

# Chapter 8: Signage



# CHAPTER 8: SIGNAGE

## TABLE OF CONTENTS

<b>CHAPTER 8: SIGNAGE</b> .....	<b>8-1</b>
<b>8.1 Purpose and Intent</b> .....	<b>8-1</b>
8.1.1 Encourage Effective Use .....	8-1
8.1.2 Maintain and Enhance Character .....	8-1
8.1.3 Enhance Economic Growth.....	8-1
8.1.4 Maintain Safe Conditions.....	8-1
8.1.5 Minimize Adverse Effects.....	8-1
8.1.6 Promote Public Safety, Health, and Welfare .....	8-1
<b>8.2 Applicability</b> .....	<b>8-1</b>
8.2.1 General .....	8-1
8.2.2 Responsibility for Compliance.....	8-1
8.2.3 Termination .....	8-1
<b>8.3 Signs Exempt from Building Permits</b> .....	<b>8-1</b>
8.3.1 Commercial Signs.....	8-2
8.3.2 Fuel Sales Signs .....	8-2
8.3.3 Historical or Public Interest Signs .....	8-2
8.3.4 Political Campaign Signs .....	8-2
8.3.5 Produce Stand Signs .....	8-3
8.3.6 Real Estate Signs .....	8-3
8.3.7 Construction Signs .....	8-3
8.3.8 Regulatory and Informational Signs.....	8-3
8.3.9 Repainting or Copy Change .....	8-4
8.3.10 Sandwich Board Signs .....	8-4
8.3.11 Temporary Signs.....	8-5
8.3.12 Window Signs.....	8-5
8.3.13 Yard Sale Signs .....	8-5
8.3.14 Signs more than 40 years old .....	8-6
<b>8.4 Prohibited Signs</b> .....	<b>8-6</b>
8.4.1 Signs Interfering with Traffic Safety .....	8-6
8.4.2 Signs Misconstrued as Regulatory .....	8-6
8.4.3 Signs within the Right-of-Way .....	8-6
8.4.4 Signs Blocking Existing Signs .....	8-6
8.4.5 Flashing Signs.....	8-6
8.4.6 Signs on Stakes .....	8-6
8.4.7 Portable Signs .....	8-6
8.4.8 Vehicular Signs .....	8-7
8.4.9 Moving or Rotating Signs.....	8-7
8.4.10 Roof Signs .....	8-7
8.4.11 Billboards/Off-Premise.....	8-7
<b>8.5 General Sign Provisions</b> .....	<b>8-7</b>
8.5.1 General Standards .....	8-7
8.5.2 Computation of Sign Area.....	8-7
<b>8.6 Signs Required to Obtain a Zoning (Sign) Permit</b> .....	<b>8-8</b>

8.6.1	Allowable Signs by Base District.....	8-9
8.6.2	Additional Sign Standards.....	8-12

# CHAPTER 8: SIGNAGE

## 8.1 PURPOSE AND INTENT

The purpose and intent of this Chapter is to support and complement the various land uses allowed in the Town and its Extraterritorial Jurisdiction through the regulation of various signs. More specifically, the purpose of this chapter is to:

### 8.1.1 Encourage Effective Use

Encourage the effective use of signs as a means of communication in the Town;

### 8.1.2 Maintain and Enhance Character

To maintain and enhance the beauty and unique character and enhance the aesthetic environment of the Town by eliminating visual blight;

### 8.1.3 Enhance Economic Growth

To enhance the Town's ability to attract sources of economic growth and development;

### 8.1.4 Maintain Safe Conditions

To protect pedestrians and motorists of the Town from damage or injury caused or partially attributed to the distractions and obstructions caused by improper size and location of signs;

### 8.1.5 Minimize Adverse Effects

To minimize the possible adverse effect of signs on nearby public and private property; and

### 8.1.6 Promote Public Safety, Health, and Welfare

To promote public safety, health, welfare, convenience, and enjoyment of travel and the free flow of travel within the Town.

## 8.2 APPLICABILITY

### 8.2.1 General

Unless exempted in accordance with Section 8.3, Signs Exempt from Building Permits, no sign allowed by this chapter shall be constructed, erected, moved, enlarged, illuminated, altered, maintained, or displayed without first being issued a sign or Building Permit when applicable in accordance with the standards of this chapter.

### 8.2.2 Responsibility for Compliance

Review for compliance with the standards of this chapter shall occur at the time of application for a Concept Plan (see Section 2.3.8), Site Plan (see Section 2.3.9), Subdivision Preliminary Plat (see Section 2.3.10(4)), or Zoning Permit (as appropriate).

### 8.2.3 Termination

If a business discontinues the use of a site, all signs used by the business shall be fully removed within 60 days of vacation of the site. It shall be the responsibility of the landowner to ensure all signage is removed.

## 8.3 SIGNS EXEMPT FROM BUILDING PERMITS

The following types of signs shall be exempt from the requirement to obtain a Building Permit, and may be located on a lot within any base zoning district provided the sign is located outside the right-of-way and complies with all applicable requirements in this section:

(5) Historic Neighborhood Identification signs no more than 36 square feet in area and 6 (six) feet in height, subject to the Mooresville Historic Preservation Commission Guidelines.

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### 8.3.1 Commercial Signs

- (1) Unlit drive-through service menu boards associated with a Retail Sales and Service Use not visible from a public right-of-way and not exceeding 32 square feet in area.
- (2) Internally-directed signage, including banners, placards, and scoreboards, located within athletic fields and sports stadiums.
- (3) Signs denoting a product being sold out of a vending machine or self-service container that distributes product following deposition of money into the machine, or with an attendant (e.g., soft drink vending machines displaying the product being vended)

### 8.3.2 Fuel Sales Signs

- (1) Gasoline price or self-service signs of two square feet or associated with a Retail Sales and Service Use selling gasoline, provided the signs are secured to a gasoline pump.
- (2) Up to one freestanding gasoline price sign less than nine square feet associated with a retail establishment selling gasoline provided the sign is located outside all street rights-of-way.
- (3) Up to one State of North Carolina Vehicle Inspection Station sign located outside street rights-of-way and not to exceed 12 sq. ft.

### 8.3.3 Historical or Public Interest Signs

- (1) Public interest and incidental signs less than two square feet in size, including "Warning" and "No Trespassing" signs.
- (2) Historical plaques mounted in accordance with the United States Secretary of the Interior's Standards for Rehabilitation.
- (3) Temporary displays as part of a holiday or civic event.
- (4) Flags, pennants, insignia, or religious symbols of any government, non-profit, or not-for-profit organization provided:
  - (A) Such signs are not associated with commercial promotion; or used as an advertising device;
  - (B) No pole displaying such signage exceeds 15 feet in height;
  - (C) Flags, except those representing United States government bodies, do not exceed 60 square feet in size; and
  - (D) Signs are limited to a maximum of three per site.
- (5) Historic Neighborhood Identification signs no more than 36 square feet in area and 6 (six) feet in height, subject to the Mooresville Historic Preservation Commission Guidelines.  
*(amended 1/3/2011, TA-2010-19)*

### 8.3.4 Political Campaign Signs

Campaign and election signs provided:

- (1) No sign exceeds 12 square feet in area; and
- (2) No sign is erected more than 60 days prior the election for which they are intended; and
- (3) Signs are removed within seven days following the election for which they are intended; and
- (4) All signs are placed at least ten feet behind the back of the rights-of-ways.

### 8.3.5 Produce Stand Signs

Produce stand signs provided:

- (1) Signs are limited to a maximum of one per farm, and shall be located on the same site as the farm where products for sale are produced;
- (2) The sign is located outside the street right-of-way and at least ten feet from any side lot line;
- (3) The sign has a maximum area of nine square feet; and
- (4) The sign is not illuminated.

### 8.3.6 Real Estate Signs

Temporary real estate signs advertising a specific property for sale, lease, rent, or temporary construction signs provided:

- (1) There is no more than one sign per street frontage;
- (2) Signs do not exceed a maximum of 12 square feet in area per sign on a lot in a residential base zoning district and 32 square feet per sign on a lot in any other base zoning district;
- (3) Signs on corner lots are located at least 100 linear feet apart as measured by the shortest straight line between them;
- (4) Signs are removed within seven days after the property is sold, rented, leased, or construction has been completed; and
- (5) No sign is illuminated.

### 8.3.7 Construction Signs

- (1) Gross sign copy area 50 sq. ft. on a lot less than one acre, 100 sq ft for lots greater than one acre;
- (2) One per development;
- (3) 10 ft. behind the rights-of-ways;
- (4) Shall be removed no later than seven day after the completion of the development.

### 8.3.8 Regulatory and Informational Signs

- (1) Regulatory signs (such as traffic control signage) and NCDOT logo signs.
- (2) Memorial signs, plaques, or grave markers that are noncommercial in nature.
- (3) Integral decorative or architectural features of buildings or works of art, provided such features or works do not contain letters, trademarks, moving parts, or lights.
- (4) Up to two wall-mounted incidental signs including tenant identification, historical markers, or bulletin boards not exceeding six square feet in area.
- (5) On-premise directional and instructional signs not exceeding six square feet in area.
- (6) Two per subdivision identification sign located at each entrance to the subdivision provided the sign area has a maximum height of six feet above grade and does not exceed 36 feet per face.

(8) Directional Signs and Way-finding signs are allowed subject to the following conditions:

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- (7)** Single-family dwelling identification signs depicting an address or resident's name, provided the sign does not:
  - (A)** Advertise a home occupation use (see Section 5.4.3(7), Home Occupations);
  - (B)** Exceed three square feet in area; and
  - (C)** Exceed one per premises.
  
- (8)** Directional Signs and Way-finding signs are allowed subject to the following conditions:
  - (A)** Directional signs
    - (1) Shall not block the view of any other sign or principle structure;
    - (2) Shall not impair the vision of any motorist;
    - (3) Shall be unlighted;
    - (4) May be located within a street right-of-way. However, no such sign shall be located within four (4) feet from the edge of the street pavement on streets which do not have curbs. On streets which do have curbs, no such sign shall be located within two (2) feet from the back of the curb;
    - (5) Shall be permanent free standing or ground signs;
    - (6) There shall be no more than four (4) directional signs at the intersection of any two (2) streets or within one-hundred (100) feet from each other. The shortest horizontal distance between any portions of any two (2) directional signs shall be five (5) feet;
    - (7) No more than one (1) directional sign allowed per sign pole;
    - (8) Sign area shall not exceed six (6) square feet.
  
  - (B)** Way-finding Signs
    - (1) Shall not advertise specific commercial business;
    - (2) Must be located a minimum of five (5) feet from the edge of any curb to the leading edge of the sign;
    - (3) Maximum height allowed is fifteen (15) feet;
    - (4) Maximum sign area allowed is thirty (30) square feet.

*(amended 9/6/2011, TA-2011-06)*

### **8.3.9 Repainting or Copy Change**

Repainting or changing the message of a sign provided the height and copy area of the sign comply with the provisions set forth in this chapter, and the original sign face complies with all provisions of this Ordinance.

### **8.3.10 Sandwich Board Signs**

Sandwich board signs on lots within the RMX, NMX, TND-C, VC, and TC base zoning districts provided the sign:

- (1)** Is limited to a maximum area of 12 square feet or less;
- (2)** Does not exceed four feet in height;

- (3) Is located so as to maintain at least four linear feet of clearance for pedestrian travel;
- (4) Is limited to a maximum of one per establishment; and
- (5) Is removed each evening following the close of the business it serves;
- (6) And must be on the property where the business is located.

### 8.3.11 Temporary Signs

- (1) Temporary on-premise special event signs and banners for religious, charitable, civic, fraternal, or similar non-profit or not-for-profit organizations provided:
  - (A) Signs are erected no sooner than seven days prior and removed no later than two days after the event;
  - (B) No sign exceeds 32 square feet;
  - (C) Signs are not illuminated;
  - (D) Signs are placed at least five feet behind the right-of-way and out of any sight triangles; and
  - (E) Banners placed in a right-of-way receive prior authorization from the Town Manager.
- (2) On-premise pennants, flags, inflatables and streamers for special events and grand openings associated with nonresidential uses may be permitted for up to two 30-day continuous periods per establishment per calendar year. Locations where merchandise which is customarily stored and displayed outdoors may be exempted from the 30 day time limit provided that such pennants, flags, inflatables and streamers do not interfere with vehicular visibility, located out of the rights-of-ways, and are not considered to be considered as blight or a public nuisance as determined by the Planning Director.  
*(amended 7/7/2008, TA-2008-03)*
- (3) Temporary banners associated with a nonresidential use, provided they are:
  - (A) Limited to a maximum of 75 square feet in area;
  - (B) Attached to primary facade of a principal structure;
  - (C) Not attached to a roof structure, fence, or an existing sign face;
  - (D) Not located above the second floor level;
  - (E) Limited to a maximum of four special events per establishment per calendar year, for periods not to exceed 15 consecutive days, except that a maximum of two 15-day periods may run consecutively; and
  - (F) Removed within two days of the event's conclusion.

### 8.3.12 Window Signs

Window signs on the ground floor of a Retail Sales and Service Use.

### 8.3.13 Yard Sale Signs

Yard sale signs, provided they are:

- (1) Limited to one on-premise and three off-premise signs per yard sale;
- (2) No larger than four square feet in area;
- (3) Not affixed to a utility pole or other sign; and

- (4) Removed within two hours after the end of the yard sale.

### **8.3.14 Signs more than 40 years old**

Any sign which is forty (40) years or more in age and which advertises or identifies its original usage shall not be governed by the regulations of this Ordinance except as provided in Section 8.5.1 (3).

*(amended 7/7/2008, TA-2008-10)*

Failure to comply with the standards in this section is a violation of this Ordinance, and shall result in enforcement action in accordance with the standards in Chapter 12: Enforcement and Remedies.

## **8.4 PROHIBITED SIGNS**

The following signs shall be prohibited: except as otherwise allowed in this Ordinance

### **8.4.1 Signs Interfering with Traffic Safety**

Any sign that obstructs the view of bicyclists or motorists using any street, approach to any street intersection, or which interferes with the effectiveness of or obscures any traffic sign, device, or signal as determined by the Planning Department.

### **8.4.2 Signs Misconstrued as Regulatory**

Signs which contain lights, rotating disks, words and other devices not erected by a public authority which may be erroneously construed as regulatory signs or emergency warning signs. An example of this is a sign which contains a picture of a traffic sign plus the word "Stop" or "Yield".

### **8.4.3 Signs within the Right-of-Way**

Any sign (other than a regulatory sign), banner, or display placed on any curb, sidewalk, post, pole, hydrant, bridge, tree, or other surface located on, over, or across any street or right-of-way, or any banner, placed on stakes on a property, unless otherwise permitted. The Zoning Administrator shall possess the authority to remove and destroy or otherwise dispose of any sign placed within the right-of-way of any street.

### **8.4.4 Signs Blocking Existing Signs**

Any sign located in such a way as to intentionally deny visual access to another existing sign.

### **8.4.5 Flashing Signs**

Signs with flashing or reflective disks, signs with flashing lights or lights of changing degree of intensity or color or signs with electrically scrolled messages (except regulatory signs and signs which give time and temperature information). Reference 8.6.2 (4) (Electronic Message Boards).

### **8.4.6 Signs on Stakes**

On- or off-premise pole signs or signs on metal or wood stakes not affixed to a permanent foundation (excluding regulatory signs and temporary election signs).

### **8.4.7 Portable Signs**

Portable signs, including marquee signs with the wheels and axles that have been removed and placed on permanent foundations.

#### **8.4.8 Vehicular Signs**

Vehicular signs placed or parked in such a manner to advertise a business or product from any street right-of-way. This also includes billboards or outdoor advertising signs mounted to the bed of a truck.

#### **8.4.9 Moving or Rotating Signs**

Rotating signs, excluding barber shop signs.

#### **8.4.10 Roof Signs**

Roof signs that extend above the soffit of a pitched roof, or above the highest point of a mansard roof or parapet wall (see Section 8.6.2(6)).

#### **8.4.11 Billboards/Off-Premise**

Off-premise commercial advertising signs (e.g., billboards) of any size and in any area except those signs part of the Federal Aid Primary System (FAP) and subject to the requirements of the Highway Beautification Act.

*(amended 7/7/2008, TA-2008-03 & TA-2008-16)*

### **8.5 GENERAL SIGN PROVISIONS**

#### **8.5.1 General Standards**

All permitted signs shall comply with the following general standards.

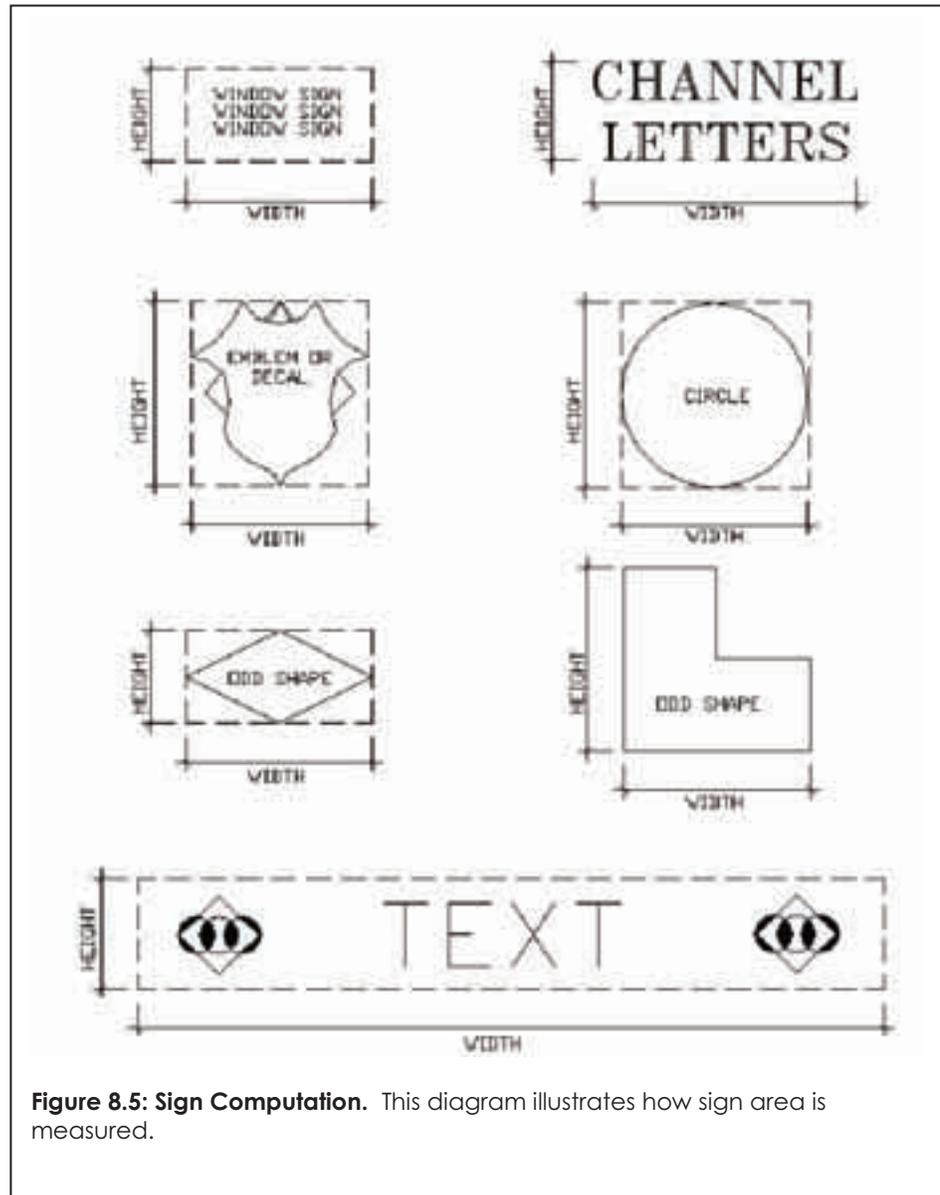
- (1) The scale of a sign shall be proportional for the building on which it is located.
- (2) Signs shall be integrated with the design of the building and shall not obscure architectural features.
- (3) Any structurally-unsafe sign that endangers the public safety shall be immediately removed or repaired and made otherwise to comply with the requirements of this Ordinance.
- (4) No sign shall be located so as to impair traffic visibility.
- (5) Each principal structure shall include street address numbers a minimum of three inches in height that are visible from the street the structure faces.

#### **8.5.2 Computation of Sign Area**

##### **(1) General**

- (A) The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest rectangle that will encompass the limits of the writing, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, base, bracing or decorative fence or wall when such fence or wall otherwise meets the regulations of this chapter and is clearly incidental to the display itself. Street address numbers are not included within the sign copy area.
- (B) For a single wall, all pieces of information or other graphic representations within a grouping on that wall shall be measured as though part of one sign, encompassed within one rectangle, which may not exceed the permitted total wall area to which the sign is affixed. For a single wall on a multi-occupant building, the area of signs shall be computed using these principles, and the aggregate copy of each

individual sign shall not exceed the allowed percentage of the total wall area to which the sign(s) is affixed.



**(2) Authority to Remove Signs in the Right-of-Way**

Except where authorized, signs within a public right-of-way shall be prohibited. The Town may remove and dispose of any sign located in the public right-of-way without providing prior notice to the sign's owner.

**8.6 SIGNS REQUIRED TO OBTAIN A ZONING (SIGN) PERMIT**

This section includes the standards on the types of signs required to obtain a Building Permit prior to erection, enlargement, display, alteration, or illumination.

### 8.6.1 Allowable Signs by Base District

Table 8.6.1, Allowable Signage by Base Zoning District, indicates the allowable types of signage by base zoning district and their required configurations.

<b>TABLE 8.6.1 ALLOWABLE SIGNAGE BY BASE ZONING DISTRICT</b>						
SIGN TYPE	USE TYPE	MAXIMUM AREA (SQ FT PER SIDE)	MAXIMUM HEIGHT (FEET)	MAXIMUM NUMBER	LOCATION	ILLUMINATION
<b>RESIDENTIAL BASE DISTRICTS (R-2, R-3, R-5)</b>						
Arm Sign	Detached Residential	3	6	1 per dwelling	At least 5 feet behind ROW	E
	Nonresidential Use	12		1 per establishment		
Directory Sign	Institutional Use	6	4	2 per site; 500 linear feet of separation	5 feet behind curb; 10 feet from pavement edge when no curb exists	E
Monument Sign	Detached and Attached Residential (Identification Signs)	50	6	Aggregate copy entrance per entrance	At least 5 feet behind ROW; 10 feet from any lot line	E
	Civic and Institutional Use	36		1 per establishment		
Wall Sign (Front Façade)	Attached Residential (up to 9 units)	5% of wall area	1 story building: below roof; 2+ story building: below window sill of second story	1	N/A	I
	Civic and Institutional Use					
Wall Sign (Side Façade)	Civic and Institutional Use			1 per facade		
Window Sign	Nonresidential Use	50% of total window area on 1 <sup>st</sup> floor façade	N/A	N/A	1 <sup>st</sup> floor primary facade	N
<b>MIXED-USE BASE ZONING DISTRICTS (RMX, RMX-MH, TND-C, NMX, VC, TC)</b>						
Arm Sign	Detached Residential	3	6	1 per dwelling	At least 5 feet behind ROW	E
	Attached Residential	16		1 per street frontage; 200 linear feet of separation from other arm signs		
	Nonresidential Use					
Awning Sign	Nonresidential Uses	50% of awning area	Limited to awnings associated with the 1 <sup>st</sup> floor	N/A		N
Canopy Sign	Retail/Service Use with Fuel Sales	10% of canopy face	N/A	1 per street-facing side	N/A	N
Directory Sign	Civic and Institutional Use	6	4	2 per site; 500 linear feet of separation	5 feet behind curb; 10 feet from pavement edge when no	E

**TABLE 8.6.1 ALLOWABLE SIGNAGE BY BASE ZONING DISTRICT**

SIGN TYPE	USE TYPE	MAXIMUM AREA (SQ FT PER SIDE)	MAXIMUM HEIGHT (FEET)	MAXIMUM NUMBER	LOCATION	ILLUMINATION
					curb exists	
	Nonresidential Use	10 per tenant up to a maximum of 50	6	1 per street entrance	Not visible from public streets outside the development	
Hanging Sign	All Uses (except Single-Family)	16 inches tall; 36 inches wide	7 (minimum) above sidewalk	1 per establishment	Two-foot clearance under an awning	N
Monument Sign	All Uses	50	6	1 per street; 200 linear feet of separation from other signs (Aggregate copy per entrance for Res. & MF)	At least 5 feet behind ROW; 10 feet from any lot line; 15 feet from any residential district	E
Projecting Sign	All Uses (except Single-Family)	1 per each linear foot of building	8; 10 when above a sidewalk	1 per establishment	Sign shall maintain minimum clearance of 9 feet when above a sidewalk	I
Wall Sign (Front Façade) [7]	All Uses (except Single-Family)	2 per each linear foot of building facing a street	1 story building: below roof; 2+ story building: below window sill of second story	2	N/A	I
Wall Sign (Side Façade)	Nonresidential Uses			1 per facade		
Window Sign	Nonresidential Use	50% of total window area on 1 <sup>st</sup> floor façade			1 <sup>st</sup> floor primary facade	N
<b>NONRESIDENTIAL BASE ZONING DISTRICTS (CMX, HB, GI, EI)</b>						
Arm Sign	Nonresidential Uses	16	6	1 per street frontage; 200 linear feet of separation from other signs	At least 5 feet behind ROW	E
Awning Sign		50% of awning	Limited to 1 <sup>st</sup> floor awnings †	N/A		N
Directory Sign	Civic and Institutional Use	6	4	2 per site; 500 linear feet of separation	5 feet behind curb; 10 feet from pavement edge when no curb exists	E
Directory Sign	Nonresidential Use	10 per tenant up to a maximum of 50	6	1 per street entrance	Not visible from public streets outside the development	E

**TABLE 8.6.1 ALLOWABLE SIGNAGE BY BASE ZONING DISTRICT**

SIGN TYPE	USE TYPE	MAXIMUM AREA (SQ FT PER SIDE)	MAXIMUM HEIGHT (FEET)	MAXIMUM NUMBER	LOCATION	ILLUMINATION
Freestanding	Single/two Use(s) on Individual Lot	75	Pole 15 Ground 8	1 per street entrance	At least 5 feet behind ROW; 5 feet from any lot line; 15 feet from any residential district	I,E
	Shopping Center, Primary sign	200	25	1 per street front		
	Shopping Center, Secondary sign	100	15	1 per additional street front		
Freestanding	Business/Industrial Park	75	8	1 per street entrance	See above	I,E
Interstate Sign	Restaurant, lodging, fuel sales, or automobile service establishment	150	80 (50 minimum)	1 (counts as one freestanding sign)	Limited to an area within 1,000 linear feet of the Interstate 77 right-of-way and 1,500 linear feet of the centerline of West Plaza Drive at Exit 36	I
Projecting Sign	All Uses	1 per each linear foot of building	8; 10 when above a sidewalk	1 per establishment	Sign shall maintain minimum clearance of 9 feet when above a sidewalk	I
Wall Sign (Front Façade)	All Uses	2 per linear foot of building	1 story building: below roof; 2+ story building: below window sill of second story	4		I
Wall Sign (Side Façade)				3 per facade		
Window Sign	All Uses	50% of total window area on 1 <sup>st</sup> floor façade			1 <sup>st</sup> floor primary facade	N
<b>PC-C DISTRICT</b>						
Directory Sign	Campus-style Developments	10 per tenant up to a max. of 50	6	1 per street entrance	Not visible from public streets outside the development	E
Monument Sign	All Uses	75	8	1 per street frontage	At least 5 feet behind ROW; 10 feet from any lot line; 15 feet from any residential district	E
Projecting Sign	All Uses	1 per each linear foot of building	8; 10 when above a sidewalk	1 per establishment	Sign shall maintain minimum clearance of 9 feet when above a sidewalk	I

**TABLE 8.6.1 ALLOWABLE SIGNAGE BY BASE ZONING DISTRICT**

SIGN TYPE	USE TYPE	MAXIMUM AREA (SQ FT PER SIDE)	MAXIMUM HEIGHT (FEET)	MAXIMUM NUMBER	LOCATION	ILLUMINATION
Wall Sign (Front Facade)	All Uses	10% of wall area	1 story building: below roof; 2+	3	N/A	I
Wall Sign (Side Facade)		5% of wall area	story building: below window sill of second story	2 per facade		

NOTES:  
 [1] Arm signs associated with a single-family detached dwelling do not require issuance of a Building Permit but shall comply with the standards in Section 8.3.7, Regulatory and Informational Signs.  
 [2] Home occupation uses (see Section 5.4.3(7), Home Occupations) shall not include any signage.  
 [3] All directory signs shall be monument signs.  
 [4] Monument signs shall be allowed only when the building it serves is located 15 or more feet from the right-of-way. Buildings less than 15 feet from the right-of-way shall use an arm sign configured in accordance with the arm sign standards. Buildings more than 15 from the street right-of-way may use a monument sign or an arm.  
 [5] Subdivision identification signs may be located within the right-of-way, but outside the sight triangle.  
 [6] Nonresidential directory signs may contain up to 20 square feet of area at the time of installation regardless of the number of tenants.  
 [7] Projecting signs may be substituted for a wall sign.  
 [8] Projecting signs shall not project more than four feet from the building wall.  
 [9] Pole signs shall only be allowed when the building it serves is located 30 feet or more from the right-of-way.  
 [10] On four lane streets, a monument sign may be substituted for a freestanding sign, and the copy area may be increased by 50 percent or up to 100 square feet for individual uses or 200 square feet for shopping center uses, but the maximum height shall be in accordance with the standards for a monument signs.  
 [11] Interstate signs shall be limited to display of the establishment's name and logo only.  
 [12] Illumination sources: E = External, I = Internal, and N = Non-illuminated.

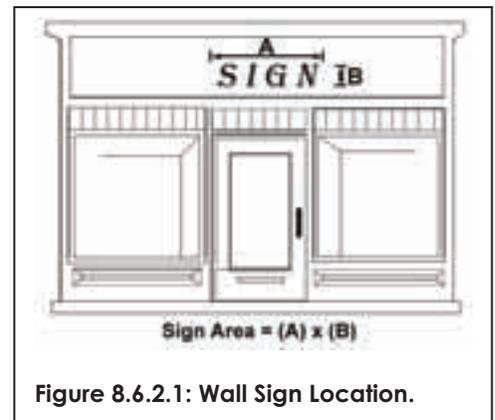
(amended 11/3/2008, TA-2008-22; 9/7/2010, TA-2010-02)

**8.6.2 Additional Sign Standards**

The following standards shall apply in addition to the standards in Table 8.6.1, Allowable Signage by Base Zoning District.

**(1) Wall Signs**

- (A)** The maximum permitted aggregate area of wall signs includes the area of any windows or doorways.
- (B)** The preferred location for wall signs is between the first floor window and window sill of second floor, or on the sign frieze area of building (if original to building). Building identification signs that are an integral part of the building's design and architectural character shall not be considered a sign for the purposes of this standard.
- (C)** A projecting sign may be substituted for a wall sign.



**Figure 8.6.2.1: Wall Sign Location.**

- (D) No wall sign shall project more than 18 inches from the building wall.
- (E) No wall sign or its supporting structure shall cover any window or part of a window. If free standing signage is allowed but not used, that copy area can be applied in addition to the allowed wall signage as additional wall signage.

**(2) Free Standing Signs**

Table 8.6.1 (Allowable Signage by Base Zoning District) sets out the standards for each of the four free standing signs. Each use or parcel shall only use one of the 4 following free standing signs pursuant to the regulations in Table 8.6.1

The maximum angle of a double-faced sign shall be 45°, except for signs located at corners in which case the angle may be 90°. This refers to the distance between sign faces on a single structure.

No free standing shall be located in the sight distance triangle.

**(A) Arm Sign**

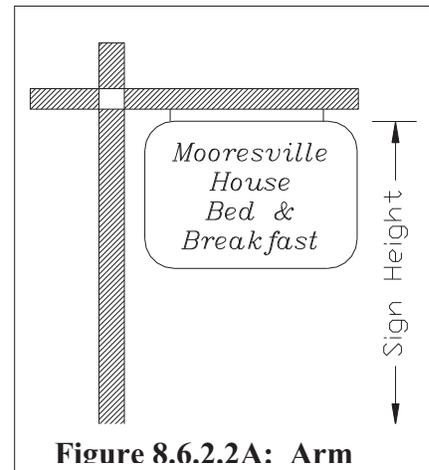
- (i) Arm signs should be used when a building is located within 15 ft. of the right-of-way

**(B) Monument Sign**

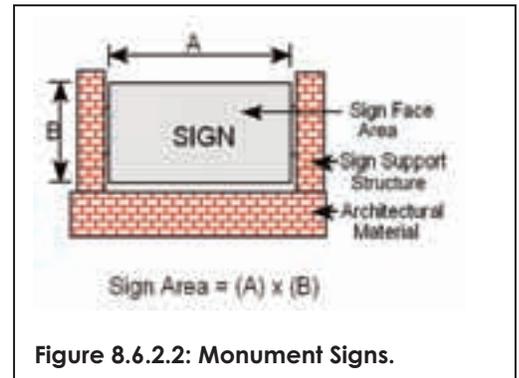
- (i) Only buildings set back more than 15 feet or more from the right-of-way may use a monument sign.
- (ii) An arm sign may be substituted for a monument sign but shall meet all height and area requirements as provided.

**(C) Pole Signs**

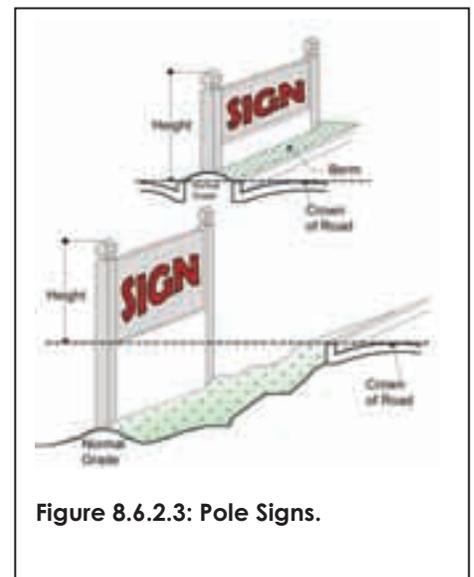
- (i) Only buildings set back more than 30 feet or more from the right-of-way may use a freestanding sign.
- (ii) A monument sign may be substituted for a freestanding sign. The copy area may be increased by 50 percent provided the monument sign does not exceed 100 square feet for individual uses or 200 square feet for shopping centers uses.
- (iii) The maximum height shall be as measured from street grade or the sidewalk (where one exists), whichever is less.



**Figure 8.6.2.2A: Arm**



**Figure 8.6.2.2: Monument Signs.**



**Figure 8.6.2.3: Pole Signs.**

- (iv) All sign structures shall be self-supporting erected or set into and permanently attached to concrete foundations.

**(D) Ground Signs**

Ground signs are permitted where indicated in Table 8.6.1. Allowable Signs by Base District and so long as the building or structure in which the activity is conducted is set back at least thirty (30) feet from the edge of all immediately adjacent street right-of-ways. All of the following additional standards shall also apply:

- (i) All ground signs shall be built in accordance with any additional sign standards for the zoning district in which the property and sign are located.
- (ii) All ground signs must be securely affixed to the ground.
- (iii) The sign shall be located so as not to impair traffic visibility.
- (iv) Signs must be located at least (5) five feet behind the right-of-way.  
*(amended 9/7/2010, TA-2010-02)*

**(3) Electronic Message Boards**

If an electronic scrolling sign is used, the display shall remain static for at least 24 hours.

**(4) Directory Signs**

- (A) Directory signs shall not be illuminated.
- (B) All directory signs shall be monument signs.
- (C) The directory sign may contain the following:
  - (i) Name of the development;
  - (ii) Map of the development;
  - (iii) Names of tenants within the development;
  - (iv) Directional arrows; and
  - (v) Distance information.