

6.0 SIGNS

6.1 Purpose

6.1.1 It is the purpose of this section to establish reasonable and impartial regulations for the location of signs within the zoning districts the City so as to achieve a more desirable environment through the assurance that flexible and diversified standards bring about adequate light, air, and open spaces and a reduction in congestion and hazardous conditions within the City. Therefore, all signs erected, replaced, constructed, expanded, or relocated on any property within the City shall conform to this Chapter and other applicable provisions of this ordinance.

6.2 General Provisions

Except as may be modified by provisions of this or other Chapters of this ordinance, including provisions of 6.7 relating only to signs in the TC District, 6.2.1-6.2.6 below shall apply to all signs erected, replaced, constructed, expanded, or relocated on any property in the City.

6.2.1 Distance from street right-of-way. No part of any sign shall be placed within five (5) feet of any right-of-way.

6.2.2 Distance from points of ingress and egress. No part of any sign shall be placed within five (5) feet of any means of ingress or egress, except for entrance signs not exceeding eight (8) square feet in area and five (5) feet in height. The placement of such signs shall be reviewed prior to installation by the Codes Enforcement Director, or his designee. In instances in which the Codes Enforcement Director, or his designee, finds that an exit sign is desirable to delineate and distinguish the point(s) of ingress and egress into and from a site, an exit sign may also be permitted, subject to the size and location restrictions applicable to entrance signs.

6.2.3 Distance above ground. No sign, except entrance and exit signs as noted in 6.2.2., shall be erected over public or private ways where the distance from ground level to the announcement section is less than nine (9) feet.

6.2.4 Number of signs per business. A business may have two (2) signs of different types, as provided for in Table 6.1; except that, where a business lot extends between parallel streets, separated from each other by at least 300 feet, a business on such lot may have three (3) signs, two (2) of which may be the same type, provided the two (2) like signs do not front on the same street and, any parcel (as opposed to a use), any portion of which, lies within Interstate Impact Overlay (IIO) District on which an Interstate monopole sign is located may have one (1) other type of ground sign within the parcel boundary.

6.2.5 Size of sign. The maximum size of a sign is based on type and zoning district, as set out in Tables 6.1, 6.2, 6.3, 6.4, 6.5, and 6.6; except that, in commercial districts, with the exception of the TC District, the Building Inspector may consider a ten (10) percent alteration in business signs of fifty (50) square feet or less and a five (5) percent alteration in business signs of fifty (50) square feet or more, provided that it is necessitated by an unusual or exceptional situation.

6.2.6 Height of sign. The maximum height of a sign is based on the type and zoning district, as set out in Tables 6.1, 6.2, 6.3, 6.4, 6.5, and 6.6; except that, the Building Inspector may allow the maximum height of free-standing pole signs to be extended from twenty-five (25) feet to thirty (30) feet in districts where such signs are permitted, provided there is an unusual circumstance involving topography or congestion

6.3 Permit, Fees, and Inspection

6.3.1 Prior to construction of a sign, applicants shall supply the Building Inspector plans and specifications identifying the location, type, and design of any sign.

6.3.2 Every applicant before being granted a sign permit, shall pay to the City a permit fee as set out in the fee schedule adopted by the Board of Mayor and Aldermen.

- 6.3.3 The Building Inspector shall inspect, at any time he deems necessary, each sign regulated by this section to insure that such sign conforms to this section and all other ordinances of the City.

6.4 Prohibited Sign Types and Conditions

- 6.4.1 No sign which includes action, motion, or which has any moving parts, or, contains flashing lights or bulbs, or, is intermittently lighted shall be allowed, with the exception of signs that display time and temperature and public service announcements without advertising matter, and certain signs permitted in AC and TCL Districts.
- 6.4.2 Political signs are not permitted on streets or highway rights-of-way, nor on public property.
- 6.4.3 No signs shall be permitted which advertise an activity, business, product, or service not conducted on the premises upon which the sign is actually located, with the exception of off-premise directional signs allowed under the TODS program set out in Chapter 10.0 (Appendix), Section 10.2, off-premise directional signs for certain nonprofit activities, as provided for in Table 6.3 and Table 6.6, and those signs specifically located within City parks that are associated with athletic fields.
- 6.4.4 No signs shall be permitted which are attached to, suspended from, or painted on any vehicle which is regularly parked on any street or private property to display, demonstrate, advertise with the intent to attract the attention of the public.
- 6.4.5 No signs shall be allowed which are not expressly permitted by this ordinance.

6.5 Sign Types Established

In order to achieve the purpose of this Chapter, the types of signs permitted in the City are hereby established as listed in Table 6.1. Table 6.2 sets out allowable sign types by zoning districts and Table 6.3 sets out allowable sign dimensions and locations, with the exception of regulations applicable to the IIO District and the TC District. Provisions relating to signs

in the IIO District are in Table 6.3 under 'Interstate Monopole Sign.' Tables 6.4, 6.5, and 6.6 establish the sign types and requirements for the TC District. (The provisions in Tables 6.1, 6.2, and 6.3 have references to appropriate sections in the current zoning ordinance. The provisions in Tables 6.4, 6.5, and 6.6 are new.)



6.6 Exempt Signs



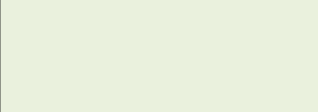
Following approval by the Board of Mayor and Aldermen by Resolution, the temporary use of displays which include, but are not limited to, banners, decorations, lighted displays and/or decorations and supporting structures and similar activities, by or for government entities, shall be exempt from these regulations.

TABLE 6.1 PERMITTED SIGN TYPES ESTABLISHED (For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)		
On Premises Signs	Description	Example
1. Wall Sign	No Definition in current ordinance.	
2. Monument Sign	Any sign which is neither attached to nor part of another structure and which is permanently affixed in or upon the ground or upon a horizontal base feature.	
3. Free-standing Pole Sign	Any sign which is permanently affixed in or upon the ground, supported by one or more structural members, with air space between the ground and the sign face and not attached to any building or any other structure.	
4. Project Identification Sign (Major or Primary and Minor)	A free-standing pole or monument sign identifying a total, multi-use development.	
5. Projecting Sign	A sign, other than a flat wall sign, which is attached to and projects from a building wall or other structure not specifically designed to support the sign.	
6. Directional Sign (Internal Project Directional Signs, Parking Lot Traffic Assistance Signs, Including Entrance/Exit Signs)	No Definition in current ordinance.	(Photo to be added)
7. Interstate Monopole Sign	A type of free-standing pole sign having only one (1) structural support member, the location, size, and height of which is governed by provisions relating to the IIO (Interstate Impact Overlay) District.	(Photo to be added)
8. Price Sign	A pole sign which includes a fixed interval changeable electronic message portion, first for displaying prices.	(Photo to be added)
9. Roof Signs	A sign on a roof below the roof peak in commercial areas where the speed limit of the street is thirty-five (35) miles per hour or more.	(Photo to be added)

1.0 GENERAL PROVISIONS
2.0 ZONING DISTRICTS
3.0 USE & CONDITIONS
4.0 DEVELOPMENT STANDARDS
5.0 PARKING
6.0 SIGNS
7.0 NON-CONFORMING TIES
8.0 ADMINISTRATION
9.0 DEFINITIONS
APPENDIX

1.0 GENERAL PROVISIONS
2.0 ZONING DISTRICTS
3.0 USES & CONDITIONS
4.0 DEVELOPMENT STANDARDS
5.0 PARKING
6.0 SIGNS
7.0 NON-CONFORMITIES
8.0 ADMINISTRATION
9.0 DEFINITIONS
APPENDIX

10. Temporary On Premises Sign		Real Estate Sign	
		Non-commercial Sign Signs celebrating holidays, special events, or events of infrequent occurrence displayed for periods of short duration.	(Photo to be added)
		Commercial Sign Signs located within City parks that are associated with athletic fields.	(Photo to be added)
Off Premises Signs			
11. Directional Sign	Signs for non-profit service clubs and uses, charitable associations, religious groups, and similar groups. (See also in Appendix, Tourist Oriented Directional Signs (TODS) in the Appendix. This is a City-sponsored program which permits the placement of TOD signs at approved locations.)		(Photo to be added) 
12.a. Billboard	An off-premise outdoor advertising sign, or part thereof, which possesses a display area, face or panel which advertises, displays, or gives direction to any business, product, service, attraction, event, or any other purpose or interest other than the site or property where the sign is located or positioned.		(Photo to be added)
12.b. Digital Billboard	Any type of billboard that utilizes digital message technology, capable of changing the static message or copy on the sign electronically. It is a changeable message sign which displays a series of messages at intervals through the electronic coding of lights or light emitting diodes or any other means that does not use or require mechanical rotating panels.		(Photo to be added)

<p>13. Temporary Off Premises Sign</p>	<p>Auction Signs providing directions to the locations of auctions held for the sale of land or buildings.</p>	
	<p>Non-Commercial Signs celebrating holidays, special events, or events of infrequent occurrence.</p>	
	<p>Political Sign Signs related to election campaigns.</p>	

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USE & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.2 PERMITTED SIGNS BY ZONING DISTRICT
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

■ = Permitted □ = Master Sign Plan ✖ = Not permitted		Zone												
		AR A-R	LDR R-1	MDR R-2	HDR R-3	TC	NC C-2	IC C-3	AC C-4	IN M-1	HRO	TCL C-5	VA V-1	II-1 IIO
Sign Types														
On Premises Signs														
Wall Sign		■	■	■	■	■	■	■	■	■	■	■	■	■
Monument Sign		■	■	■	■	■	■	■	■	■	■	■	■	■
Free-standing pole sign		■	■	■	■	■	■	■	■	■	■	■	■	■
Project Identification Sign (Major or Minor)											■	■		
Projecting Sign											■			
Temporary Sign	Real Estate	■	■	■	■	■	■	■	■	■	■	■	■	■
	Campaign													
	Non-commercial Sign	■	■	■	■	■	■	■	■	■	■	■	■	■
	Commercial Sign													
On-site Directional Signs		■	■	■	■	■	■	■	■	■	■	■	■	■
Interstate Monopole Sign														■
Price Sign														
Roof Sign														
Off Premises														
Off-Premise Directional Sign (Non-commercial)		■	■	■	■	■	■	■	■	■	■	■	■	■
Billboard														
Billboard, Digital														
Temporary Sign	Auction Sign	■	■	■	■	■	■	■	■	■	■	■	■	■
	Noncommercial Directional Sign	■	■	■	■	■	■	■	■	■	■	■	■	■
	Political Signs	■	■	■	■	■	■	■	■	■	■	■	■	■

See Table 6.5 and 6.6

See Table 6.5 and 6.6

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS (For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)				
Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
On Premises Signs				
WALL SIGN (NC, IC, AC, IN Districts)	BUILDING LESS THAN 25,000 SF OF FLOOR AREA: See note below*	Not Specified	Not Specified	Setback - N/A
*Area permitted for ground sign, plus 2 times the setback of the principal structure from the front property line; except that, the size shall not exceed 40% of the front wall face of the building.				
	BUILDING 25,000 SF OF FLOOR AREA OR MORE, OR, ANY BUILDING CLASSIFIED AS A SHOPPING CENTER: See notes below * and •	Not Specified	Not Specified	Setback - N/A
<p>* For any building classified as a shopping center, the maximum wall sign area shall be based on two (2) square feet of sign area for each linear foot of occupant storefront.</p> <p>• A Shopping Center is a group of commercial establishments, planned, developed, owned or managed as a unit, with off-street parking provided on the property; however, this shall not apply to a group of commercial establishments containing not more than four (4) separate commercial establishments in one (1) structure containing a total of not more than 15,000 square feet of floor area.</p>				
WALL SIGN (TCL District)	FREE-STANDING BUILDINGS AND USES: See notes below * and •	Not Specified	Not Specified	Setback - N/A
<p>* The total amount of square footage of wall signs allowed shall be no more than twenty (20%) of the square footage of the exterior wall containing the main customer or user entrance.</p> <p>• Wall signs may be placed upon any exterior wall, but in no instance shall any exterior building wall contain more than one-half (1/2) of the total allowable square footage.</p>				
	FOR INDIVIDUAL OCCUPANTS/TENANTS WITHIN A SHOPPING CENTER: See notes below * and •	Not Specified	Not Specified	Setback - N/A
<p>* For any building classified as a shopping center, the maximum wall sign area shall be based on two (2) square feet of sign area for each linear foot of occupant storefront.</p> <p>• A Shopping Center is a group of commercial establishments, planned, developed, owned or managed as a unit, with off-street parking provided on the property; however, this shall not apply to a group of commercial establishments containing not more than four (4) separate commercial establishments in one (1) structure containing a total of not more than 15,000 square feet of floor area.</p>				
WALL SIGN (AR, LDR, MDR, HDR Districts)	HOME OCCUPATION 2	Not Specified	1	Setback - N/A

1.0 GENERAL PROVISIONS
2.0 ZONING DISTRICTS
3.0 USE & CONDITIONS
4.0 DEVELOPMENT STANDARDS
5.0 PARKING
6.0 SIGNS
7.0 NON-CONFORMING TIES
8.0 ADMINISTRATION
9.0 DEFINITIONS
APPENDIX

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
WALL SIGN (HRO District)	HOME OCCUPATION OR NONRESIDENTIAL USE 2	Not Specified	1	Setback - N/A Cannot be illuminated
FREE-STANDING POLE SIGN (NC, IC, AC, IN Districts)	FOR INDIVIDUAL PARCELS, OTHER THAN A SHOPPING CENTER OR MALL See note below*			
	STREETS WITH 2 TRAVEL LANES: 30 MPH - 20 35 MPH - 25	25 See note below [^]	1	Setback - 5
	STREETS WITH 4 TRAVEL LANES: 30 MPH - 60 35 MPH - 80 45 MPH - 100	25 See note below [^]	1	Setback - 5
	STREETS WITH 4 TRAVEL LANES, A MEDIAN, OR A TURN LANE: 30 MPH - 80 35 MPH - 100 45 MPH - 150	25 See note below [^]	1	Setback - 5
	SHOPPING CENTER OR MALL WITH LESS THAN 100,000 SF OF NET FLOOR AREA 150 See notes below * and +	25 See note below [^]	1	Setback - 5
	SHOPPING CENTER OR MALL WITH 100,000 SF OR MORE OF NET FLOOR AREA 300 See notes below * and +	25 See note below [^]	1	Setback - 5

+A Shopping Center is a group of commercial establishments, planned, developed, owned or managed as a unit, with off-street parking provided on the property; however, this shall not apply to a group of commercial establishments containing not more than four (4) separate commercial establishments in one (1) structure containing a total of not more than 15,000 square feet of floor area.

*All other signs pertaining to the center and its tenants shall be restricted to sign types other than ground signs.

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS (For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)				
Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
FREE-STANDING POLE SIGN (TCL District)	FOR INDIVIDUAL PARCELS, OTHER THAN A SHOPPING CENTER OR MALL 150 (sign face) See note below +	25 See note below^	1	Setback - 5
	SHOPPING CENTER OR MALL WITH LESS THAN 100,000 SF OF NET FLOOR AREA 150 See notes below + and •	25 See note below^	1	Setback - 5
	SHOPPING CENTER OR MALL WITH 100,000 SF OR MORE OF NET FLOOR AREA 300 See notes below + and •	25	1	Setback - 5
<p>+A Shopping Center is a group of commercial establishments, planned, developed, owned or managed as a unit, with off-street parking provided on the property; however, this shall not apply to a group of commercial establishments containing not more than four (4) separate commercial establishments in one (1) structure containing a total of not more than 15,000 square feet of floor area.</p> <p>• All other signs pertaining to the center and its tenants shall be restricted to sign types other than ground signs.</p>				
FREE-STANDING POLE SIGN (AR, LDR, MDR, HDR Districts)	NONRESIDENTIAL USE 25	8	1 If lighted, shall have indirect lighting.	Setback - 5 Located so as not to cause inconvenience to the general public or surrounding uses.
FREE-STANDING POLE SIGN (HRO District)	MULTI-FAMILY, OFFICE, AND OTHER NON-RESIDENTIAL USES 16	4	1 May not be illuminated	Setback - 5
MONUMENT SIGN (All Districts)	BUSINESS PARKS, INDUSTRIAL PARKS, AND RESIDENTIAL SUBDIVISIONS 32	6	1 Must be professionally designed and may not be internally illuminated.	Setback - 5
MONUMENT SIGN (NC, IC, IN Districts)	FOR INDIVIDUAL PARCELS, OTHER THAN A SHOPPING CENTER OR MALL See note below+			

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
	STREETS WITH 2 TRAVEL LANES: 30 MPH - 20 35 MPH - 25 See notes below +	25	1	Setback - 5
	STREETS WITH 4 TRAVEL LANES: 30 MPH - 60 35 MPH - 80 45 MPH - 100 See notes below +	25	1	Setback - 5
	STREETS WITH 4 TRAVEL LANES, A MEDIAN, OR A TURN LANE: 30 MPH - 80 35 MPH - 100 45 MPH - 150 See notes below +	25	1	Setback - 5
	SHOPPING CENTER OR MALL WITH LESS THAN 100,000 SF OF NET FLOOR AREA 150 See notes below +	Not specified	1 See note below •	Setback - 5
	SHOPPING CENTER OR MALL WITH 100,000 SF OR MORE OF NET FLOOR AREA 300 See notes below +	Not specified	1 See note below •	Setback - 5
<p>+A Shopping Center is a group of commercial establishments, planned, developed, owned or managed as a unit, with off-street parking provided on the property; however, this shall not apply to a group of commercial establishments containing not more than four (4) separate commercial establishments in one (1) structure containing a total of not more than 15,000 square feet of floor area.</p> <p>• All other signs pertaining to the center and its tenants shall be restricted to sign types other than ground signs.</p>				
MONUMENT SIGN (AC District)	FOR INDIVIDUAL PARCELS, OTHER THAN A SHOPPING CENTER OR MALL See note below+			

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS

(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
	<p>STREETS WITH 2 TRAVEL LANES: 30 MPH - 20 35 MPH - 25</p>	<p>Not specified for monument sign without an electrically activated changeable portion</p> <p>15, with an electrically activated changeable portion</p> <p>See note below*</p>	<p>1</p>	<p>Setback - 5</p>
	<p>STREETS WITH 4 TRAVEL LANES: 30 MPH - 60 35 MPH - 80 45 MPH - 100</p>	<p>Not specified for monument sign without an electrically activated changeable portion</p> <p>15, with an electrically activated changeable portion</p> <p>See note below*</p>	<p>1</p>	<p>Setback - 5</p>
	<p>STREETS WITH 4 TRAVEL LANES, A MEDIAN, OR A TURN LANE: 30 MPH - 80 35 MPH - 100 45 MPH - 150</p>	<p>Not specified for monument sign without an electrically activated changeable portion</p> <p>15, with an electrically activated changeable portion</p> <p>See note below*</p>	<p>1</p>	<p>Setback - 5</p>

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USE & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NONCONFORMING

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
	<p>SHOPPING CENTER OR MALL WITH LESS THAN 100,000 SF OF NET FLOOR AREA</p> <p>150 See note below +</p>	<p>Not specified for monument sign without an electrically activated changeable portion</p> <p>15, with an electrically activated changeable portion See note below*</p>	1	Setback - 5
	<p>SHOPPING CENTER OR MALL WITH 100,000 SF OR MORE OF NET FLOOR AREA</p> <p>300 See note below +</p>	<p>Not specified for monument sign without an electrically activated changeable portion</p> <p>15, with an electrically activated changeable portion See note below*</p>	1	Setback - 5

+A Shopping Center is a group of commercial establishments, planned, developed, owned or managed as a unit, with off-street parking provided on the property; however, this shall not apply to a group of commercial establishments containing not more than four (4) separate commercial establishments in one (1) structure containing a total of not more than 15,000 square feet of floor area.

- An electrically activated changeable sign may have either a fixed interval changeable message electronic portion(s), or an active changeable electronic message portion(s), as defined in this ordinance as provided:
 - Sign height does not exceed 15' from finished project site elevation.
 - Electronically activated changeable message section may not exceed twenty (20) percent of the sign
 - Area surrounding the sign base is landscaped with appropriate planting materials
 - The informational content of the message section can be changed at intervals, however, the message shall not be flashed by varying the intensity of the illumination.
 - The sign design and location shall be approved by the Planning Commission prior to issuing a sign permit

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
 (For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
MONUMENT SIGN (TCL District)	INDIVIDUAL PARCEL, OTHER THAN A SHOPPING CENTER OR MALL 150 (sign face) See note below + Other monument signs in the TCL will generally be for a major or minor project identification sign, as set out later in this chart.	Not specified for monument sign without an electrically activated changeable portion 15, with an electrically activated changeable portion See note below*	1	Setback - 5
<p>*An electrically activated changeable sign may have either a fixed interval changeable message electronic portion(s), or an active changeable electronic message portion(s), as defined in this ordinance as provided:</p> <ul style="list-style-type: none"> • Sign height does not exceed 15' from finished project site elevation. • Electronically activated changeable message section may not exceed twenty (20) percent of the sign • Area surrounding the sign base is landscaped with appropriate planting materials • The informational content of the message section can be changed at intervals, however, the message shall not be flashed by varying the intensity of the illumination. • The sign design and location shall be approved by the Planning Commission prior to issuing a sign permit 				
MONUMENT SIGN (AR, LDR, MDR, HDR Districts)	RESIDENTIAL SUBDIVISION 32 See note below **	6, including supporting structure	1 See notes ** and *** below	Setback - 5 See note below*
	NONRESIDENTIAL USES 25	8	1 See notes **** below	Setback - 5 See note below*
<p>*Sign shall be located so as not to cause inconvenience to the general public or surrounding uses. **The sign shall not be illuminated internally. ***The sign shall be professionally designed. **** The sign, if lighted, shall have indirect lighting.</p>				
MONUMENT SIGN (VA District)	25	Not Specified	1 per non-accommodation use	Setback - 5
MONUMENT SIGN (HRO District)	MULTI-FAMILY, OFFICE, AND OTHER NON-RESIDENTIAL USES 16	4, above the surrounding average finished grade	1 May not be illuminated	Setback - 5

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USE & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMING TIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
MAJOR PROJECT IDENTIFICATION SIGN (TCL District)	FREE STANDING POLE SIGN, to identify a total, multi-use development 500	25	1	Setback - 15 from edge of public right-of-way and all other property boundaries.
	MONUMENT SIGN WITHOUT AN ELECTRICALLY ACTIVATED MESSAGE SECTION to identify a total, multi-use development 500	25	1	Setback - 15 from edge of public right-of-way and all other property boundaries.
	MONUMENT SIGN WITH AN ELECTRICALLY ACTIVATED MESSAGE SECTION to identify a total, multi-use development 500 See note below •	25	1	Setback - 15 from edge of public right-of-way and all other property boundaries.
<p>•An electrically activated changeable sign may have either a fixed interval changeable message electronic portion(s), or an active changeable electronic message portion(s), as defined in this ordinance as provided:</p> <ul style="list-style-type: none"> • Sign height does not exceed 15' from finished project site elevation. • Electronically activated changeable message section may not exceed twenty (20) percent of the sign • Area surrounding the sign base is landscaped with appropriate planting materials • The informational content of the message section can be changed at intervals, however, the message shall not be flashed by varying the intensity of the illumination. • The sign design and location shall be approved by the Planning Commission prior to issuing a sign permit 				
MAJOR PROJECT IDENTIFICATION SIGN (VA District)	VISITOR ACCOMMODATION DEVELOPMENT On street with speed limit below 45 MPH - 100 On street having 4 travel lanes, a median, and a speed limit of 45 MPH - 150 Type of sign not specified See note below •	Not specified	1	Setback - 5

•Accessory uses may be listed on such a sign.

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
MINOR PROJECT IDENTIFICATION SIGN (TCL District)	FREE STANDING POLE SIGN, OR MONUMENT SIGN WITHOUT AN ELECTRICALLY ACTIVATED MESSAGE SECTION to identify a total, multi-use development 300	25	1 See note below*	Setback - 15
	MONUMENT SIGN WITH AN ELECTRICALLY ACTIVATED MESSAGE SECTION to identify a total, multi-use development 300 See note below **	25	1 See notes below * and ~	Setback - 5
<p>*Multi-use developments which have at least 1,000' of frontage on the street on which the major project identification sign is located may have one (1) minor project identification sign, placed at a point of access into the development, if possible. Show location on master plan</p> <p>~Developments which also have a secondary entrance on another street classified as an arterial or collector, or, at least 1,000' of frontage on another street which is classified as an arterial or collector may have a minor project identifications sign. Show location on master plan</p> <p>**An electrically activated changeable sign may have either a fixed interval changeable message electronic portion(s), or an active changeable electronic message portion(s), as defined in this ordinance as provided:</p> <ul style="list-style-type: none"> • Sign height does not exceed 15' from finished project site elevation. • Electronically activated changeable message section may not exceed twenty (20) percent of the sign • Area surrounding the sign base is landscaped with appropriate planting materials • The informational content of the message section can be changed at intervals, however, the message shall not be flashed by varying the intensity of the illumination. • The sign design and location shall be approved by the Planning Commission prior to issuing a sign permit 				
MINOR PROJECT IDENTIFICATION SIGN (VA District)	25 Type of sign not specified See note below *	Not specified	1 See note below *	Setback - 5
<p>*Where restaurants, conference centers, game or exercise facilities are located in separate structures, then individual signs of twenty-five (25) square feet may be installed to identify those structures.</p>				
PROJECTING SIGN (NC, IC, AC, IN Districts)	STREETS WITH 2 TRAVEL LANES: 30 MPH - 20 35 MPH - 25	Not specified	1	Setback - 5

1.0 GENERAL PROVISIONS
2.0 ZONING DISTRICTS
3.0 USE & CONDITIONS
4.0 DEVELOPMENT STANDARDS
5.0 PARKING
6.0 SIGNS
7.0 NON-CONFORMING TIES
8.0 ADMINISTRATION
9.0 DEFINITIONS
APPENDIX

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
	STREETS WITH 4 TRAVEL LANES: 30 MPH - 20 35 MPH - 40 45 MPH - not permitted	Not specified	1	Setback - 5
	STREETS WITH 4 TRAVEL LANES, A MEDIAN, OR A TURN LANE: 30 MPH - 25 35 MPH - 40 45 MPH - Not Permitted	Not specified	1	Setback - 5
PROJECTING SIGN (TCL District)	FOR INDIVIDUAL PARCELS, OTHER THAN A SHOPPING CENTER OR MALL 150	Not specified	1	Setback - 5
DIRECTIONAL SIGN (INTERNAL PROJECT DIRECTIONAL SIGNS, PARKING LOT TRAFFIC ASSISTANCE SIGNS, INCLUDING ENTRANCE/EXIT SIGNS) (All Districts Except TCL and HRO)	8 if such signs are within five (5) feet of any means of ingress or egress	5 if such signs are within five (5) feet of any means of ingress or egress	n/a	Code Enforcement Director, or his designee, shall review the placement of signs prior to installation.
DIRECTIONAL SIGN (INTERNAL PROJECT DIRECTIONAL SIGNS, PARKING LOT TRAFFIC ASSISTANCE SIGNS, INCLUDING ENTRANCE/EXIT SIGNS) (TCL District)	INTERNAL DIRECTIONAL SIGN: 32 See notes *, **, ***, and ****	6	1 pole or monument sign without an electrically activated message component at intersections of streets and access ways within a development.	Setback - 5, from edge of public right-of-way, all other property boundaries, and any point of ingress into or egress from an individual site.
	PARKING LOT TRAFFIC ASSISTANCE SIGN: 8	5	Not specified	Setback - 5, when adjacent to public right-of-way

- Signs may contain only name(s) of uses and directional arrows, but no advertising copy
- ** Location of signs shall be shown on the master plan.
- *** May be located within parking areas to direct traffic to appropriate places, such as areas for passenger vehicles, recreational vehicles, tour buses, and delivery trucks, and to specific uses.
- **** Signs shall not contain any advertising copy.

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
DIRECTIONAL SIGNS (INTERNAL PROJECT DIRECTIONAL SIGNS, PARKING LOT TRAFFIC ASSISTANCE SIGNS, INCLUDING ENTRANCE/EXIT SIGNS) (HRO District)	1	Not specified	2 See note below •	Setback - 5, when adjacent to public right-of-way

• Permitted when determined needed to safely direct traffic on to and from the site. (Section 712.2.8)

INTERSTATE MONOPOLE SIGN* Permitted only on the portion of a parcel lying within the Interstate Overlay (IIO) District See notes below *, •, ••, •••, ••••, •••••, ••••••	250 The maximum square footage of sign area visible from any side of an Interstate monopole sign shall not exceed two hundred and fifty (250) square feet in area.	100 See note below [^]	1 On-premise business Interstate Monopole Sign See notes below ••, •••, ••••, •••••, ••••••, •••••••	Setback - 10 See note below•
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*The IIO District is an overlay district the provisions of which are designed to recognize the unique circumstances created at the points at which local, state, and federal streets and highways intersect with the federal Interstate system of highways. The intent of this district is to provide for the placement of on-premises business signs, appropriate in size and scale to their setting, for the purpose of attracting high speed Interstate travelers to exit the Interstate. Except as may be altered by the provisions of this section, all other provisions of this ordinance relating to allowable uses within the underlying zoning district, all other applicable provision of Chapter 6.0, and all other applicable provisions of this ordinance shall apply; except that, the provisions of 6.2.5 shall not apply to an Interstate Monopole Sign.

[^] The bottom of sign face and any other portion of sign attached thereto, shall be at least 75 above the finished grade. The top of the sign face, and any other portion of the sign attached thereto, shall not exceed one hundred (100) feet in height above the finished grade; except that, signs installed within fifty (50) feet of the Interstate right-of-way may exceed one hundred (100) feet in height above the finished grade where the finished grade lies below the elevation of the paved portion of the Interstate right-of-way (including paved shoulder areas) in closest proximity to such sign; in no instance, however, shall the top of such sign face, and any other portion of the sign attached thereto, exceed one hundred (100) feet in height above the edge of the paved portion of the Interstate right-of-way (including any paved shoulder areas) in closest proximity to such sign.

•No part of any Interstate monopole sign, including the sign face, shall be located any closer than ten (10) feet to any property line.

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS

(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
<p>••No portion of an Interstate monopole sign shall include a changeable sign, as defined in Chapter 9.O, and further, shall be prohibited from including any parts which create or include action or motion, or contain flashing lights or bulbs or contain intermittent lighting.</p>				
<p>•••Individual parcels, any portions of which are located within the IIO district, may have one (1), and only one (1), on-premises business Interstate monopole sign; provided however, that the Interstate monopole sign must be located on that portion of the parcel lying within the IIO district.</p>				
<p>•••• Prior to the installation of an Interstate monopole sign, the Building Official shall be supplied with all information necessary for him to make a determination as to whether or not the sign will meet the provisions of this section and other applicable provisions of this ordinance. Such information shall include a drawing indicating the measurements of all portions of the sign, height of the bottom of the sign face and the top of the sign face above the finished grade, or, for Interstate monopole signs within fifty (50) feet of the Interstate right-of-way, the height above the edge of the paved portion of the Interstate right-of-way in closest proximity to the sign (including paved shoulder areas.) A survey prepared by a licensed surveyor shall be submitted showing the proposed location of the sign on the site. The surveyed location may be included on a site plan or PUD plan, as may be required by other sections of this ordinance, or, may be a separate survey. Within ten (10) days following installation of an Interstate monopole sign, the property owner shall submit a certified survey to the Building Official showing the precise height of the sign above the finished grade or the edge of the Interstate right-of-way in closest proximity to such sign, whichever may be applicable.</p>				
<p>•••••No more than one (1) double-faced sign may be placed upon any monopole structure. The faces of a double-faced Interstate monopole sign shall be arranged so that such faces are separated no more than thirty (30) degrees.</p>				
<p>•••••A parcel (as opposed to a use), any portion of which, lies within the IIO district on which an Interstate monopole sign is located may have one (1), and only one (1), other ground sign within the boundary of such parcel. If there is any type of nonconforming sign on a parcel upon which an Interstate monopole sign is proposed to be located, such sign shall be brought into conformance with applicable provisions of Chapter 6.O on or before the date on which a permit is issued for a monopole Interstate sign. Within the IIO district, the provisions of this 6.2.5 shall not apply regarding allowable alteration of sign size by the Building Official.</p>				
<p>Additional Permitted Signs. Each use located on any portion of a parcel on which an Interstate monopole sign is located whether such lies within or outside of the IIO district, may have one (1) sign, either a wall or roof sign, the location, size, and height of which shall be governed by applicable provisions of and the underlying zoning district.</p>				
<p>PRICE SIGN (AC District only)*</p>	<p>Up to ten (10) percent of the allowable square footage for a free-standing pole sign in the AC District, may be composed of a fixed interval changeable message electronic portion for the display of only prices. See note below*</p>	<p>25</p>	<p>1</p>	<p>Setback - 5</p>

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS
 (For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
<p>+No portion of an Interstate monopole sign located in an AC District overlain by the Interstate Impact Overlay (IIO) District shall contain a fixed interval changeable electronic price sign.</p> <p>• The portion of the freestanding pole sign used for the display of prices shall not extend more than four (4) feet in width, nor have any letter and/or number exceeding eighteen (18) inches in height. Prices shall only be displayed with four (4) numerals, exclusive tenths pricing, of which no numeral is greater than the number nine (9), which shall be separated by a decimal point to be located immediately to the right of the second numeral, counting from left to right, and which separates the second numeral from the remaining two (2) numerals.</p>				
ROOF SIGN* (COMMERCIAL AREAS AND TCL DISTRICT)	150	25	1	May not extend above roof peak
<p>*Permitted in commercial areas where speed limit of the street is thirty-five (35) MPH or more. •Allowed in TCL District in accordance with these provisions.</p>				
TEMPORARY SIGN REAL ESTATE (NC, IC, AC, IN, TCL, VA Districts)	Not specified	Not specified	Not specified	Setback - 5
TEMPORARY SIGN REAL ESTATE (AR, LDR, MDR, HRO Districts)	Not specified	Not specified	Not specified	Setback - 5
TEMPORARY SIGNS NONCOMMERCIAL (All Districts) See note below •	32	Not specified	Not specified	Setback - 5
<p>•Signs celebrating holidays, special events or events of infrequent occurrence may be displayed for periods of short duration. Signs may be displayed for thirty (30) days prior to the event and seven (7) days after the completion of the event.</p>				

1.0 GENERAL PROVISIONS
 2.0 ZONING DISTRICTS
 3.0 USE & CONDITIONS
 4.0 DEVELOPMENT STANDARDS
 5.0 PARKING
6.0 SIGNS
 7.0 NONCONFORMING
 8.0 ADMINISTRATION
 9.0 DEFINITIONS
 APPENDIX

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS

(For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)

Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
Off Premises Signs				
EXISTING BILLBOARD AND DIGITAL BILLBOARD	n/a	44 No (existing) billboard shall exceed forty-four (44) feet in overall height measured from the supporting structure or from the average grade of the supporting structures when two or more structures support the sign.	No new billboard, digital billboard, or conversion of a billboard to a digital billboard shall be allowed or permitted. See note below ^	See note below •
<p>•Billboards (existing) shall be located in commercial zones and comply with the required setback from property lines for the commercial zone where it is located. A billboard shall be located a minimum of twenty (20) feet from any other building or structure on the same parcel or lot.</p> <p>^No billboard shall be relocated to a new location on a different parcel or lot than its current location. Any remodeling, rebuilding, or addition to a billboard shall require a permit, and the permit fees will be based on the current building permit fee schedule. No billboard or sign of any type that had been previously erected in violation of any City code shall become a legal nonconforming sign.</p>				
PERMANENT NONCOMMERCIAL DIRECTIONAL SIGN (All Districts)	8	9 Sign face must be at least 6 above ground surface	2 See note below ^	Setback - 5 See note below •
<p>• Directional signs for non-profit service clubs and uses, charitable associations, religious groups, and similar groups shall be permitted to locate signs on private property adjacent to major streets designated on the Sevierville Zoning Map.</p> <p>^Plans and locations for these signs shall be approved by the Planning Commission prior to issuance of a sign permit.</p>				
PERMANENT TOURIST ORIENTED DIRECTIONAL SIGN (TODS)	See Chapter 10.0, Appendix - Section 10.2, regarding participation in this sign program managed by the City.			
TEMPORARY AUCTION SIGN (ALL DISTRICTS) See note below •	32	Not specified	1	Setback - 5

TABLE 6.3 TABLE OF SIGN DIMENSIONS AND LOCATIONS (For the TC District, see Section 6.7 and Tables 6.4, 6.5, and 6.6)				
Sign Types	Permitted Area/Max Size (sq ft)	Max Height (ft)	Number	Setback (min. ft.), Location
	8	Not specified	No maximum for additional signs	Setback - 5
<p>•Signs providing directions to the locations of auctions held for the sale of land and/or buildings shall be allowed within the City in accordance with the following conditions:</p> <p>•No sign shall be placed upon a public right-of-way of any kind, and no sign shall be closer than five (5) feet from any right-of-way.</p> <p>•Signs for a specific auction may be erected no more than twenty-one (21) days prior to the occurrence of the auction, and must be removed within three (3) days of the auction’s conclusion.</p> <p>•Information displayed on any auction sign shall be limited to the site address or other location indicator, acreage and/or number of buildings, name, address, and phone numbers of the auction firm or auctioneer, and arrows or other indicators of site direction.</p> <p>•A permit from the Code Enforcement Department shall be required for the display of any sign directing persons to the location of an auction. The fee charged for the permit shall be \$50. Only one permit, and one permit fee shall be required for the sign(s) providing directions to the site of a single auction. An application for a permit must include the proposed locations of signs, in addition to other necessary information required by the Code Enforcement Department. Issuance of a permit shall be dependent upon the approval of the application by the Code Enforcement Department, and the conformance of the proposed signage with all applicable municipal requirements.</p>				
TEMPORARY COMMERCIAL SIGN See note below •	n/a	n/a	n/a	n/a
•Permitted only in City parks associated with athletic fields.				
TEMPORARY NONCOMMERCIAL DIRECTIONAL SIGN (ALL DISTRICTS) See note below •	32	Not specified	Not specified	Setback - 5
• Signs celebrating holidays, special events, or events of infrequent occurrence may be located away from the site of the event upon determination by the Building Inspector for thirty (30) days prior to the event and seven (7) days after the completion of the event.				
TEMPORARY POLITICAL SIGN (ALL DISTRICTS)	Not specified	Not specified	1, per candidate, per premise, except in the case of permanent sign structures under permit. See note below •	Setback - 5
• Political signs are not permitted on streets or highway rights-of-way, nor on public property.				
<p>•Political signs are not permitted on streets or highway rights-of-way, nor on public property. (Section 409.2.8)</p> <p>•Political signs shall not be posted prior to thirty (30) days before an election. (Section 409.2.8)</p> <p>•Political signs shall be removed by the owner of the property on which the sign is located within ten (10) days after the election to which it refers. (Section 409.2.8)</p>				

6.7 Regulations for TC District only

6.7.1 **PURPOSE (TC DISTRICT)**

6.7.1.1 The purpose of this section is to establish reasonable standards for the location of signs within the TC District in order to:

- Facilitate commerce and protect property values;
- Reduce traffic hazards;
- Prevent the accumulation of visual clutter;
- Encourage an attractive community appearance; and,
- Generally protect the health, safety, and public welfare.

6.7.2 **PERMIT REQUIRED (TC DISTRICT)**

Unless otherwise exempt, it shall be unlawful for any person to erect, locate, or otherwise establish any sign described in this section except in conformity hereto. Certain signs shall require permits and certain signs are exempt from permitting but are required to meet the conditions of this section.

6.7.3 **SIGN TYPES REQUIRING PERMITS ESTABLISHED (TC DISTRICT)**

In order to achieve the purposes of this section, the types of signs permitted in the TC District are hereby established as listed in Table 6.4. Sign types not listed are prohibited. For clarity, certain prohibited signs and sign conditions are set forth in 6.7.6.

6.7.4 **SIGNS EXEMPT FROM PERMITTING (TC DISTRICT)**

6.7.4.1 Residential Use Signs. Signs not exceeding two (2) square feet in area that are not of a commercial nature, such as:

- a. Address signs not larger than one square foot
- b. Mail box signs
- c. Signs posted on private property relating to private parking or warning the public against trespassing or danger from animals

6.7.4.2 Signs Associated with Public Bodies, Public

and Private Universities and Schools. Such signs include:

- a. Signs erected by or on behalf of or pursuant to the authorization of a governmental body, including legal notices, identification and informational signs, and traffic, directional, or regulatory signs
- b. Governmental Displays: Following approval by the Board of Mayor and Aldermen, by Resolution, the temporary use of displays which include, but are not limited to, banners, decorations, lighted displays and/or decorations and supporting structures and similar activities, by, or for governmental entities, shall be exempt from these regulations
- c. Official signs of a noncommercial nature erected by public utilities
- d. Flags, pennants, or insignia of any governmental or nonprofit organization when not displayed in connection with a commercial promotion or as an advertising device

6.7.4.3 Signs Designating Historic Resources

6.7.4.4 Vehicle signs painted on or attached to currently licensed motor vehicles that are not primarily used as signs, not parked adjacent to the street, and are street legal with the sign affixed

6.7.4.5 Temporary Real Estate Signs

6.7.4.6 Window signs, provided not more than 20% of a window pane is covered, whether interior or exterior including interior signs within three feet of the window. Any signage over 20% shall be counted towards maximum allowed sign size.

6.7.4.7 Temporary displays, including lighting, erected in connection with the observance of holidays in accordance with adopted calendar associated with the holiday

6.7.4.8 Campaign signs

6.7.4.9 Construction signs associated with land development or building construction provided

such signs are no larger than 32 square feet in size, do not exceed eight feet in height, and number not more than two per project. Such signs shall be displayed no sooner than 60 days prior to the commencement of construction and shall be removed within 10 days of completing construction.

6.7.4.10 Carport, garage, and yard sale signs not exceeding four square feet in size or four feet in height located on the site of sale and placed not more than three days in advance of the sale and removed within one day of the completion of the sale

6.7.5 PROHIBITED SIGN TYPES (TC DISTRICT)

6.7.5.1 Signs not listed in Table 6.4, Sign Types Established, are prohibited inclusive of, but not limited to, the following:

- a. Off-premises Signs, except as provided for such as auction signs
- b. Signs on Vehicles
- c. Roof Signs
- d. Signs placed over public or private streets or egress.
- e. Drone Signs
- f. Mobile Off Premises Signs / Billboards
- g. Digital Off Premises Signs / Billboards
- h. Wavers, Promotional Flags, Pennants, Streamers

6.7.6 PROHIBITED SIGN CONDITIONS (TC DISTRICT)

6.7.6.1 In addition to the prohibited signs listed in Section 6.7.5, the following sign conditions are prohibited:

- a. Signs that create a traffic hazard as determined by the Code Enforcement Director regardless of location and size criteria not withstanding. In general, a sign shall not be placed within five (5) feet of any means of ingress or egress, except for directional signs not exceeding eight (4) square feet in area and four (4) feet in height.
- b. Signs which include action, motion, have any moving parts, contain varying inten-

sity or flashing lights, are intermittently lighted, with the exception of signs that display time and temperature and certain signs permitted in Sections 6.7.9.2 and 6.7.9.3.

- c. Lights of detectable intermittent intensity or strobe whether inside or outside a building are prohibited.
- d. Campaign signs on public rights-of-way or other public property.
- e. Signs painted on or otherwise permanently attached to currently licensed motor vehicles that are parked adjacent to a street.
- f. No new billboard, digital billboard, or conversion of a billboard / off premises sign to a digital billboard / off premises sign shall be allowed or permitted, and no billboard / off premises sign (or sign of any type) that had been previously erected in violation of any City code shall



become a legal nonconforming sign.

6.7.7 PERMITTED SIGNS (TC DISTRICT)

Only the sign types established in Table 6.4 may be allowed within the TC District in accordance with Table 6.5.

6.7.8 PERMITTED SIGN SIZE AND SITE LOCATIONS (TC DISTRICT)

Sign area, height, number, and site location shall be established in accordance with Table 6.5 and supplemental design criteria.



Illustration 6.2

6.7.9 ADDITIONAL DESIGN REQUIREMENTS (TC DISTRICT)

6.7.9.1 Minimum separation from like signs is 100'. Where this condition cannot be met, signs shall be separated as remotely as possible from like sign types.

6.7.9.2 Electronic Message Boards on monument signs are permitted on monument signs under the following criteria:

6.7.9.2.1 The electrically activated changeable message section shall be located on the lower two thirds of the sign.

6.7.9.2.2 The electrically activated changeable message section shall not exceed twenty (20) percent of the sign and be located within the lower two-thirds of the sign.

6.7.9.2.3 The informational content of the message section can be changed at intervals; however, the message shall not be flashed by varying the intensity of the illumination.

6.7.9.3 Electronic Message Boards on pole signs are permitted under the following criteria:

6.7.9.3.1 Up to ten (10) percent of the allowable square footage for a free standing pole sign may be composed of a fixed interval changeable message. The changeable message shall be of a single color, non-flashing with a maximum character height of 18" and maximum width of six characters per line.

6.7.9.4 Landscaping Provisions for Monument Signs

6.7.9.4.1 The area surrounding the sign base shall be landscaped with appropriate planting materials.

6.7.9.5 Other Design Provisions

6.7.9.5.1 Sign position - Signs shall be positioned so as to avoid or minimize sight line conflict with any other established sign.

6.7.9.5.2 No easement shall be permitted exclusively for the use of signage.

6.7.9.5.3 Signage may be placed in easements used for primary access.



Illustration 6.3

6.7.9.5.4 Where a single sign has two sign faces, the maximum separation of the faces shall not exceed 45 degrees.

6.7.9.5.5 Sign support structures massed greater than 150 percent of maximum sign message area shall require Planning Commission approval.

6.7.10 MEASURING SIGNS (TC DISTRICT)

6.7.10.1 Sign area and height shall be calculated as shown in Illustration 6.3.

6.7.10.2 Building frontage shall be determined by the location of the primary building entrance or the side facing the highest classified roadway, at the permittee's option.

6.7.11 METHODS OF COMPLIANCE (TC DISTRICT)

6.7.11.1 In the determination of maximum size of signs, the Code Enforcement Director may consider a ten (10) percent alteration in signs of fifty (50) square feet or less and a five (5) percent alteration in signs of fifty (50) square feet or more, provided that it is necessitated by an unusual or exceptional situation.

6.7.12 MAINTENANCE OF SIGNS (TC DISTRICT)

- 6.7.12.1 All signs and components thereof, including supports, braces, and anchors, shall be maintained in like-new condition.
- 6.7.12.2 If a sign advertises a business, service, commodity, accommodation, attraction, or other enterprise or activity that is no longer operating, being offered, or conducted, that sign shall be considered abandoned and the sign and its supporting structure shall be removed in its entirety within 90 days after such abandonment by the sign owner of the property where the sign is located, or other party having control over such sign.
- 6.7.12.3 The immediate area around a free standing sign shall be kept clear of all debris and maintained by the landowner, or by the sign owner as agent of the landowner, in an attractive manner.
- 6.7.12.4 The Code Enforcement Director may cause to be removed any sign on which the advertising message becomes illegible in whole or in part.



Illustration 6.4
Wall Sign Example

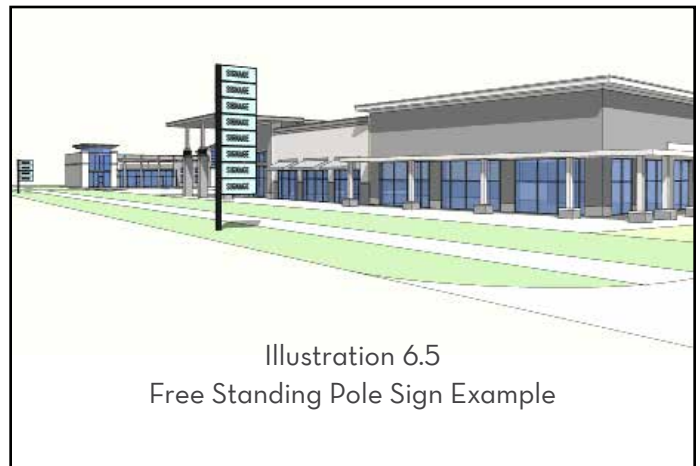











Illustration 6.5
Free Standing Pole Sign Example

TABLE 6.4 PERMITTED SIGN TYPES ESTABLISHED FOR TC DISTRICT ONLY

On Premises Signs	Description		Example
1. Wall Sign	A sign fastened to or painted on the wall of a building or building canopy in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than six inches from such building or structure.		
2. Monument Sign (With or without reader board)	A sign suspended or supported by one or more uprights or braces anchored in the ground with no more than 30 inches clearance from the bottom of the sign to the ground below.		
3. Free-standing Pole Sign	A sign that is mounted on a freestanding pole or other support so that the bottom edge of the face is six feet or more above grade, that the support structure does not exceed 25% of the width of the message area and with no message displayed on the support structure.		
4. Destination Arrival Sign	A monument sign which identifies a general destination which encompasses multiple attractions or enterprises. Examples include Governor's Crossing and Five Oaks.		
5. Projecting Sign	A sign attached to the face of a building and extending outward or suspended overhead from an entrance or sidewalk canopy.		
6. Temporary Sign (On Premises)		Real Estate Sign	
		Non-commercial Sign	
		Commercial Sign (Banner)	
7. On-site Directional Sign	A sign that directs vehicles or pedestrians to major site access points or otherwise directs traffic flow.		
8. Miscellaneous Sign	Signs for: residential uses; associated with public bodies; designating historic resources; vehicle signs; holiday displays; sandwich boards; home occupations; development construction; and, garage sale signs.		

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING




6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

Off Premises Signs			
9. Directional Sign (Off Premises)	A sign that directs vehicles or pedestrians to major destinations such as community institutions, religious assemblies, or non-profit service clubs.		
10. Temporary Sign (Off Premises)	A non-permanent sign that is designed to be easily removed upon the completion of a specific period of time, event, or transaction.	Auction	
		Non-Commercial	
		Campaign Sign	

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USE & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

TABLE 6.5 PERMITTED SIGNS IN TC DISTRICT ONLY

■ = Permitted ✘ = Not permitted		Zone
		TC
Sign Types		
On Premises Signs		
Wall Sign		■
Monument Sign		■
Free-standing pole sign		■
Destination Arrival Sign (major or minor)		✘
Projecting Sign		■
Temporary	Real Estate	■
	Campaign	■
	Non-commercial Sign	■
	Commercial Sign (Banner)	■
On-site Directional Signs		■
Miscellaneous Signs		■
Off Premises/ Billboard		
Off-Premise Directional Sign		■
Temporary Non Commercial Sign		■
Billboard		✘
Billboard (Digital)		✘

TABLE 6.6 TABLE OF SIGN DIMENSIONS AND LOCATIONS (TC ONLY)					
Sign Types		Permitted area/Max Size (sq. ft.)	Max Height (ft)	Number	Setback (min. ft.), Location and Other Criteria
On Premises Signs					
Wall Sign		2 feet per lineal foot of building frontage 150 max.	Shall not project above a roof line.	1 per wall face	Area shall be computed on one street only for double frontage conditions.
Monument Sign		2 feet per lineal foot of building frontage 150 maximum, except on local and minor collectors where maximum is 32	15, except on local and minor collectors where maximum is 6	1 per street frontage	Setback - 5
Free-standing Pole Sign		2 per lineal foot of building frontage 150 for individual parcels.	25	1	Setback - 5
Destination Arrival Sign (Major)		n/a	n/a	n/a	n/a
Destination Arrival Sign (Minor)		n/a	n/a	n/a	n/a
Projecting Sign		8	8 clearance from ground to bottom of sign	1	Projection limited to no more than 2' from wall surface
Temporary Sign	Real Estate	32	8	1 per 1000 feet of frontage	Setback - 5
	Non-commercial	32	6	1 per intersection	Display time not more than 30 days before and 7 days after the referenced event
	Commercial	32	6	1	Display time not more than 30 days. Flags, pennants and banners permitted with no permit for 7 days.

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USE & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMING TIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

1.0 GENERAL PROVISIONS

2.0 ZONING DISTRICTS

3.0 USES & CONDITIONS

4.0 DEVELOPMENT STANDARDS

5.0 PARKING

6.0 SIGNS

7.0 NON-CONFORMITIES

8.0 ADMINISTRATION

9.0 DEFINITIONS

APPENDIX

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