

CHAPTER 17 – LAND USE (ZONING) AND SUBDIVISION REGULATIONS

ARTICLE 7. PERFORMANCE STANDARDS

Section 17-7.1 SIGNS

1. Purpose. The purpose of these standards is to establish reasonable regulations for the design, construction, installation and maintenance of all exterior signs. Well designed signs can be an asset to the community.

2. Required Permits. All signs are considered structures and require a Zoning Permit, except signs placed by the City, County or State to relate the laws or ordinances, or to promote the health, safety and welfare of the community which are exempt, and signs exempted in this Chapter.

3. District Provisions. The following chart depicts which sign types are allowed within each zoning district.

SIGNS	OS	FM	AG	WR	SR	TR	RR	DMU	C	SC	R	UR	LI	P	PD
Dynamic Display	X	X	X	X	X	X	X	P	P	X	X	X	P	P	X
No Hunting Trespassing	A	A	A	X	A	A	A	A	A	A	A	A	A	A	A
Offsite	X	X	X	X	X	X	X	X	P	X	X	X	P	X	X
Onsite	X	AC	AC	X	AC	AC	AC	AC	AC	AC	AC	AC	AC	AC	C
Signs in Residential, Agriculture & Forestry Zones (4)	X	A	A	X	X	A	A	X	X	X	X	A	X	X	X
Street Identification	A	A	A	X	A	A	A	A	A	A	A	A	A	A	A
Temporary (Banners, streamers & portable) (2)	X	A	A	X	X	X	A	A	A	A	A	A	A	A	X
Temporary (Construction, Sale or Rental) (1)	A	A	A	X	A	A	A	A	A	A	A	A	A	A	A
Temporary (5)	X	X	X	X	X	I	I	I	I	I	I	I	I	I	I
Temporary (Political) (3)	X	A	A	X	A	A	A	A	A	A	A	A	A	A	X

A – Allowed without a Permit
 C – Conditional Use Permit Required
 I – Interim Use Permit Required
 P – Permit Required
 AC – Accessory Use
 X – Prohibited Sign

- (1) Temporary signs pertaining only to the construction, sale or rental of the premises are allowable provided they do not exceed 9 square feet in any zone and are removed within 30 days of the completion of construction, sale or rental.
- (2) Each parcel shall be allowed, for up to 14 days during any 90 day period, temporary signs, including banners, streamers and portable signs for special events such as grand openings and promotions, provided no more than (4) temporary signs shall be on display at a given time for each parcel. Temporary Banners and signs must be relevant to current events and must not be in disrepair (maximum of 4).
- (3) Temporary signs endorsing a political candidate, party or issue during an election season are allowed without a permit. The sign must be removed within 30 days after the election.
- (4) Signs shall not be internally or externally lighted but may be reflective; no sign shall be larger than 6 square feet.
- (5) Any sign which is erected or displayed for a specified period of time.

4. General.

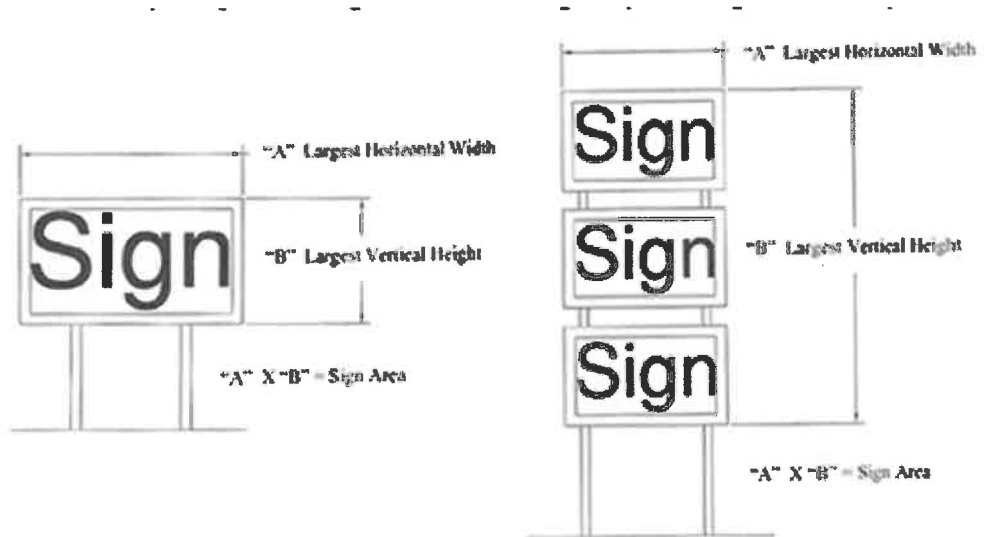
- A. Non-maintained signs or signs for discontinued business, or signs that are not structurally sound will be removed after notification by the Zoning Administrator or after discontinuance of the business.
- B. Placement of signs shall consider protecting sight distance at intersections, driveways and curves.
- C. All flashing, revolving and intermittently lighted signs, including all digital displays, and all portable signs are prohibited, except as specifically allowed in this section.
- D. A non-conforming sign may be refaced, removed and replaced for maintenance purposes, however it shall not be increased in size, the support system shall not be improved and the sign shall be removed in it's entirety upon the determination by the Zoning Administrator that the sign is in disrepair or the support system is failing.

- E. Residential and commercial signs may not contain elements commonly used by highway departments to alert, direct or caution traffic such as, but not limited to, octagonal stop signs or speed limit signs.
- F. Property owners seeking to display more signs than what are allowed in this section or seeking allowances outside of what is allowed in this section may obtain permission to do so with the approval of a sign concept plan by applying for a Conditional Use Permit. The sign concept plan shall include all existing and proposed signage for the entire parcel. The Planning Commission shall review the sign concept plan and base its decision on the following
 - (a) Necessity of additional signage
 - (b) Alternatives to additional signage, and
 - (c) Aesthetic impacts.
- G. No signage shall be allowed to direct any light on to an adjacent parcel of land.

5. Onsite Signs.

A. Commercial and Industrial Districts.

- (1) Sign area is calculated as the total area of signage and shall include all area bound by a rectangle that encompasses the markings that comprise the sign. For two-sided signs, each side shall be counted.



- (2) Up to 25% of any side of the principle structure may be dedicated to signage.
- (3) Each property is allowed one freestanding sign so long as the sign

can meet setbacks and its placement does not obstruct lines of sight or pedestrian corridors.

- (a) On all freestanding signs, both sides of the sign are counted to determine the sign area.
 - (b) Buildings located in a 45 mile per hour speed zone or higher are allowed up to 96 square feet of freestanding sign that shall not exceed 15 feet in height.
 - (c) Buildings located in a less than 45 mile per hour speed zone are allowed up to 64 square feet of freestanding sign and, for multi-business buildings, are allowed an additional 8 square feet for each business after the first. The sign may not exceed 15 feet in height.
 - (d) For corner lots, one freestanding sign conforming to these standards is allowed on each roadway.
 - (e) Any attached sign that protrudes from a structure more than 2 feet will be considered a freestanding sign.
- (4) There shall be no signage on accessory structures.
- (5) Uses that depend on patrons arriving by watercraft may use signs and lighting to convey needed information to the public, subject to the following general standards.
- (a) No advertising signs or supporting facilities for signs may be placed upon public waters. Signs conveying information or safety messages may be placed in or on public waters by a public authority or a permit issued by the county sheriff.
 - (b) Signs may be placed, when necessary, within the shore impact zone if they are designed and sized to be the minimum necessary to convey needed information. They must only convey the location and name of the

establishment and the general types of goods or services available. The signs must not contain other detailed information such as product brands and prices, must not be located higher than 8 feet above the ground, and must not exceed 10 square feet in size.

(6) Dynamic Displays, including displays used for advertising the price of gasoline: Any sign using a dynamic display, in whole or in part, must meet the following operational standards:

(a) Size: The total amount of area of dynamic displays on a property shall not exceed 32 square feet per side.

(b) Location: The dynamic display sign must be located at least one hundred (100) feet from any residentially zoned properties.

(c) Duration: The full sign image or any portion thereof must have a minimum duration of 8 seconds and must be a static display. No portion of any dynamic display sign may fluctuate in light intensity or use intermittent, strobe or moving light or light that changes intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles or in any manner that creates the illusion of movement.

(d) Brightness: The dynamic display sign must not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the sign's face at maximum brightness.

(e) Dimmer Control: Electronic graphic display signs must have an automatic dimmer control to produce a distinct illumination change from a higher illumination level to a lower level for the time period between a 1/2-hour before sunset and a 1/2-hour after sunrise.

(f) On/Off Switch: Dynamic displays shall be equipped with an on/off switch so that the sign can be immediately turned off if it malfunctions for any reason or becomes nonconforming.

B. All Residential Districts.

(1) Area Identification Signs are permitted by Conditional use Permit in residential districts and must meet the following criteria:

(a) The size of the sign shall not exceed 32 square feet in area and 8 feet in height as measured from natural grade.

- (b) The sign shall be located on private property at the required setbacks for the zoning district, as detailed in this Chapter. Placement of the sign shall include consideration for the maintenance of appropriate sight lines at the intersection and shall not constitute an obstruction to traffic in the area.
- (c) The sign shall include a landscaping plan to be installed and continually maintained by the owner of the property on which the sign is located, pursuant to the requirements of this Section.
- (d) No more than one sign per entrance to the development shall be allowed, with each sign meeting the provisions contained herein.
- (e) Any lighting of the sign shall be external, downward directional, and hooded so as to prevent glare and to maintain the character of the neighborhood.

6. Offsite Signs – General.

- A. Off-site signs are prohibited, except as allowed pursuant to Subsection 6.B.
- B. Offsite signs shall be allowed as follows:
 - (1) **Size:** The maximum sign area for any one face shall not exceed 400 square feet. Such maximum size limitation shall apply to each face of a sign structure. Signs may be placed back-to-back. “V” type construction shall be allowed not to exceed 30 degrees. All square footage area requirements shall include border and exclude structural supports. No stacked signs shall be allowed. Construction shall be on a monopole or double post.
 - (2) **Location:** An off-site sign shall be located only in the Offsite Sign Overlay District.
 - (3) **Height:** The maximum height of an offsite sign shall not exceed 30 feet above road grade at sign stationing or 40 feet above local grade.
 - (4) **Spacing:** No offsite sign shall be located closer than 2,000 feet to any other offsite sign.
 - (5) **Lighting:** All exterior illumination of offsite signs shall be downward directional.

- (6) Display: An offsite sign shall be either fixed or digital display. The color of the entire structural support system for an offsite sign shall be earth tone. Digital Displays shall:
 - a. The full sign image or any portion thereof must have a minimum duration of 6 seconds;
 - b. Brightness: The digital display must not exceed a maximum illumination of 5,000 nits (candelas per square meter) during daylight hours and a maximum illumination of 500 nits (candelas per square meter) between dusk to dawn as measured from the Sign's face at maximum brightness; Digital display signs must automatically be dimmed to produce a distinct illumination change from a higher illumination level to a lower level for the time period between ½-hour before sunset and ½-hour after sunrise.
 - c. Fluctuating or Flashing Illumination: No portion of any digital display may fluctuate in light intensity or use intermittent, strobed or moving light or light that changes in intensity in sudden transitory bursts, streams, zooms, twinkles, sparkles, or in any manner that creates the illusion of movement.
- (7) Setbacks: No portion of an offsite sign shall overhang onto or be placed in the public right-of-way. Offsite signs shall not be placed within 10 feet from the front or side lot line, or 500 feet from a residence.

7. Substitution. Signs containing noncommercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations applicable to such signs.
8. Severability. If any section, subsection, sentence, clause, or phrase of this Section 17-7.1 regulating signs is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this Section 17-7.1. The City Council hereby declares that it would have adopted the Sign Ordinance in each section, subsection, sentence, or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared invalid.

Section 17-7.2 NUISANCE STANDARDS

1. Performance Standards.

- A. Compliance Required. Every use permitted by this Chapter shall be so established and maintained as to comply with the provisions of this section. The Planning Commission may require the complaining party to provide