

## SIGN REGULATIONS

### 154.370 INTENT.

It is recognized that certain uses located in appropriately zoned districts need and have a right to advertise through the use of sign displays. It is the intent of this chapter to encourage creative and imaginative design and use of signs in order to create a more attractive economic and business climate. It is further the intent of this chapter to foster and improve the economic vitality of the community by enhancing and protecting the physical appearance of the community. In order to accomplish this purpose, it is necessary to regulate the size, location, construction, and manner of display of signs as set forth in this subchapter. (*Ord. 52-20; 8/25/20*)

### 154.371 APPLICABILITY.

All new, reconstructed, altered, or relocated signs must comply with the standards of this section. (*Ord. 52-20; 8/25/20*)

### 154.372 GENERAL REGULATIONS.

(A) *Permit required.* All sign types described in this section, require a permit before they may be constructed, reconstructed, altered, or relocated, except those listed as Exempt Signs in § 154.373, and as outlined below:

(1) *Exempt maintenance.* Painting, cleaning, refacing, or other normal maintenance and repair of a sign does not require a permit, provided that no change is made to any structural component of the sign. For awning signs, removal of the frame for resurfacing shall be considered normal maintenance provided the existing frame is reutilized and the sign complies with all other regulations of this section.

(2) *Signs in the right-of-way.* Any sign that encroaches into a public right-of-way requires approval from the County Engineer.

(B) *Minimum maintenance.* All signs shall be maintained in good repair and in operable condition. Painted faces or structural members shall be repainted whenever peeling or fading occurs. Neon tubes, lamps, ballasts, and transformers shall be kept in a good state of repair and safe condition. The County may order the removal of any sign which becomes a public hazard due to lack of maintenance or repair or which becomes insecure, in danger of falling, or otherwise unsafe.

(C) *Nonconforming Signs.* A nonconforming sign that was legally established and maintained in compliance with the provisions of all applicable laws in effect at the time of original installation, but that does not now comply with the provisions of this Ordinance, shall be deemed to be legal nonconforming and may be repaired or altered in accordance with § 154.055. All other signs which do not conform with said provisions of this chapter shall be deemed to be illegal nonconforming signs.

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(D) *Removal of Freestanding Signs.* Notwithstanding anything contained in § 154.055 to the contrary, freestanding on-premise signs and sign structures, shall be subject to the following removal provisions:

(1) When the building on the premise is removed, any sign and sign structure located on the lot and accessory to such building shall also be removed at the same time; and

(2) When a legally established nonconforming building, or any activity, business, commodity, or service on the premise, suffers a partial destruction in excess of the value specified in § 154.055 of this Ordinance and such building, or activity, must be removed and brought into compliance with the terms of this Ordinance, any sign or sign structure located on the lot shall also be brought into compliance with the terms of this Ordinance.

(E) *Cutting of Trees or Shrubs.* No person shall damage, trim, destroy, or remove any required trees, shrubs, or other vegetation for the purpose of increasing or enhancing the visibility of any sign.

(F) *Location.* Signs shall be installed subject to the following provisions:

(1) Each permanent sign, except for off-premise signs and multi-tenant signs, must be located on the same site as the subject of the sign.

(2) Freestanding signs shall have a minimum front yard setback of ten (10) feet, except limited access highways which shall have a minimum front yard setback of fifty (50) feet.

(3) Freestanding signs shall have minimum side and rear yard setbacks the same as required for accessory structures.

(4) No sign, other than signs placed by agencies of government with appropriate jurisdiction, or a sign whose placement is authorized by such agencies, may be erected or placed on public property, including rights-of-way.

(5) No signs may be installed in a way that obstructs free and clear vision, Clear Sight Area per § 154.078, or free use of any public right-of-way, intersection, ingress or egress point, transit stop, parking space, drive aisle, driveway, building entrance, fire escape, or accessibility ramp.

(6) No sign may obstruct or substantially interfere with any window, door, fire escape, stairway, ladder, or opening intended to provide ingress or egress to any building.

(G) *Illumination.* Illuminated signs are subject to the following provisions:

(1) External illumination shall be shielded so that it illuminates only the sign surface and does not shine on, cause glare to, or otherwise impair the vision of the driver of any motor vehicle traveling on a public right-of-way.

(2) Colored light must not be used at a location or in a manner that could be confused with a traffic control device.

(3) Signs that are illuminated at night may not exceed a maximum luminance level of 750 nits, regardless of the method of illumination. All illuminated signs must comply with the luminance level at least one-half hour before Apparent Sunset, as determined by the National Oceanic and Atmospheric Administration (NOAA). At Apparent Sunrise, as determined by NOAA, signs may resume luminance levels appropriate for daylight conditions.

(H) *Changeable Copy Signs.* A changeable copy sign is a sign on which the message changes either automatically through electrical means or manually through the placement of letters or symbols on a panel mounted in or on a track system. Changeable copy signs include electronic message centers (EMC).

(1) Changeable copy signs may be used as part of either a freestanding sign or building sign. Only one changeable copy sign is allowed per establishment.

(2) The changeable copy portion of an on-premise sign shall not exceed forty (40) percent of the sign surface area of any permitted sign type. (*Ord. 102-21, 10/12/21*)

(3) *Electronic Message Centers (EMC).* An electronic message center is a changeable copy sign that uses computer generated graphics or other electronic means of changing messages. EMCs, which shall also comply with the following regulations:

(a) EMC signs shall have automatic dimming controls, either by photocell or via software settings, in order to bring EMC lighting level at night into compliance with this section;

(b) EMC signs located within two-hundred (200) feet of a parcel used for residential purposes shall not be illuminated between the hours of 11 pm and 6 am;

(c) All message shall be static and displayed for a minimum of 8 seconds;

(d) Any change in an electronic message must be instantaneous without fading in, dropping in, spinning, rotating, or similar moving copy changes;

(e) Full motion video or film display via an electronic file imported into the EMC software or streamed in real time into the EMC is prohibited; and

(f) Any EMC sign that is malfunctioning must be turned off.

(I) *Freestanding canopy sign.* Signs on a freestanding canopy are subject to the following provisions:

(1) Freestanding canopy signs shall not exceed twenty-five (25) percent of the surface area of the façade of the canopy;

(2) Illuminated freestanding canopy signs are only allowed in the B: Business District, C: Commercial District, I: Industrial District, and U: University District;

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(3) The number and sign surface area of use-specific signs do not count toward the on-premise maximum standards; and

(4) Freestanding canopy signs shall have a maximum projection of twelve (12) inches above the canopy.

(J) *Place identification sign.* A place identification sign is a sign that only indicates the name of a recorded, platted residential subdivision, recognized neighborhood association, office or industrial park, education or medical campus, or other recognized place. Place identification signs are subject to the following provisions:

(1) Place identification signs shall be limited to freestanding monument signs;

(2) One place identification sign shall be permitted per quadrant of an intersection;

(3) A place identification sign shall not exceed thirty-two (32) square feet each or eight (8) feet in height; and

(4) All place identification signs shall be constructed of ornamental metal, masonry, or other permanent material. (*Ord. 52-20; 8/25/20*)

#### **154.373 EXEMPT SIGNS.**

The following signs do not require a sign permit if they meet the following conditions:

(A) *Address sign.* A sign that identifies the address of a lot, structure, or establishment, provided it does not exceed two square feet in area for a property with only a residential use or four square feet in area for a property with non-residential uses.

(B) *Authorized sign.* Public signs and notices erected, authorized, or mandated by governmental authority under any law, statute, or ordinance.

(C) *Architectural features.* Signs which are architecturally integral to the building when carved into stone, concrete or similar material or made of bronze, aluminum, or other permanent type construction and made an integral part of the building.

(D) *Campus signs.* Signs that are located interior to a campus or open space provided such signs are not legible from the street.

(E) *Flags.* Up to six flags having a maximum combined area not to exceed 120 square foot are permitted. Each flag shall be attached to a flag pole which is permanently anchored to the ground or attached to the principal building or accessory structure.

(F) *Fuel pump signs.* A fuel pump sign that is attached to a fuel pump may not exceed two square feet in area per pump. Operational and payment instructions on the face of the pump are exempt from this limitation.

(G) *Incidental signs.* Non-illuminated signs not exceeding two square feet, provided there is no more than two per street frontage per lot.

(H) *Menu boards.* A menu board is a permanently mounted sign at a drive-through establishment. Menu boards are exempt if they meet the following conditions:

- (1) Menu boards shall only be permitted in conjunction with a permitted drive-through use;
- (2) A maximum of two menu boards is permitted per drive-through lane; and
- (3) A menu board may not exceed forty-eight (48) square feet in area and eight (8) feet in height above grade.

(I) *Parking lot signs.* Signs located in parking lots are exempt if they meet the following conditions:

- (1) No more than two (2) signs per driveway or one (1) sign per critical turning point;
- (2) In the R: Single Family District, R-2: Residential District, O/B: Office/Buffer District, O: Office District, and U: University District, signs shall not exceed four (4) square feet in surface area and four (4) feet in height;
- (3) In the A: Agricultural District, B: Business District, and C: Commercial District, signs shall not exceed six (6) square feet in surface area and four (4) feet in height;
- (4) In the I: Industrial District, signs shall not exceed eight (8) square feet in surface area and four (6) feet in height; and
- (5) All signs shall be non-illuminated.

(J) *Sidewalk signs.* A sidewalk sign includes two-sided, portable signs that are placed outside of an establishment, constructed in the form of an “A” or a similar tent-like shape, or attached to a post with a heavy base in the form of an inverted “T”, and intended to be viewed from the sidewalk at close range, are exempt if they meet the following conditions:

- (1) A maximum of one sidewalk sign is permitted per establishment per street frontage;
- (2) Sidewalk signs shall not exceed ten (10) square feet in sign surface area per side and four (4) feet in height above grade;
- (3) A sidewalk sign may be placed outdoors on the premises or a public sidewalk during business hours only, and must be stored indoors at all other times;
- (4) The sign must not interfere with the ingress and egress points and must maintain a minimum of five (5) feet of sidewalk clearance at all times;

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(5) A sidewalk sign may not be illuminated or contain any electronic components; and

(6) A sidewalk sign may not be placed outdoors when high winds, heavy rain, or heavy snow conditions are present and may not interfere with any snow removal operations.

(K) *Window signs.* One window sign per non-residential use provided it does not exceed four (4) square feet and is non-illuminated.

(L) *Works of art.* Three-dimensional works of art and two-dimensional works of art which are not used for advertising or promotion of a business, product, service, or commercial activity. Two-dimensional works of art shall not be located on the front façade of a building. (Ord. 52-20; 8/25/20)

#### **154.374 PROHIBITED SIGNS.**

These signs, as well as any sign type not expressly allowed by this Ordinance, are prohibited:

(A) Signs which interfere with, obstruct the view of, imitate, copy, purport to be, or may be confused with any authorized official sign, traffic sign, traffic signal, or traffic control device.

(B) Signs on portable trailer frames; and signs attached to or painted on a vehicle parked and visible from the public right-of-way, provided however, a vehicle which is used in the normal day-to-day operation of a business use shall not be considered a portable sign if the vehicle is parked beside or behind the building in which the use is located, or if the sign on the vehicle contains less than nine (9) square feet in sign surface area.

(C) Signs or devices motivated by wind, thermal changes, or other environmental input, such as spinners, pinwheels, unsecured banner, pennant, streamers, balloons, air-inflated signs, or other wind-blown devices or displays that are designed to inform or attract attention, except for flags that conform with § 154.373.

(D) Signs attached to trees, street lights, or utility poles.

(E) Signs that bear or contain statements, words or pictures of an obscene, pornographic, immoral character, or which contain advertising matter which is untruthful or will offend public morals or decency.

(F) Any rotating beam, beacon, intermittent light, lights of changing colors, or degrees of intensity, or flashing illumination in connection with any sign surface, except as part of an electronic message center sign.

(G) Signs that feature facial recognition technology or any device that is used to obtain biometric data. (Ord. 52-20; 8/25/20)

**154.375 SIGN MEASUREMENT.**

(A) *Sign surface area.* Sign surface area shall be measured as follows:

(1) *Signs on a background.*

The entire area of the framework or background of the sign is calculated as sign area, including any material or color forming the sign face or background used to differentiate the sign from the structure against which it is placed.

(2) *Signs with a base.*

The base of a monument sign does not count as sign area if it is less than three (3) feet in height, provided the material used is masonry or consistent with the primary building material.

(3) *Individually mounted letters or features.*

The sign area is calculated as the total area of each rectangle that encompasses each word or graphic element. Sign area does not include any supporting framework or bracing, unless such framework is part of the message or sign face.

(4) *Signs on an awning.*

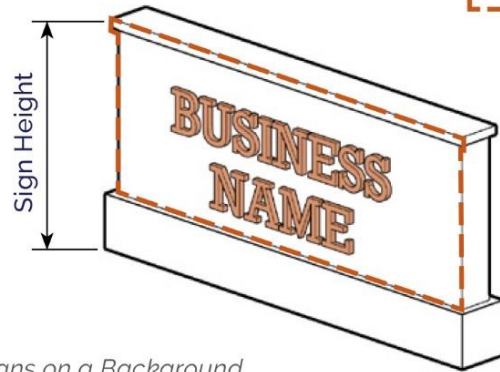
The area of awning sign is calculated by drawing the smallest possible rectangle that encompasses each word or graphic element on the awning.

(5) *Signs with poles or brackets.*

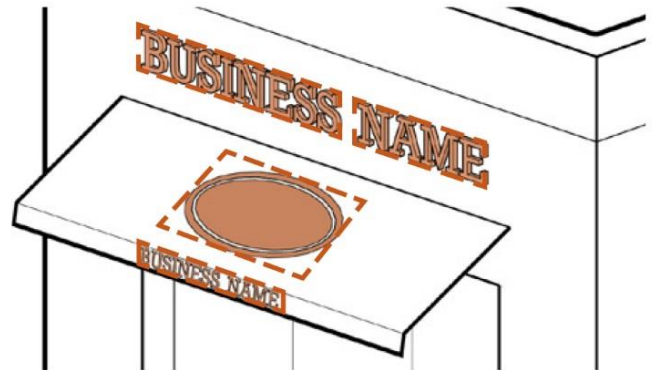
For signs that include a pole, pole cover, or bracket, the portion of the structure that is not an integral part of the display area shall not be included in the overall calculation of sign area provided no pole or pole cover exceed two (2) feet in width.

(6) *Two or more faces.*

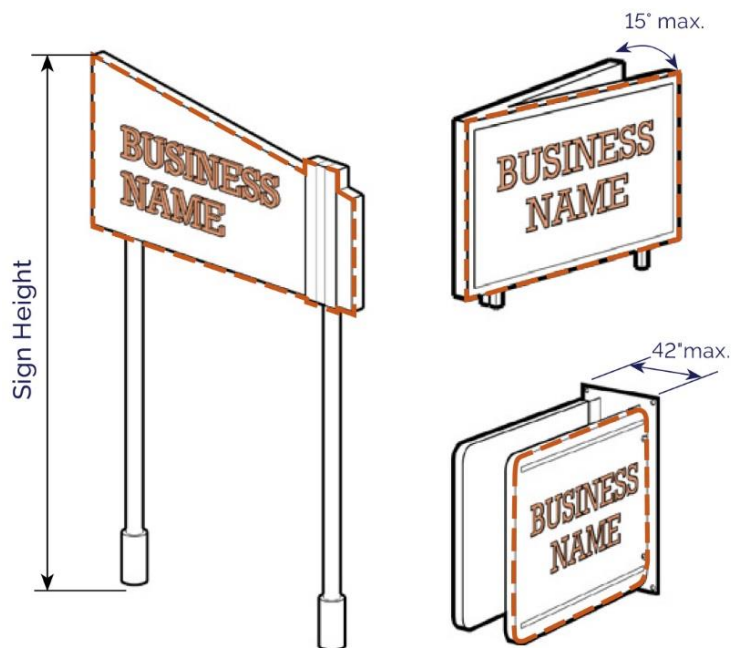
If the sign has two or more face, the area of all faces is included in determining the area of the



*Signs on a Background*



*Individually Mounted Letters & Signs on an Awning*



*Signs with Poles or Brackets*

*Signs with 2 or More Faces*

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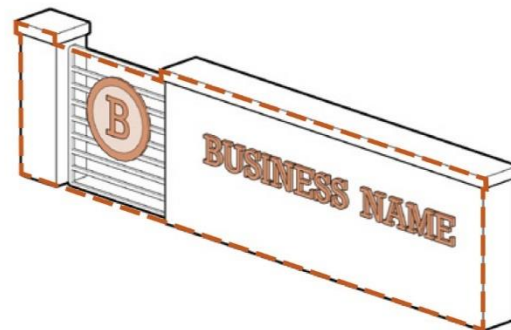
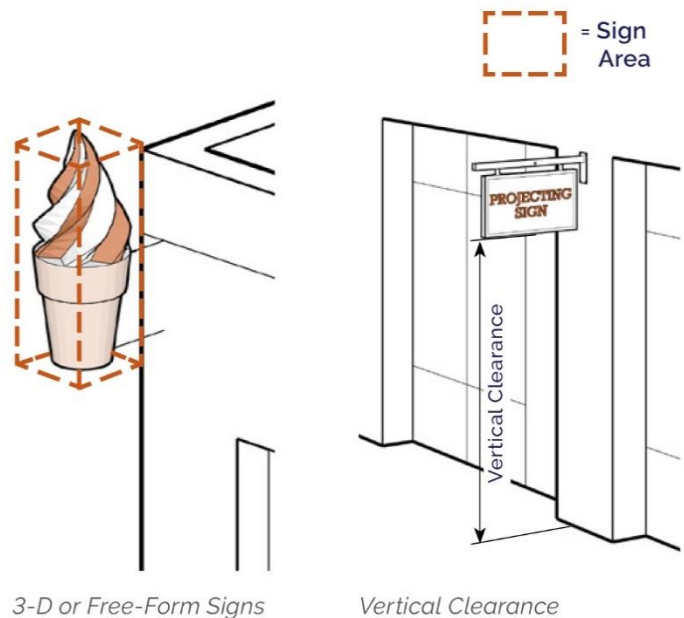
sign. However, if two sign faces are placed back to back, or at an angle no greater than fifteen (15) degrees from one another so that both faces cannot be viewed from any point at the same time, the sign surface area shall be calculated by the measurement of one of the sign faces. In addition, except for off-premise signs, such sign faces that are part of the same sign structure shall not be more than forty-two inches apart.

(7) *Three-dimensional, free-form, or sculptural (non-planer).* The sign area is calculated as fifty (50) percent of the sum of the area of the four vertical sides of the smallest cube that would encompass the sign.

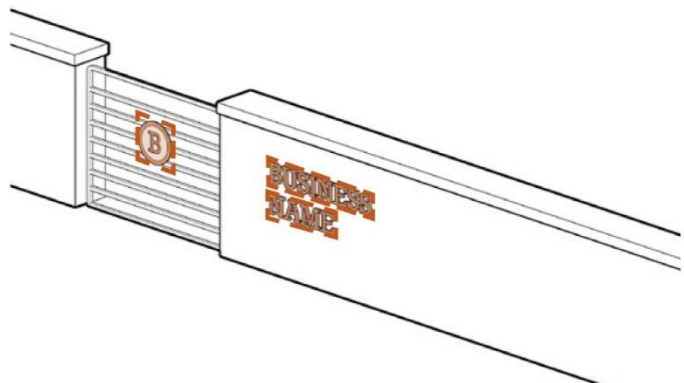
(8) *Landscape wall or fence sign.* The sign area of a sign face located on an ornamental, decorative fence, or masonry wall shall be limited to the area of the sign face only if the fence or wall has a length of at least three (3) times the width of the sign or message element. If a fence or wall is less than three (3) times the width of the sign or message element, the fence or wall shall the display used to differentiate the sign from the backdrop, and the entire area of the fence or wall shall be considered part of the sign surface area.

(9) *Signs at a building corner.* In the case of a building sign located on the corner of a building and oriented toward the intersection of two or more streets, such building sign shall count half its sign area toward the maximum permitted sign surface area for each street frontage.

(B) *Sign height.* Sign height is measured as the vertical distance from the street grade at the base of the sign or sign structure, to the highest point of the sign or sign structure.



Signs on a Landscape Wall or Fence:  
Wall is less than 3 times the width of the sign



Signs on a Landscape Wall or Fence:  
Wall is more than 3 times the width of the sign



(C) *Vertical clearance.* For signs attached to a structure, vertical clearance is measured as the vertical distance from the grade level to the lowest point of the sign.

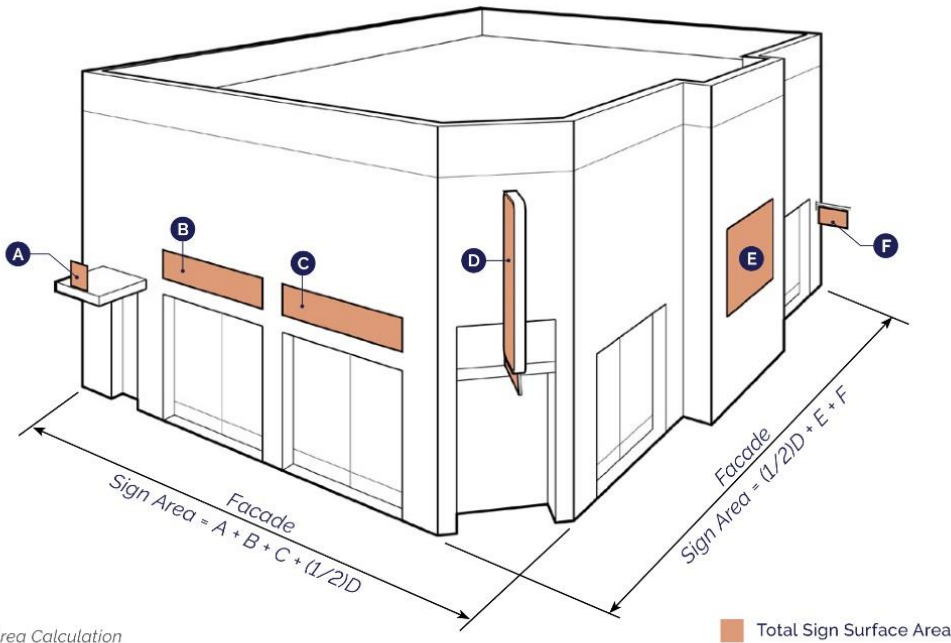
(D) When calculating the area of a façade upon which a building sign may be placed, the following standards apply:

(1)

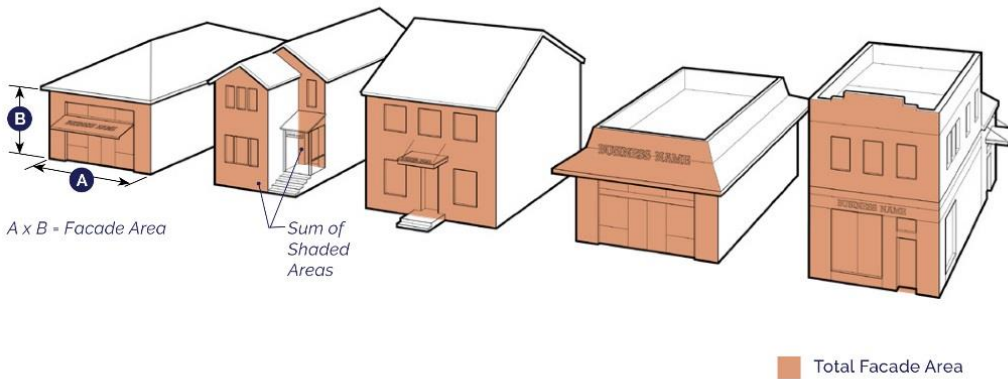
The area of the façade shall be the actual surface area of the façade of the building or tenant space located above grade and beneath the top of the wall, not including the roof. Façade area shall include any two-dimensional area of the building elevation from which the façade, or portion thereof, may be viewed; and

(2)

The calculation of façade area is determined independently for each façade. (Ord. 52-20; 8/25/20)



Sign Area Calculation



Facade Area Calculation

**154.376 ON-PREMISE SIGNS; GENERALLY.**

*Definition.* An on-premise sign is a sign erected, maintained, or used for the purpose of the display of messages relating to the use of, products sold on, or the sale or lease of, the property on which it is displayed. (Ord. 52-20; 8/25/20)

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**154.377 ON-PREMISE SIGNS; BUILDING.**



**Table 154-S1: Building Sign Standards**

| <b>Residential Uses</b>     |                        |   |                       |
|-----------------------------|------------------------|---|-----------------------|
| <b>Use</b>                  | <b>Orientation</b>     | <b>Maximum Sign Surface Area</b>                      | <b>Maximum Number</b> |
| 4 or fewer dwelling units   | Any                    | 2 square feet   | 1                     |
| 5 or more dwelling units    | Any                    | 32 square feet  |                       |
| Home Occupation             | Any                    | 2 square feet   |                       |
| <b>Non-Residential Uses</b> |                        |   |                       |
| <b>District</b>             | <b>Orientation</b>     | <b>Maximum Sign Surface Area (Total of All Signs)</b> | <b>Maximum Number</b> |
| A, R, R-2, OB, O            | Street or Parking Area | 5% of façade area                                     | Unlimited             |
|                             | Other                  | 3% of façade area                                     | Unlimited             |
| B, C, I, or U               | Street or Parking Area | 10% of façade area                                    | Unlimited             |
|                             | Other                  | 3% of façade area                                     | Unlimited             |

(A) *Definition.* A building sign is any sign attached to or supported by a building. Building signs include, but are not limited to awning or canopy signs, projecting signs, roof signs, suspended signs, walls signs, and window signs.

(B) *Number and area.* The number and sign surface area of building signs shall comply with the standards in Table 154-S1: Building Sign Standards and meet any of the following standards specific to the applicable sign type. The sign surface area of building signs is the sum of the sign surface area of all signs on the façade.

(C) *Awning or canopy signs.* A sign or graphic printed on or in some fashion attached directly to the material of an awning or canopy, subject to the following standards:

(1) A maximum of one sign is permitted per awning or canopy surface. Only awnings and canopies on the ground story may contain signs; and

(2) The sign surface area shall no exceed fifty (50) percent of the awning or canopy surface on which it is displayed.

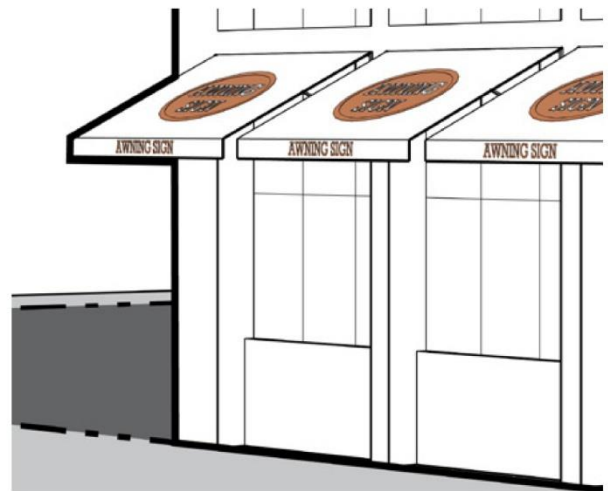
(D) *Projecting signs.* A two-sided or three-dimension sign that is affixed to a wall and project more than eighteen (18) inches beyond the exterior wall of a building, subject to the following standards:

(1) Projecting signs shall have a vertical clearance of at least eight (8) feet above a sidewalk or fifteen (15) feet above a driveway;

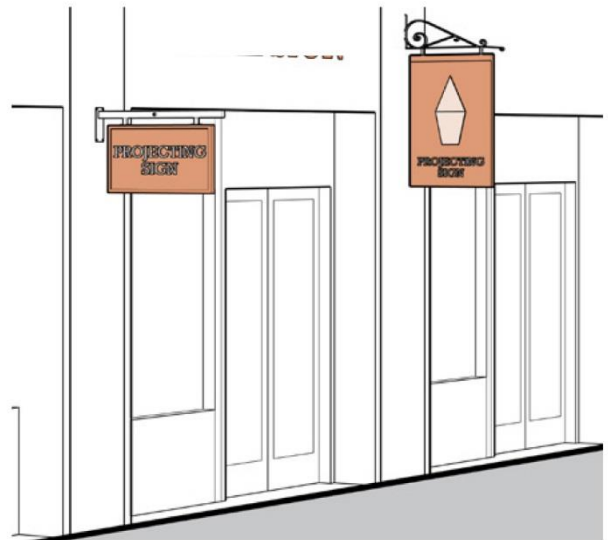
(2) Projecting signs shall not extend more than six (6) feet from the building face except a projecting marquee sign may extend to within eighteen (18) inches of a curb face;

(3) Projecting signs shall not extend more than four (4) feet above the building roof line on a flat roof or above the eave line for pitched roofs;

(4) A maximum of one projecting sign is permitted per establishment per frontage; and



Awning Signs



Projecting Signs

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(5) Projecting signs shall have a minimum of fifteen (15) feet between other projecting signs.

(E) *Roof signs.* A sign mounted on the roof or the uppermost architectural band of a building, subject to the following standards:

(1) Roof signs are only permitted in the A: Agricultural District, C: Commercial District, I: Industrial District, and U: University District;

(2) A maximum of one roof sign is permitted per building;

(3) Roof signs shall not be more than seventy-five (75) percent of the building width at the roof level and fifteen (15) feet in height;

(4) Roof signs must not extend below the upper lintel of windows of the highest story of a building;

(5) Roof signs may only be internally illuminated; and

(6) Roof signs must be constructed to allow ease of air flow.

(F) *Suspended signs.* A sign that is suspended, hung, or connected to the underside of a horizontal surface and intended to be viewed from the sidewalk at close range, subject to the following standards:

(1) A maximum of one suspended sign is permitted per ground floor establishment per frontage;

(2) Suspended signs shall have a maximum sign surface area of six (6) square feet; and

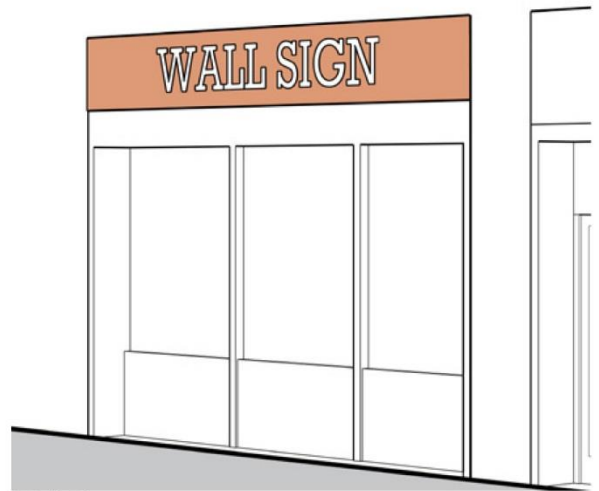
(3) Suspended signs shall have a vertical clearance of at least eight (8) feet above the finished grade below it.



Roof Sign



Suspended Signs



Wall Sign

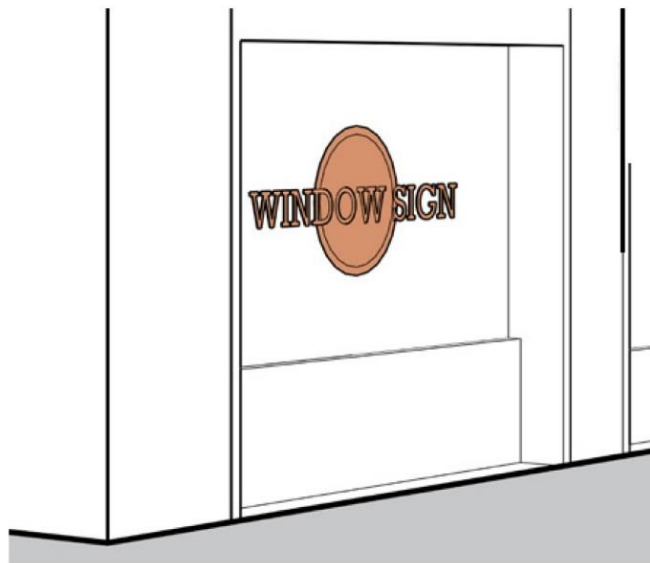
(G) *Wall signs.* Any sign attached to, applied to, or mounted on the wall of a building or structure, with the face of the sign parallel to that of the wall, subject to the following standards:

- (1) Wall signs shall not project more than eighteen (18) inches from the wall;
- (2) Wall signs shall not be more than eighty (80) percent of the building façade width; and
- (3) No wall sign may extend above the window sills of the second story, unless the establishment extends to the second story above. No portion of a wall sign may extend above the roofline or parapet wall of a building with a flat roof or above the lower eave of a building with a pitched roof.

(H) *Window signs.* A sign that is attached to, placed upon, printed on the interior or exterior of a window or door of a building, or displayed within the interior and clearly intended for public recognition outside the building, subject to the following standards:

(1) Window signs shall not exceed twenty-five (25) percent of the area of the window. In the case of multi-pane windows, the surface area of the window shall be the combined surface area of the individual panes; and

(2) Window signs attached to the glass shall have a clear background. (*Ord. 52-20; 8/25/20*)



*Window Signs*

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**154.378 ON-PREMISE SIGNS; FREESTANDING.**



**Table 154-S2: Freestanding Sign Standards**

| <b>Residential Uses</b>   |                       |                                  |                                    |
|---|-----------------------|----------------------------------|------------------------------------|
| <b>Use</b>  | <b>Maximum Height</b> | <b>Maximum Sign Surface Area</b> | <b>Maximum Number</b>              |
| 4 or fewer dwelling units   | 4 feet                | 2 square feet                    | 1                                  |
| 5 or more dwelling units  | 6 feet                | 32 square feet                   |                                    |
| Home Occupation   | 4 feet                | 2 square feet                    |                                    |
| <b>Non-Residential Uses</b>   |                       |                                  |                                    |
| <b>District</b>   | <b>Maximum Height</b> | <b>Maximum Sign Surface Area</b> | <b>Maximum Number</b>              |
| A, R, R-2, OB, O  | 6 feet <sup>1</sup>   | 32 square feet <sup>1</sup>      | 1 per street frontage              |
| U   | 8 feet                | 64 square feet                   | Unlimited                          |
| B, C, I   | 15 feet <sup>2</sup>  | 100 square feet <sup>3</sup>     | 1 per street frontage <sup>4</sup> |
| <sup>1</sup> If lot frontage is greater than 200 feet, signs may increase to 64 square feet in sign surface area and up to 8 feet in height.  |                       |                                  |                                    |
| <sup>2</sup> Sign height may increase to 25 feet for multi-tenant signs. Sign height may increase to 35 feet when oriented to a limited access highway.   |                       |                                  |                                    |
| <sup>3</sup> For multi-tenant signs, the sign area may be increased to 140 square feet for sites with less than 500 feet of frontage. Sign surface area may be increased to 300 square feet for site with more than 500 feet of frontage.   |                       |                                  |                                    |
| <sup>4</sup> If lot frontage is greater than 500 feet, then additional signs are allowed at a rate of one sign for every 500 feet of additional frontage, or portion thereof. Total sign area may be combined into one larger sign or divided between multiple signs with a minimum separation of 100 feet between signs. |                       |                                  |                                    |

(A) *Definition.* A freestanding sign is a sign that is attached to, erected on, or supported by some structure that is not itself an integral part of or attached to a building. Freestanding signs include, but are not limited to: pylon, pole, pole with cladding, monument, yard signs and signs posted on a decorative fence or non-building wall.

(B) *Number and area.* The number, sign surface area, and height of freestanding signs shall comply with the standards in Table 154-S2: Freestanding Sign Standards and meet any of the following standards specific to the applicable sign type.

(C) *Separation of signs.* Freestanding signs shall have a separation of at least one-hundred (100) feet.

(D) *Monument signs.* A sign that is constructed in or on the ground surface with its sign display surface attached to a pedestal base or wall, subject to the following standards:

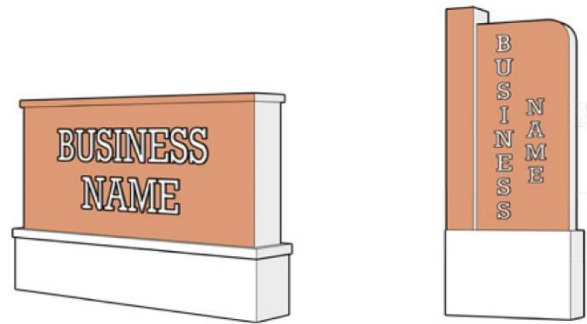
(1) The sign must be attached to a pedestal that is integral to the sign structure, or integral with a perimeter wall or fence; and

(2) The sign base must be at least seventy-five (75) percent of the width of the widest part of the sign.

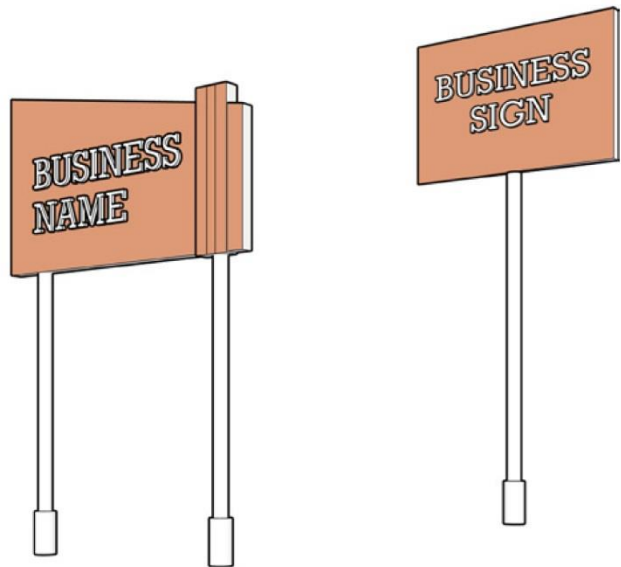
(E) *Pole signs.* A sign that is supported by one or more poles that are anchored in the ground and intended to be viewed from a distance, subject to the following standards:

(1) The lowest portion of the sign display shall have a vertical clearance of at least seven (7) feet above the grade below; and

(2) Pole signs are permitted only for lots where the front building façade is located more than twenty-five (25) feet away from the front lot line. Pole signs must be setback at least twenty-five (25) feet from the front lot line.



Monument Signs



Pole Signs



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(F) *Yard signs.* A two-sided sign that is mounted to or suspended by supporting posts or brackets and intended to be viewed at close range, subject to the following standards:

(1) A yard sign may be mounted onto a double set of posts or suspended from a single post in an L-shape configuration; and

(2) The sign display shall have a vertical clearance of at least twelve (12) inches above the grade below the sign.

(G) *Multi-tenant signs.* A multi-tenant sign is a sign that advertises three or more establishments within a building or series of buildings in an integrated center, subject to the following standards:

(1) Multi-tenant signs are only permitted in the B: Business District, C: Commercial District, and I: Industrial District;

(2) Any business that is displayed on a multi-tenant sign shall not be entitled to its own freestanding sign;

(3) Multi-tenant signs shall be permitted at a rate of one (1) multi-tenant sign for every five-hundred (500) feet of street frontage, provided that:

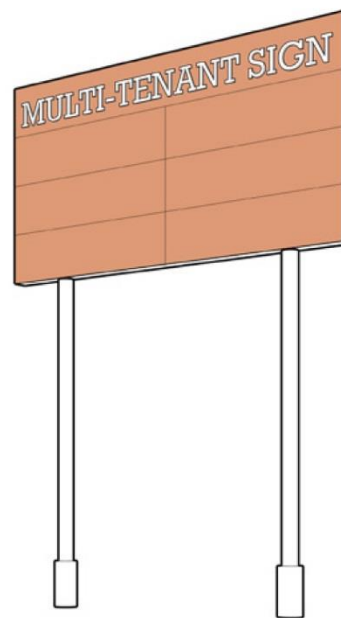
(a) the minimum separation between multi-tenant signs on a single development site, regardless of the street frontage to which the multi-tenant sign is oriented, shall be one-hundred (100) feet; and

(b) the minimum separation between multi-tenant signs oriented toward the same street frontage shall be three-hundred (300) feet.

(Ord. 52-20; 8/25/20)



Yard Signs



Multi-Tenant Sign



**154.379 TEMPORARY SIGNS.**

Temporary signs are allowed in all zoning districts and shall meet the standards in Table 154-S3: Temporary Signs below, and are subject to the following provisions:

(A) A temporary sign shall be located in compliance with all regulations for a permanent sign; and

(B) A temporary sign shall not be illuminated. (*Ord. 52-20; 8/25/20*)

| <b>Table 154-S3: Temporary Signs</b>   |  |  |                            |   |
|--|--|--|----------------------------|---|
| <b>Temporary Sign Type</b>   | <b>Maximum Number of Signs (Per Street Frontage)</b> | <b>Maximum Sign Surface Area</b>   | <b>Maximum Sign Height</b> | <b>Maximum Duration</b>   |
| <b>Construction Signs (Located on a Site with an Active Building Permit)</b> |  |  |                            |   |
| Fence or Wall Wrap Sign  | 2  | 64 square feet for every 200 feet of street frontage or portion thereof. | 8 feet                     | May be installed only after the approval of a building permit, and must be removed within 30 days of issuance of a certificate of occupancy or expiration of a building permit. |
| Construction Signs (All Other)   |  | 64 square feet max per street frontage                                   |                            |   |
| <b>Multiple Lot Developments (For Sale, Lease, or Rent Signs)</b>            |  |  |                            |   |
|  | 1  | 32 square feet   | 8 feet                     | May be installed after secondary plat approval is issued and must be removed when 75% of lots in the subdivision have received a Certificate of Occupancy.                      |
| <b>Single Lot Developments (For Sale, Lease, or Rent Signs)</b>              |  |  |                            |   |
| Residential Districts  | 1  | 6 square feet  | 6 feet                     | May be installed at the time the property is listed for sale or lease, and must be removed upon final close of the sale or lease.   |
| All Other Districts  |  | 32 square feet   |                            |   |
| <b>Temporary Use or Event</b>  |  |  |                            |   |
| Residential Districts  | 2  | 24 square feet max per street frontage                                   | 6 feet                     | 30 days and no more than 4 times a year.  |
| All Other Districts  |  | 48 square feet max per street frontage                                   |                            |   |

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#### 154.380 OFF-PREMISE SIGNS.

(A) *Definition.* An off-premise sign is a sign erected, maintained, or used for the purpose of the display of messages relating to the activity, business, or products sold at a location other than the premises on which the sign is located. Off-premises signs may be either freestanding or wall signs.

(B) *Districts Permitted.* Off-premise signs shall only be permitted in the B: Business District, C: Commercial District, and I: Industrial District.

(C) *Advertising signs.* An advertising sign is a sign displaying advertisements that are meant to be viewed at a distance, typically oriented to a limited access highway or major arterial street. Advertising signs are subject to the following provisions:

(1) *Compliance with the Highway Beautification Act.* Advertising signs shall be located in compliance with the *Highway Beautification Act* (23 U.S. Code § 131, *Control of Outdoor Advertising*), as amended, and all of the standards of this Ordinance, whichever is stricter.

(2) *Sign surface area.* Sign surface area for advertising signs shall be as follows:

(a) Advertising signs facing a limited access highway or arterial roadway shall have a maximum sign surface area of six-hundred-seventy-two (672) square feet;

(b) Advertising signs oriented toward all other streets shall have a maximum sign surface area of three-hundred (300) square feet; and

(c) Temporary extensions or embellishments integrally incorporated into the sign surface of an advertising sign facing a limited access highway or arterial roadway may be allowed a maximum of an additional two-hundred (200) square feet in sign surface area, subject to the following development standards:

1. The temporary extensions or embellishments shall not have a vertical dimension more than four (4) feet in height above and one (1) foot below the main portion of the advertising sign; and

2. The temporary extensions or embellishments shall not have a horizontal dimension more than one (1) foot beyond the sides of the main portion of the advertising sign.

(3) *Concealment of sign supports.* The backs of advertising signs shall be concealed by another sign surface, screened by suitable architectural treatment, or painted to blend with the natural surroundings, so that the supports, tie rods, bracing or framework which supports the sign surface is screened from view;

(4) *Empty displays prohibited.* Empty sign surfaces, or signs without a display or message covering the entire sign surface, shall be prohibited. This regulation shall apply individually to each display surface;

(5) *Maximum height.* The maximum height of an advertising sign shall not exceed thirty-five (35) feet above grade;

(6) *Minimum setbacks.* The minimum setback for advertising signs shall be as follows:

(a) *Limited access highway.* The minimum front setback shall be fifty (50) feet from the right-of-way;

(b) *All other streets.* The minimum front setback shall be the same as required for any primary building or structure; and

(c) *Side and rear setback.* The minimum side and rear setback shall be the same as required for any primary building or structure.

(7) *Placement limitations along limited access highways.* No advertising sign shall be located within five-hundred (500) feet of an interchange, at-grade intersection, or rest area on any limited access highway. The method of measurement of the location restrictions along a limited access highway shall be along the centerline of the limited access highway or street, measured from the nearest point of the intersection of the centerline of the exit/entrance ramp or intersection street and the right hand lane of the main traveled way of the limited access highway closest to the off-premise sign;

(8) *Distance from certain districts or uses.* Distance between advertising signs and certain districts or uses shall be as follows:

(a) *Linear spacing.* The minimum distance between an advertising sign and a R: Single Family District, R-2 Residential District, O/B Office/Buffer District, Historic Preservation District, designated historic landmark, park and open space, trail, residential use, religious institution, school, or river shall be two-hundred (200) feet. Linear spacing regarding this standard is measured along the centerline of the right-of-way to which the advertising sign is oriented, from the point in the centerline closest to the leading edge of the advertising sign to the point in the centerline nearest the district boundary or lot line of a use specified herein;

(b) *Radial spacing.* The minimum distance between an advertising sign and a R: Single Family District, R-2 Residential District, O/B Office/Buffer District, Historic Preservation District, designated historic landmark, park and open space, trail, residential use, religious institution, school, or river shall be one-hundred (100) feet measured perpendicular from the nearest edge of the sign to the nearest district boundary or lot line of an applicable use; and

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(b) *Jurisdictional boundaries.* Required separation distances for advertising signs located within unincorporated St. Joseph County shall also be maintained from advertising signs located in adjacent municipalities or jurisdictional areas.

(9) *Distance between advertising signs.* Distance between advertising signs shall be as follows:

(a) *Linear spacing.* The minimum separation between advertising signs located along and oriented toward the same limited access highway shall be one-thousand (1,000) feet. The minimum separation between advertising signs located along and oriented toward the same street shall be seven-hundred-fifty (750) feet. Linear spacing regarding this standard is measured along the centerline of the limited access highway or street to which the sign is oriented, from the point in the centerline closest to the leading edge of the sign;

(b) *Radial spacing.* An advertising sign shall not be located closer than three-hundred (300) feet in any direction from any other advertising sign;

(10) *Construction materials.* The supports, uprights, bracing, and framework of an advertising sign shall be of steel construction.

(D) *Indirect business identification signs.* An indirect business identification sign is a freestanding sign that is associated with an activity, business, or building located within a shopping, entertainment, or business complex but with no direct street frontage. Indirect business identification signs are only permitted when the business it is advertising is not listed or cannot be added to a multi-tenant sign. Indirect business identification signs are subject to the following development standards:

(1) *Location.* Indirect business signs shall be located within five-hundred (500) feet of the main entrance to the associated establishment or building;

(2) *Sign type.* Indirect business identification signs shall be a freestanding monument sign;

(3) *Sign height and surface area.* The sign surface area and height of indirect business identification signs shall comply with Table 154-S2 for on-premise signs and meet the standards specific to freestanding signs within the applicable zoning district. Indirect business identification signs do not count against the on-premise maximum sign area or number of signs for the lot on which it is located; and

(4) *Distance between indirect business identification signs.* The minimum separation between an indirect business identification sign and any other freestanding signs on a lot, regardless of the orientation, shall be one-hundred (100) feet. (*Ord. 52-20; 8/25/20*)