

CHAPTER 9

SIGNS

SECTION:

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9-9-1: **PURPOSE:** The purpose of this chapter is twofold:

- A. Provide Maximum Visibility: To provide maximum visibility for safety purposes along roadways, maintain unobstructed views at intersections and prevent undue distractions to vehicle operators by preventing confusion at or near traffic signs and signals and along corridors.
- B. Require Preplanning: To require preplanning of select signage and promote artistic license within the same size limit and similar location for less confusion and clutter. Signs meeting this intent will act as a signature block for creative expression but not an advertising billboard. This chapter contains "sign standards" for uniform but creative signage. The pride of ownership and entrepreneurial spirit is encouraged by artistic signage in the community. (Ord. 426, 7-8-2002)

9-9-2: **EXEMPTIONS:** Signs exempted from city permit requirements are as follows:

- A. Directional Or Information Signs: Directional or information signs that are no larger than three (3) square feet per face, which help direct

on premises land uses or activities, and do not display an advertising message (e.g., public convenience signs identifying restrooms, public telephones, walkways and similar features or facilities, parking directions, addresses, etc.).

- B. Memorial Signs Or Tablets: Memorial signs or tablets displaying names of buildings and dates of erection when cut into the surface or facade of the building.
- C. Signs Required By Law: Signs required by law or that serve the public interest such as traffic signs, railroad crossing signs, legal notices, warning of temporary emergencies, construction zones, presence of underground cable, utility signs, and similar signs installed on public property and that are owned and maintained by city, county, state, or federal agencies or a public utility company.
- D. Temporary Signs Or Banners: Temporary signs or banners that bear no product advertising and announce nonprofit community or civic events. Such signs or banners shall be removed within seven (7) days following the event.
- E. Sign Visible Only From Parcel: A sign that is visible only from within the parcel on which it is found.
- F. Construction Project Information: Signs that identify the architects, engineers, contractors, lenders, government agencies or programs (i.e., FHA, HUD, FMHA, low cost housing, senior citizen center, etc.) and other individuals or firms involved with the construction project. This shall not include any advertisement of any product, or signs announcing the character of the building enterprise or the purpose for which the building is intended, or use of the project. The signs shall be confined to the site of the construction and shall be removed within fourteen (14) days after the beginning of the intended use of the project.
- G. Advertising Sale, Rental Or Lease Of Real Estate: Signs advertising the sale, rental, or lease of real property or part of the real property on which the signs are displayed up to a total area of five (5) square feet per face within the residential zones. The number of signs shall be limited to one sign per parcel up to and including forty (40) acres, or not more than one sign per frontage. All such signs shall be confined to the property to which they apply. Such signs shall be removed within fourteen (14) days after the sale, rental or lease.

- H. Political Signs: Signs announcing candidates seeking public political office and other data pertinent thereto, up to an area of thirty two (32) square feet for each premises. Such signs shall be confined to private property and removed within fourteen (14) days after the election for which they were intended.
- I. Show Window Signs: Show window signs in a window display of merchandise when incorporated with such a display.
- J. Location: All signs authorized by this section must be located on the lot, not within the public right of way. (Ord. 426, 7-8-2002)

9-9-3: **PROCEDURE:**

- A. Permit Required: A permit is required before any sign regulated by these provisions is displayed or built on any premises in this jurisdiction.
- B. Applications: Applications shall be made on forms provided by the city. The content of the application shall be as required herein and shall include all of the information needed to complete the application form, supplementary drawings of the sign plan, and any other information needed to complete the application review. The application shall be accompanied by the fee set forth by resolution by the city council.
- C. Sign Plan:
 - 1. Required Information: A sign plan shall be included with the application and shall contain at least the following information:
 - a. Materials to be used in manufacturing and constructing the sign.
 - b. Sign size, message size or field of lettering, and proportions.
 - c. Lettering size or graphic style.
 - d. Design features other than lettering such as symbols, logos, etc.
 - e. Color scheme.
 - f. Lighting, if proposed.

- g. Location of each sign on the building(s) and/or property.
 2. Scale: Sign plans shall be drawn neatly to scale to present a clear and accurate picture of the proposal. More than one drawing and drawings at various scales may be used.
 3. Simple Layout: The sign plan shall be a simple layout reviewed for compliance with standards and artistic merit. Artistic merit shall be seen in three (3) categories:
 - a. Display skill of handiwork, line work and mechanics.
 - b. Exhibit quality and design in signage layout and lettering.
 - c. Display technique compatible to other local signage in color and material.
- D. Submittal; Review:
1. The sign permit application will be accepted when the completed forms, including a sign plan and fee, are submitted to the administrator. The application will be reviewed by staff within seven (7) working days for acceptance. The permit will be either approved or denied based upon compliance with provisions herein.
 2. If the application is denied, staff will include a written statement of the specific reasons for denial. The applicant may correct the application and request another staff review. The applicant may appeal any action of staff regarding the review of an application to the planning and zoning commission according to chapter 10, "Appeals", of this title.
 3. If the application is found to comply with the provisions herein, the permit will be approved. The applicant may then construct, build and display the sign and shall notify staff when the work approved by the permit has been completed.
- E. Authority To Waive Standards: The commission has the authority to waive the standards set forth herein under unusual circumstances where a sign not meeting said standards fulfills the intent of this title better than one that meets the standards, upon a clear showing by the applicant that the proposed sign meets the intent of this title. (Ord. 426, 7-8-2002)

9-9-4: STANDARDS:

- A. City To Regulate: The city will regulate the size, amount and location of signage as provided by this title.
- B. Requirements: All signs within the city limits shall conform to the following requirements:
1. Rotating Beam, Beacon Or Flashing Illumination: No rotating beam, beacon or flashing illumination that may resemble an emergency light shall be used with any sign display. No blinking, rotating or moving parts or components on temporary or permanent signs.
 2. Responsibility For Removal: It shall be the responsibility of the owner of the property and/or improvements to remove any sign or signs where the associated land use has been discontinued for more than ninety (90) days. If a one time event, the removal of signs shall take place within seven (7) days after the event closure.
 3. Preview Sign: If a preview sign has been erected for a future use, it shall be for a business that has received an allowed or conditional use permit to operate and meets the provisions of the sign portion of this title.
 4. Size: The size shall be not greater than thirty two (32) square feet per face, e.g., that of four feet by eight feet (4' x 8'). There shall be no more than one sign per fifty (50) frontage feet. Cutout or molded letters, or advertising when applied to buildings, shall not be greater than two (2) square feet per frontage foot, with a maximum of fifty (50) square feet on a single face of the building.
 5. Design: The design shall incorporate a well thought out layout design with clean lines and an uncluttered appearance.
 6. Construction: The sign construction shall be completed in a well built manner.
 7. Message: The message may include service, business, owner name, address, telephone number, a logo, or graphic illustration of the product(s) or service(s) offered.
 8. Ground Mounted Sign: On ground mounted signs, the top of the sign shall be mounted not more than thirty feet (30') off the ground. However, signs must be set back from the roadway line one foot (1')

for each foot of height greater than three feet (3'). If the street/road elevation is greater than the elevation of the mounting site, street/road elevation may be used to determine the height. The intent is to keep the sign within the vision triangle of the motor vehicles. Clear sight distances at intersections, as specified in subsection 9-6-2A of this title, and shown in section 9-6-8, figure 6-1, are required for signs.

9. Number Of Signs Restricted: No more than three (3) permanent signs may be placed at a given land use. A two (2) faced sign is considered to be two (2) signs. One two (2) way sign or two (2) one-way signs facing each direction shall be allowed in the land use area.

10. Commercial Malls Or Planned Unit Developments: For commercial malls or planned unit developments (industrial or commercial or a combination of land use) not more than one ground mounted sign structure shall be allowed on each road or street frontage. The sign may be used as a land use and occupant identification sign. A projecting or a swinging sign is not allowed. One sign shall be allowed to be mounted flat to the building front of each shop, store or land use.

11. Placement On City Street Right Of Way Or Utility Pole Or Structure: No sign or sign structure, for any purpose other than approved county, state, and federal signs shall be placed upon any city street or right of way. At no time shall any sign be mounted or affixed to any utility pole or structure other than as may be required by the utility owner or law.

12. Placement Inside A Window: If placed inside a window, flashing signs must be not less than three hundred feet (300') from any residential area. Distance shall refer to the linear measurement in any direction with relation to the street that the sign faces.

13. Portable Signs: Portable signs are considered temporary and must be removed within thirty (30) days.

14. Projection Above Roofline: At no time shall a sign or portions of it be allowed to project more than two feet (2') above the roofline of the building on which the sign is mounted.

15. No Specific Regulation: An application for any sign or advertising display or structure for which no specific regulation appears in this

title shall receive appropriate administrator review as outlined in this chapter.

16. Illumination: Signs may be illuminated by shielded or directed light sources that illuminate only the surface of the sign, with no lighting glare onto any adjacent properties.

17. State Highway 6: Any signs placed along State Highway 6 must meet the standards of the department of transportation and the city.

18. Variance: A variance to the foregoing may be allowed when fairness requires an exception. (Ord. 426, 7-8-2002)

9-9-5: **LAND USE STANDARD FOR SIGNAGE:**

- A. Agricultural use: One 2-way or two (2) one-way identification signs each not to exceed thirty two (32) square feet per face.
- B. Residential subdivision entry(s): One identification sign at two (2) entries not to exceed thirty two (32) square feet per face.
- C. Commercial businesses: One 2-way or two (2) one-way identification signs each not to exceed thirty two (32) square feet per face.
- D. Recreation or forestry use: One identification sign, not to exceed thirty two (32) square feet per face.
- E. Residential use: One identification sign, not to exceed six (6) square feet per face, and shall be exempt from permit requirements. (Ord. 426, 7-8-2002)

9-9-6: **EXISTING NONCONFORMING SIGNS:** Any sign existing in the city on the effective date hereof shall be allowed as long as it meets the following conditions:

- A. The sign poses no safety hazards.
- B. The sign has no lighting glare onto any adjacent properties.

However, existing signs must be brought into conformance within ten (10) years of the date of passage hereof. (Ord. 426, 7-8-2002)

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9-9-7: **ENFORCEMENT:** A sign shall be removed by the owner or lessee of the premises upon which the sign is located when the business it identifies is no longer conducted on the premises. The owner shall be notified by mail to remove the sign within thirty (30) days. (Ord. 426, 7-8-2002)

9-9-8: **FEES:** Fees are to be set by resolution by the city council. (Ord. 426, 7-8-2002)