sign may be placed on or substituted for such sign.

(Code 1965, §17B-5; Ord. No. 1893, 12-19-72; Ord. No. 2109, 6-3-75; Ord. No. 2255, 7-20-76; Code 1991, §158.07; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07)

174.07 Placing Signs On Public And Private Property

(A) *Placing signs on public property.*

- (1) *Agencies of government.* No signs other than signs placed by agencies of government shall be erected on any public property; provided, directional signs may be erected upon the city's street name signposts, or upon traffic signposts under the following conditions:
 - (a) *Public facility/ out-of-town patrons.* The signs direct the reader to the location of a public facility attended principally by out-of-town patrons, to a facility operated by a nonprofit entity and attended principally by out-of-town patrons, to a facility relating to the public health, safety, or welfare, or to scenic or historic trails;
 - (b) *Traffic Division.* The signs are fabricated, erected and maintained by the city Transportation Division;
 - (c) *Cost.* The entire cost of the signs is borne by the entity requesting the signs;
 - (d) *Installation.* The signs are installed at locations where they would not constitute a traffic hazard.

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- (e) *Traffic control devices.* The signs conform to the manual on uniform traffic-control devices; and
 - (f) *Directional signals.* The maximum number of directional signs permitted under this section shall be seven (7) for each entity; provided, the limitation provided hereby shall not apply to signs directing the reader to scenic or historic trails.
- (2) *Nonprofit organizations.* Nonprofit organizations shall be allowed to place temporary signs of a noncommercial nature on public property for the purpose of directing the general public to the location of an event or activity which promotes the general public welfare. The placement of such temporary signs shall be subject to the following conditions:
- (a) *Display surface area.* The maximum display surface area of each sign shall not exceed fifteen (15) square feet;
 - (b) *Number of signs.* No more than three (3) signs directing the general public to such an event or activity shall be placed on public property at the same time by one such organization;
 - (c) *Organization name.* Each such sign shall identify the nonprofit organization by name;
 - (d) *Temporary sign.* No such temporary sign shall be placed on public property for more than five (5) successive days;
 - (e) *Location/approval.* The location of each such sign shall be approved by the Planning and Zoning Administration or designee to ensure that the signs will not constitute a traffic hazard;
 - (f) *Permit/number of signs.* The organization applies for, and is issued, a sign permit; one permit may authorize installation of up to three (3) signs pursuant to the provisions of this division; and
 - (g) *Temporary signs.* No such organization shall install, or be issued a permit to install a temporary sign on public property pursuant to the provisions of this division more often than six (6) times within a 12-month period.
- (3) *Small banners on certain city light poles.* The City may prepare and install banners not exceeding seven square feet on city light poles specially designed and constructed for such banners within the boundaries of the Downtown Master Plan Area. These small banners may include the name of the commercial or noncommercial enterprise sponsoring the banner, but shall contain no advertising or slogans of the sponsor.
- (4) *Informational kiosks.* Informational kiosks with a map of the Downtown Master Plan Area may be placed within city right-of-way by the City. The kiosks shall contain only a map and/or description of the Downtown Master Plan Area, public buildings and facilities, parking areas, and entertainment facilities within or near this zone.
 - (5) *Cross Street Banners.* Cross Street Banners may be installed pursuant to §174.03 (J) (3) (b).
- (Code 1965, §17B-7(c); Ord. No. 1893, 12-19-72; Ord. No. 2934, 8-2-83; Ord. No. 2948, 9-20-83; Ord. No. 3298, 10-6-87; Code 1991, §159.37; Ord. No. 3677, §1, 3-2-93; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. No. 4622, 9-21-04; Ord. 4972, 1-16-07)

174.08 Prohibited Signs

- (A) *Spot lights and beacons.* It shall be unlawful for any person to continue in operation or erect any attraction device or sign which contains a beacon of any type and/or contains a spot light providing direct illumination to the public.
- (B) *Fluctuating illumination.* It shall be unlawful for any person to erect additional attraction devices or signs or to continue in operation an attraction device or sign which flashes, blinks, or is animated. Illumination of attraction devices or signs located in the city that fluctuates in light intensity shall be prohibited. Electronic message boards using flashing, intermittent or moving light or lights are prohibited, provided, however, that electronic message boards displaying only time and/or temperature for periods of not less than 30 seconds are permitted. Electronic message boards may change their message every three hours without violating the prohibition of flashing or blinking.
- (C) *Portable swinger or temporary attraction sign boards.* It shall be unlawful for any person to continue to display or erect any portable swinger, "A" frame, sandwich, or temporary attraction sign board in the city, except under the following conditions:
 - (1) One (1) freestanding, "A" frame sandwich / menu board for a single permitted eating establishment may be permitted on a

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commercially zoned lot or on the adjacent public or private sidewalk in front of the respective business for the duration of the business' hours of operation. The temporary sign shall be removed and placed inside after business hours.

- (2) The sign shall be placed such that the sidewalk remains ADA compliant, and for signs located on the public sidewalk there shall be a minimum of five feet of the total sidewalk width free and clear, to provide adequate and unobstructed pedestrian movement.
- (3) The permitted sign shall only advertise for the adjacent eating establishment, and is to be utilized for display of menu items or advertised specials. The sign may not be utilized for product placement or to advertise for other commercial or business establishments.
- (4) The size of the sign shall be limited to 36" tall by 24" wide.
- (5) No sign may be displayed or erected that swings, rotates, flashes, fluctuates, or is illuminated, or in any other manner that would violate the provisions of §174.08.
- (D) *Revolving, rotating, or moving signs.* It shall be unlawful for any person to erect or to continue using any sign on the exterior of which revolves, rotates or otherwise moves, in whole or part.
- (E) *Windblown signs.* It shall be unlawful for any person to display any windblown sign; provided, windblown signs may be displayed on a lot, at a shopping center, or at a mall one time per year for a period not to exceed 72 hours if a temporary sign permit is first obtained from the Planning Division upon payment of the appropriate fee; provided further, one company flag shall be permitted to be flown in conjunction with the United States Flag or Arkansas Flag or both on a lot, at a shopping center, or mall.
- (F) *Signs that constitute a traffic hazard.* No sign or other advertising structure as regulated by this chapter shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision; or at any location where, by reason of the wording, position, shape, or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device.
- (G) *Use of vehicle as sign.* It shall be unlawful to use a vehicle or a trailer as a sign in circumvention of this chapter.

(H) *Off-Site Signs.* It shall be unlawful to erect any off-site sign.

(I) *Roof Signs.* Roof signs shall not be permitted.

(J) *Placing signs on private property.* No signs shall be placed on any private property without the consent of the owner thereof.

(K) *Placing signs on trees.* No signs shall be placed or painted on any tree within the city's right-of-way or property.

(L) *Placing signs on utility poles.* No signs shall be placed on any utility pole except for utility identification or similar purposes.

Cross reference(s)--Variance, Ch. 156, Appeals, Ch. 155.

(Code 1965, §17B-7(b), (e)--(k); 17B-8; Ord. No. 1893, 12-19-72; Ord. No. 2934, 8-2-83; Ord. No. 2948, 9-20-83; Ord. No. 3298, 10-6-87; Code 1991, §158.38, 158.36, 158-39-158.46; Ord. No. 4100, § 2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07; Ord. 5166, 8-19-08)

174.09 Sign Illumination

Direct illumination by incandescent light bulbs shall be restricted to light bulbs rated at 150 watts or less.

(Code 1965, §17B-7(d); Ord. No. 1893, 12-19-72; Ord. No. 2934, 8-2-83; Ord. No. 2948, 9-20-83; Ord. No. 3298, 10-6-87; Code 1991, §158.38; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. 4972, 1-16-07)

174.10 On-Site Freestanding Signs

It shall be unlawful to erect any freestanding sign which total height is greater than 30 feet above the level of the street upon which the sign faces. For any sign located closer to street right-of-way than 40 feet, the maximum height shall be reduced one-half (1/2) foot for each foot of setback less than 40 feet. On-Site Freestanding signs shall be permitted to be erected in the city subject to the following:

(A) *R-A District.*

(1) *Number of signs.* Only one on-site freestanding sign shall be permitted on a lot or at a business operating on two or more adjoining lots.

(2) *Display surface area.* Display surface area shall not exceed 16 square feet.

(3) *Illumination.* Sign may be illuminated by indirect illumination only.

(4) *Setback from right-of-way.* Sign shall be setback 35 feet from existing street right-of-way and 25 feet from any R or R-O District.

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(B) *RSF, RT and Neighborhood Commercial Districts.* Except pursuant to §174.03 (C), (H) and (J), freestanding signs shall be prohibited and no freestanding signs shall be erected in RSF, RT and Neighborhood Commercial Districts of the City.

(C) *R-O and RMF Districts.* One freestanding sign shall be permitted on a lot or parcel zoned RMF or R-O subject to the following restrictions:

- (1) *Display surface area.* The maximum display surface area shall not exceed four (4) square feet;
- (2) *Setback from right-of-way.* The sign shall be setback a minimum of 15 feet from street right-of-way.
- (3) *Height.* The height of the sign shall not be greater than six (6) feet above the level of the street upon which the sign faces.
- (4) *Setback from R District.* The sign shall be setback a minimum of 25 feet from the boundary of any RSF District and 15 feet from all other zoning districts.
- (5) *Illumination.* The sign shall be illuminated by indirect illumination only.
- (6) In lieu of the above freestanding sign, one freestanding bulletin board of up to ten square feet may be installed in an RMF district pursuant to the above requirements and §174.03 (P).

(D) *C Districts.*

- (1) *Number of signs.* Only one on-site freestanding signs shall be permitted on a lot, at a shopping center, or at a mall; provided only one on-site freestanding sign shall be permitted for any business operating on two or more adjoining lots.
- (2) *Freestanding signs.* Freestanding signs shall be subject to the following:
 - (a) *Display surface area.* Display surface area shall not exceed 10 square feet; provided, the display surface area may be increased two (2) square feet for each one (1) foot the sign is setback from street right-of-way beyond 15 feet, provided further, the maximum display surface area for a sign which is setback from street right-of-way 40 feet or more shall be 75 square feet.

(b) *Setback from right-of-way.* Setback shall be a minimum of 15 feet from street right-of-way.

(c) *Setback from adjoining property.* Setback shall be a minimum of 25 feet from the boundary of any adjoining property.

(3) *Joint identification sign.* The display surface area of joint identification signs may be increased to one square foot per 500 square feet of gross leaseable building area over 37,500 square feet located, as approved by the Planning Division, at no more than two (2) remote entrance locations. The permit applicant shall provide a recorded legal document as approved by the Planning Division indicating ownership and responsibility for maintenance of sign and subject to the following:

(a) *R Districts.* Prohibited.

(b) *R-O District.* Monument sign permitted with a maximum display surface area of 32 square feet.

(c) *C and I Districts.* Display surface shall not exceed 300 square feet.

(d) *Size limitation for freestanding sign if business displayed on joint identification sign.* If a business name or logo is placed upon a joint identification sign, that business's freestanding sign may not exceed 32 square feet.

(E) *I Districts.*

(1) *Number of signs.* Only one on-site freestanding sign shall be permitted on a lot, at a shopping center, or at a mall; provided only one on-site freestanding sign shall be permitted for any business operating on two or more adjoining lots.

(2) *Freestanding signs.* Freestanding signs shall be subject to the following:

(a) *Display surface area.* Display surface area shall not exceed 10 square feet; provided, the display surface area may be increased two square feet for each one foot the sign is setback from street right-of-way beyond 15 feet; provided further, the maximum display surface area for a sign which setback from street right-of-way 40 feet or more shall be 75 square feet.

- (b) *Setback from right-of-way.* Setback shall be a minimum of 15 feet from street right-of-way.
 - (c) *Setback from Adjoining property.* Setback shall be a minimum of 25 feet from the boundary of any adjoining property.
- (F) *P Districts.* One Freestanding sign or bulletin board may be erected.
- (G) *Area signs.*
- (1) *Size/location.* The size and location of the fence, wall, or other structure which will contain the area identification sign must be approved by the Planning Division, who will approve such structure upon the criterion of traffic safety sight lines.
 - (a) Areas with more than one entrance may not have a sign at more than two locations.
 - (b) An area sign with display on one side located on each side of an entrance street may be substituted for a single sign with display on both sides.
 - (2) *Display surface area.*
 - (a) *A, P, R, and R-O Districts.* Display area shall not exceed 32 square feet.
 - (b) *C and I Districts.* Display area shall not exceed 75 square feet.
- (H) *Monument signs.* A monument sign shall be set back a minimum of 10 feet from the street right-of-way, 10 feet from adjoining non-residential property and 25 feet from adjoining residential property, and may be substituted for a free standing sign permitted by §174.10, providing the display surface area meets the following:
- (1) *Neighborhood conservation and RSF Districts.* Prohibited on individual lots.
 - (2) *Other residential districts.* The display surface shall not exceed 16 square feet.
 - (3) *R-A and P Districts.* The display surface area shall not exceed 32 square feet.
 - (4) *C and I Districts.* The display surface area shall not exceed 75 square feet.

(Code 1965, §17B-9; Ord. No. 1893, 12-19-72; Ord. No. 3008, 5-1-84; Ord. No. 3029, 8-21-84; Ord. No. 3294, 9-15-87; Code 1991, §158.47; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. No. 4226, 2-15-00; Ord. 4972, 1-16-07; Ord. 5088, 12-04-07)

174.11 Projecting Signs

- (A) *Sidewalks.* It shall be unlawful to erect any projecting sign that projects from the wall of a building upon which it is erected a distance of more than two-thirds of the width of the sidewalk (in those instances where there is a sidewalk next to the building) or within two feet of street right-of-way (in those instances where there is no sidewalk next to the building); provided, no projecting sign shall project more than six (6) feet from the wall of the building upon which it is erected.
- (B) *Location.* Projecting signs shall be located on the vertical surface of a building and shall not be higher than the eave or rafter line, whichever is higher. Projecting signs shall clear grade level below the sign by a minimum of eight (8) feet.
- (C) *Display surface area.* The display surface area of a projecting sign shall not exceed 16 square feet. Only one (1) projecting sign per business shall be permitted and a projecting sign shall not be permitted on property which has a freestanding sign.
- (D) *Off-site.* Off-site projecting signs shall be prohibited in all zoning districts.
- (E) *On-site.* On-site projecting signs shall be prohibited in R-A, RSF, RT, RO and Neighborhood Conservation zoning districts.

(Code 1965, §17B-10; Ord. No. 1893, 12-19-72; Ord. No. 2255, 7-20-76; Code 1991, §158.48; Ord. No. 4100, §2 (Ex. A.), 6-16-98; Ord. 4972, 1-16-07)

174.12 Wall Signs

- (A) *Projection.*
 - (1) *General.* Wall signs shall not project more than 18 inches from the surface upon which they are mounted.
 - (2) *Mansard roof.* The upper edge of a wall sign mounted on a mansard roof may project more than 18 inches so long as the sign is perpendicular to the ground.
- (B) *Number of signs.*
 - (1) *Single tenant.* Where a building houses only one business, a maximum of four (4) wall signs may be placed on one wall, but no more than four (4) wall signs may be placed on the building.

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(2) *Multiple tenants.* Where a building houses more than one business, each business shall be entitled to a maximum of one wall sign per business on each wall of the building, with a maximum of four (4) total wall signs per business per building. In no case shall a business have more than one wall sign on any wall.

(C) *Display surface area.*

(1) *Single tenant.* The display surface area shall not exceed 20% of the first 1000 square feet of wall area and 5% of any additional wall area.

(2) *Multiple tenants.* Where a building houses more than one business, the display surface area of each tenant's allowable wall sign(s) shall not exceed 150 square feet. Furthermore, the display surface area for all wall signs on any one wall may not exceed 20% of the total wall area.

(D) *Off-site wall signs.* Off-site wall signs shall be prohibited in all zoning districts.

(E) *Limitations in RMF and RT zoning districts.* In RMF and RT zoning districts, the following limitations shall apply:

(1) *Number of signs.* Limit of one on-site wall sign per business per building; provided, when a building abuts more than one street, the limit shall be one on-site wall sign per business per building for each wall which faces an abutting street.

(2) *Display surface area.* Display surfaces of each sign shall not exceed 16 square feet.

(F) *Limitations in R-O zoning districts.* In R-O, Residential Office zoning districts, the following limitations shall apply:

(1) *Number of signs.* Limit of two on-site wall signs per business per building. In no case shall a business have more than one wall sign on any wall.

(2) *Display surface area.* Display surfaces of each sign shall not exceed 16 square feet.

(Code 1965, §17B-11; Ord. No. 1893, 12-19-72; Ord. No. 2309, 2-15-77; Ord. No. 3217, 10-21-86; Ord. No. 3294, 9-15-87; Code 1991, §158.49; Ord. No. 4100, §2 (Ex. A), 6-16-98; Ord. No. 4226, 2-15-00; Ord. No. 4500, 7-01-03; Ord. 4972, 1-16-07; Ord. 5062, 9-18-07)

Cross reference(s)--Boards and Commissions, Ch. 33, General Provisions, Ch. 150; Definitions, Ch. 151; Enforcement, Ch. 153; Appeals, Ch. 155; Variances, Ch. 156; Fees, Ch. 159.