
14-504-14 Additional regulations

In addition to the restrictions in Section 14-504-12 and Section 14-504-13, signs must comply with the following requirements.

14-504-14-A. Freestanding Signs.

1. Landscaping must be installed around the base of freestanding signs. Such landscaping may consist of shrubs, perennial/annual flowers, and groundcover. The required landscape area must be a minimum of three feet in width on all sides of the sign base.
2. Poles or pylons used to support freestanding signs must be covered or concealed by a decorative cover that is architecturally compatible with character of principal buildings on the site.

14-504-14-B. Projecting Signs.

1. Projecting signs must be rigidly attached to a building; guy wires or swinging signs are prohibited. Projecting signs may extend into the right-of-way, but must be no closer than two feet horizontally from the curb.
2. All projecting signs must have a minimum clearance of ten feet.

14-504-14-C. Unified Sign Plan. A unified sign plan is required for all multi-tenant shopping centers with a gross floor area of more than 70,000 square feet ~~and must accompany the final site plan application.~~ The unified sign program must describe and illustrate a consistent pattern in the location, style, and color of all signs including those for in-line stores and outbuildings, such as pad site buildings. Unified Sign Plans shall be approved in accordance with Sec. 14-708-02-G.

14-504-14-D. Banners. Temporary banners are allowed for all nonresidential uses in all districts. All banners must comply with the following additional requirements:

1. **Location.** All banners must be placed on a building wall if a building is located within 50 feet of an exterior lot line and cannot be safely displayed on existing poles, trees, or other elements. If no building is located within 50 feet of an exterior lot line, banners may be securely mounted on temporary poles, provided that the poles are set back at least five feet from all lot lines. All signs must comply with the intersection visibility standards of Section 14-510.
2. **Time Limits.** A single banner may be permitted for up to a total of 60 days per calendar year per business location, as follows:
 - (a) One single, uninterrupted 60-day period; or
 - (b) Four 15 consecutive day periods. A 15-day downtime period must be provided between each banner installation. Separate permits and fees are required for each banner installation.

14-504-14-E. Temporary Subdivision, PUD or Building Construction Sign.

1. Temporary sign permits for such signs may be issued for a period of up to one year, and may be extended for one additional year, provided that the applicant applies for an extension prior to the expiration of the original temporary sign permit. Additional extensions may be allowed until 90 percent of building permits have been issued for the subdivision. The signs are not permitted outside the boundary of the subdivision.
2. Temporary signs must be constructed of a rigid material.
3. Pennants and banners of any kind are prohibited.

14-504-14-F. Flags and Flagpoles. For the purpose of this section, the term "flagpole" includes both freestanding and wall-mounted poles and supports. The display of flags will be subject to the following limitations:

1. There may be no more than two flags per pole;
2. No flag may be larger than five feet by eight feet;
3. A flagpole must be set back at least five feet from any lot line;
4. Rooftop flagpoles are prohibited;
5. Each flagpole must be designed and constructed to support the number and size of flags used;
6. In residential districts, there may be no more than one flagpole on a lot, and in other districts there may be no more than three flagpoles per lot;
7. No flagpole may have a height greater than 25 feet, measured by the same methods used to measure the height of signs; and
8. Each flagpole must be within 30 feet of the principal entrance to the building to which it is oriented.

14-504-14-G. Changeable Copy. Up to 25 percent of the permitted sign face area of any freestanding sign in C districts may be used for changeable copy, subject to the illumination requirements of this article. For electronic changes of copy, see Section 14-504-14-H.

14-504-14-H. Electronic Message Centers.

1. No more than one electronic message center sign is allowed per lot or development site.
2. The electronic message center component of a sign may comprise no more than 25 percent of a sign's total sign face area.
3. Freestanding electronic message center signs must be mounted on a base with a width that is at least 75 percent of the width of the sign's face, based on the greatest horizontal dimension of the sign face.
4. The maximum height of the electronic message center component of a freestanding sign is 12 feet.
5. Lamp size may not exceed 54 watts of incandescent lighting for daytime use. An automatic dimmer must be installed to reduce nighttime wattage to a maximum of 30 watts. LEDs (light emitting diodes) and magnetic discs may be used, provided that light intensity is no greater than allowed for incandescent lighting. The use of red LED is prohibited.
6. Any display on the electronic message center must remain illuminated and visible for at least eight seconds.
7. Messages displayed may flash only when the displayed message is replaced by another message.
8. An electronic message center located within 250 feet of a residential district, noncommercial park, public open land, street intersection, community park or nature preserve ("protected areas") may not operate between the hours of 10:00 p.m. and 6:00 a.m. of the following day.
9. Electronic message center signs are prohibited within 100 feet of a "protected area" (as described in the preceding paragraph) if any part of the sign face would be visible from the protected area.

14-504-14-I. Illumination

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1. **Interpretation.** As pertains to signs, illumination means any light directed at, attached to or otherwise related to a sign, including exposed tubing or bulbs on the sign; lamps or lights shining onto its surface; or illumination transmitted through the sign face.
 - (a) "Direct illumination" means a light source that is placed outside of or away from the sign in a manner so as to illuminate the sign externally.
 - (b) "Internal illumination" means a light source that is enclosed within the sign and viewed through a translucent panel.
 2. **Lighting in Residential Districts.** Where allowed by Section 14-504-12, illuminated signs in residential districts may be directly illuminated by direct, white light that does not flash or move, and will not result in glare or spillover at the lot line. Signs in residential districts may not be internally illuminated.
 3. **Institutional and Subdivision Signs in Nonresidential Districts.** Where allowed by Section 14-504-13, illuminated institutional signs and subdivision or neighborhood entrance signs may be illuminated by direct, white light that does not flash or move, and will not result in glare or spillover at the lot line. Such signs may not be internally illuminated.
 4. **Limits When Adjoining Residential Property.** Illumination on all signs must be shielded so that no glare or spillover occurs at the lot line adjoining any residential district.
 5. **Spillover onto Rights-of-Way.** Illumination on all signs must be shielded so that no glare or spillover occurs into the public right-of-way.
 6. **Illumination in the O-1 District.** Signs in the O-1 district may not be internally illuminated.
 7. **Flashing Lights.** Flashing lights, rapidly changing or intermittent-type illumination, rotating beams, beacons or illumination resembling an emergency light are prohibited.
 8. **Electric Supply.** The electric supply for all illuminated signs must be located underground.

14-504-14-J. Grand Opening Sign Package.

1. **Intent** This section is to provide for additional signage for businesses to utilize on their initial opening in the City to promote their business. It cannot be used to promote grand openings in another location or the promotion of an existing business at that same location.
2. **On Premise Use Only.** All signage and promotion materials must be placed on premise of the business; no off-premise signage may be utilized.
3. **Dates of Utilization.** New businesses are limited to utilizing a grand opening sign package not to exceed 28 consecutive days before, during and after the grand opening of the business.
4. **Signs Permissible.** A total of six of either banner signs or feather flags may be utilized in a grand opening sign package in any combination in accordance with the below standards for display.
 - (a) **Banners.** The maximum size for each banner is 32 square feet and each banner must be positioned in accordance with Section 14-504-14-F.
 - (b) **Feather Flags (Wind Fins).** The maximum height for feather flags is eight feet and each flag positioned in accordance with Section 14-504-14-F.
 - (c) **Strings of Pennants.** Pennants strings may also be used but must be securely fastened to immobile objects.
5. **Permit Required.** A permit must be issued by the Community Development Department prior to the installation of the sign package.

(Ord. No. 17832; Ord. No. 17942; Ord. No. 17988; Ord. No. 18210; Ord. No. 18618)

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