

17.28 – Signs

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17.28.010 – Purpose

The purpose of this Chapter is to establish a framework for a comprehensive system of sign controls governing the display, design, construction, installation and maintenance of signs that will:

- A. Balance the rights of individuals to identify their businesses and convey their messages, and the rights of the public to be protected against the unrestricted proliferation of signs.
- B. Protect the public health, safety, comfort, convenience and general welfare.
- C. Reduce traffic hazards.
- D. Enhance the attractiveness of the City.
- E. Protect property values.
- F. Promote economic development.
- G. Further the objectives of the Comprehensive Plan.
- H. Preserve the right of free speech exercised through the use of signs containing noncommercial messages.

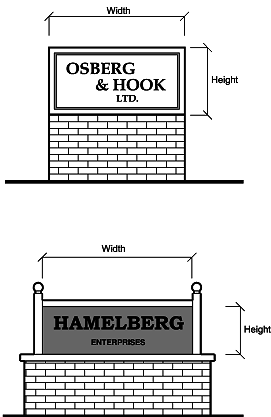
17.28.020 – General provisions

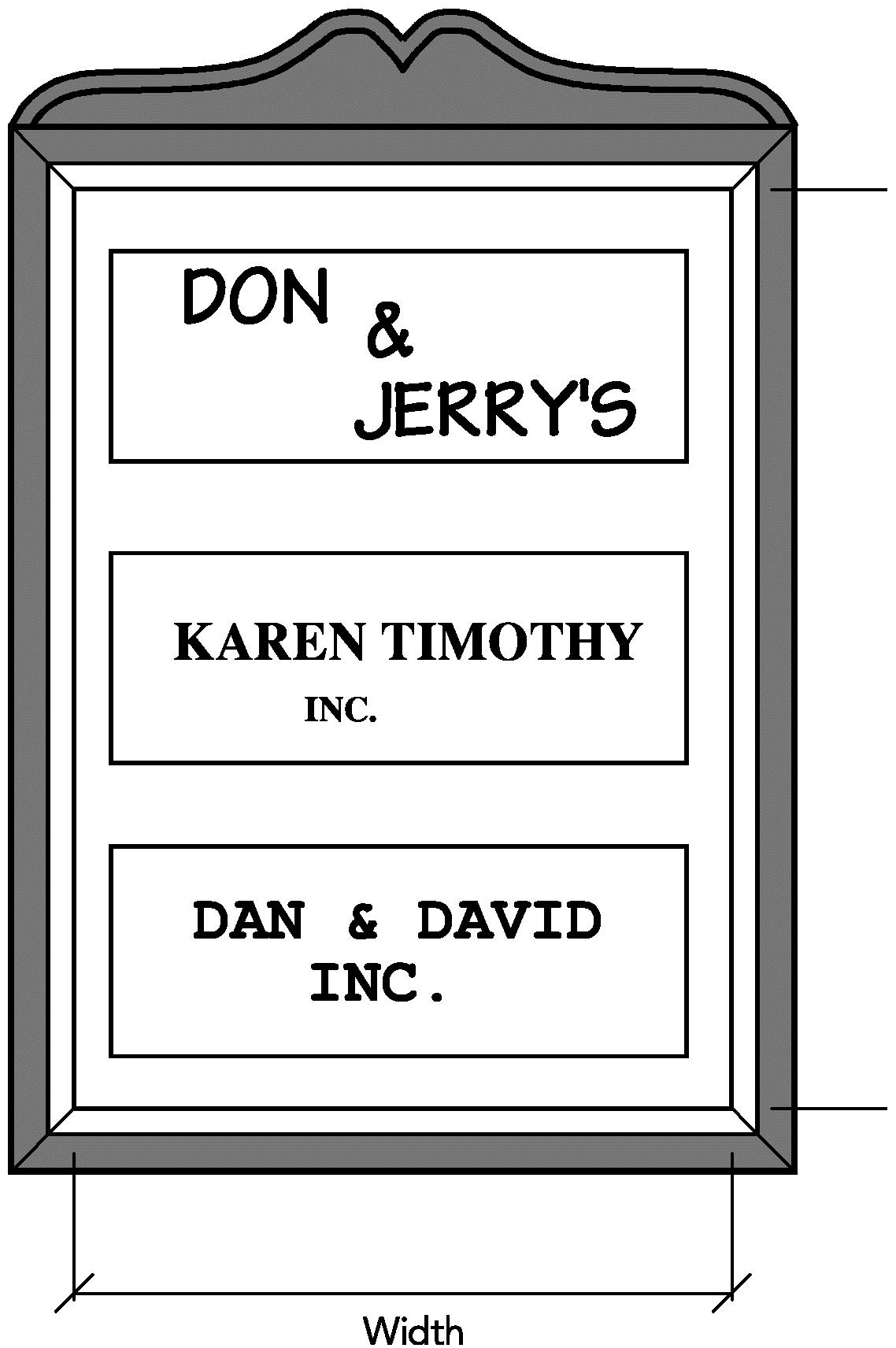
- A. Violations
It shall be unlawful for any person to erect, relocate, modify or alter any sign, or structure supporting a sign, in violation of the provisions of this Title. Signs which are not allowed by this Chapter as permitted signs or exempt signs shall be prohibited. No sign shall be placed on a lot without prior consent of the property owner.
- B. Placing Signs on Public Right of Way
No signs shall be erected on any public right of way other than those placed by agencies of government or signs whose placement has been authorized by the jurisdiction having authority over the right of way. The City, without notice, may remove any sign placed on public right of way without authorization.
- C. View Obstruction
All signs and attention getting devices shall comply with the sight triangle provisions of Section 17.22.010 F and the provisions of Section 12.04.200 of Title 12 of the St. Charles Municipal Code regarding corner obstructions, except that yard and ground signs otherwise meeting the requirements of this Chapter may be located within the sight triangle.
- D. Removal of Unused Structural Supports
No foundation, pole, frame, cabinet, or other structural support for a sign shall be erected or maintained independently of a sign allowed by this Chapter. All such structural supports shall be removed at the time of removal of any sign or signs for which they provide support, except that a structural support may remain for a period of not more than 30 days following the issuance of a permit to change the face of a sign, or erect a different sign, using the same structural support.

(2018-Z-10 : § 2)

17.28.030 – Sign area computation

- 1. Area of Signs in Cabinets, Frames, and on Panels
The area of a sign enclosed in a frame or cabinet or painted on or affixed to a panel shall be the area of the sign contained within the outer limits of the frame, cabinet or panel. The area of such sign shall not include any external architectural framing elements or supporting structure such as a post, unless the architectural elements, or supporting structure is designed as an integral part of the message or face of the sign. When there are multiple display signs within a frame, cabinet, or panel, the sign area shall be the area encompassed by the entire frame, cabinet, or panel, and not the area of the individual display signs.

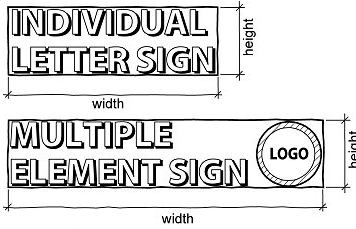




2. Area of Signs Composed of Individual Letters or Elements

The area of a sign comprised of individual letters or other elements attached to a building wall or freestanding wall shall be the area of the smallest square or rectangle that can be drawn around the letters and/or elements.

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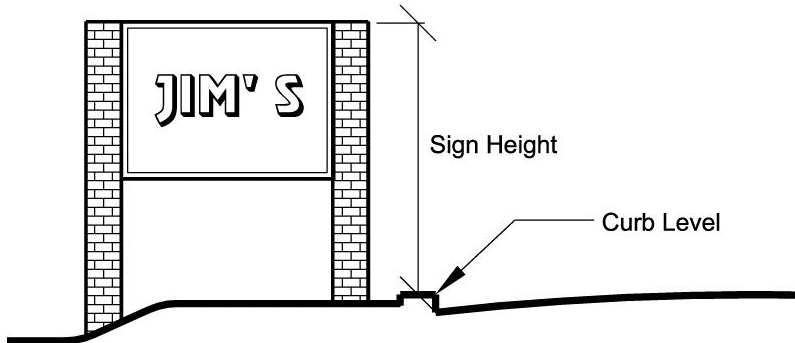
area = height x width

3. Area of Double-Faced Signs

The sign area for a sign with two faces shall be a) when the sign faces are connected at an interior angle of sixty degrees (60°) or more, the sign area shall be computed by measurement of both faces; when the sign faces are parallel or connected at an interior angle of sixty degrees (60°) or less, the sign area shall be computed by the measurement of one (1) of the faces.

4. Measurement of Sign Height

Sign height shall be the vertical distance from the highest point of the sign to the grade of the adjoining street curb; if there is no adjoining curb, to the grade of the edge of the adjoining street pavement.



5. Measurement of Sign Setback

Required setbacks for freestanding signs shall be measured horizontally, from the closest point of the sign structure to the property line extended vertically.

17.28.040 – Sign standards by type

A. Freestanding Signs

- The primary support of a permanent freestanding sign shall be erected in such a manner that at least forty-two (42) inches of the length of the structural support is underground. This requirement may be increased based upon the size of the sign and the height of the sign if necessary to provide for wind loads or other structural factors, as determined by the Building Commissioner. The Building Commissioner may require documentation from a structural engineer or manufacturer that indicates proper design and installation in relation to the sign's structural support.
- Freestanding monument signs shall be mounted on a decorative masonry, metal or natural stone base. Alternative materials may be approved where they correspond with the appearance of one or more materials used on the exterior of the building. The width of the base of any monument sign, as measured parallel to the sign face, shall be a minimum of fifty percent (50%) of the width of the sign face.

B. Wall and Projecting Signs

- Wall and projecting signs shall be safely and securely attached to the building wall. No sign affixed to a building shall project higher than the building height.
- Except as permitted in the CBD-1 and CBD-2 Districts, signs shall not project into the public right-of-way.
- Wall signs shall be affixed flat against the building wall and shall not project more than twelve (12) inches. No wall sign shall cover wholly or partially any wall opening or architectural feature.

17.28.050 – Permitted signs by zoning district

A. Residential Districts

Table 17.28-1 lists signs permitted in residential districts. Other signs may be permitted in residential districts, as specifically provided elsewhere in this Chapter.

Table 17.28-1					
PERMITTED SIGNS FOR RESIDENTIAL DISTRICTS (RE, RS, RT, RM)					
Type	Maximum Number	Minimum ROW setback	Maximum Area	Maximum Height	Other Requirements
Residential Uses:					
Entryway Signs for Residential Development of 10 or more units	Two, plus one for each additional external street frontage for developments of more than ten acres	5 ft	10-30 units: 50 sf 30+ units: 75 sf	8 ft	Monument signs only; Shall not be internally illuminated
Non-Residential Uses (Includes non-residential uses allowed in the BT Overlay District; not permitted for Home Occupations):					
Freestanding Signs	One per lot	5 ft.	Type A: 16 sf Type B: 50 sf	8 ft	Type A: Shall not be internally illuminated Type B: Permitted on lots greater than 2 acres, may be illuminated

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Table 17.28-1

Wall signs	One per non-residential or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	--	Shall not be internally illuminated
Awnings and Canopies	One per non-residential or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited

(Ord. 2018-Z-10 § 1; Ord. 2004-Z-5 § 2; Ord. 1998-Z-18 § 1; Ord. 1995-Z-6 § 3; Ord. 1991-Z-14 § 2; Ord. 1989-Z-4 § 1; Ord. 1988-Z-8 § 1; Ord. 1986-Z-22 § 1, 2; Ord. 1960-16 § VII (A) (2).)

1. Business and Mixed Use Districts

Table 17.28-2 lists signs permitted in business and mixed use districts CBD-1, CBD-2, BL, BC, and BR. Other signs may be permitted in these districts, as specifically provided elsewhere in this Chapter.

TABLE 17.28-2

PERMITTED SIGNS FOR BUSINESS AND MIXED USE DISTRICTS

Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements	
CBD-1 District:						
Freestanding Shopping Center Signs	One per street frontage	10 ft	100 sf	15 ft	Signs are in lieu of Freestanding Signs for the entire property identified as a Shopping Center	
Freestanding Signs	One per lot	Type A signs: none Type B signs: 10 ft.	Type A signs: 16 sf Type B signs: 50 sf	Type A signs: 8 ft. Type B signs: 12 ft.	Type B signs permitted only on lots with ten or more accessory parking spaces	
Wall Signs	Primary	One per business, one per building street frontage, or one per business street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located, or 125 sf, whichever is less	No higher than height of building	
	Secondary	One per wall without street frontage facing a parking lot or public plaza or One per additional public entrance to a building located on a wall without street frontage	--	1.5 sf per linear ft of wall on which located, or 100 sf, whichever is less	No higher than height of building	Only permitted on wall meeting the conditions for Secondary Wall signs
Awnings and Canopies	One per business, one per building street frontage, one per business street frontage, or one per public entrance to business, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	No higher than height of building	Awnings shall be made of cloth. Backlit awnings are prohibited	
	Primary	One per business	Maximum projection 4 ft from wall	18 sf; Additional 12 sf permitted for a clock or time display.	No higher than height of building	Minimum spacing between signs with a clock or time display is 200 ft; changeable copy prohibited

TABLE 17.28-2
Projecting Signs
PERMITTED SIGNS FOR BUSINESS AND MIXED USE DISTRICTS

Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Secondary	For buildings with street frontage on Main Street: One per business, plus one additional per business for upper floor businesses	Maximum projection 2 ft from wall	8 sf per sign	No higher than height of building	Must be located on wall directly opposite Main Street frontage; changeable copy prohibited
Banners on freestanding poles in parking lots		5 ft.[1]	Total area = 1 sf per 10 sf of lot frontage ¹	--	minimum vertical clearance 9 ft

(Ord. 2018-M-10 § 1; Ord. 2010-Z-3 § 2; Ord. 2008-Z-24 § 19.)

TABLE 17.28-2 Continued

CBD-2 District:

Freestanding Signs	1 per lot	Type A signs: none Type B signs: 10 ft.	Type A signs: 16 sf Type B signs: 50 sf	Type A signs: 8 ft. Type B signs: 10 ft.	Type B signs permitted only on lots of more than 35,000 sf and at least one nonresidential use
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	1 per business or 1 per 50 linear feet of wall, whichever is less	Maximum projection 4 ft. from wall	8 sf	--	Changeable copy prohibited

TABLE 17.28-2 Continued

BL, BC, and BR Districts:

Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Freestanding Shopping Center Sign	1 per Shopping Center	10 ft	225 sf	30 ft	Signs are in lieu of all Freestanding Signs for the property identified as a Shopping Center
	1 per additional Shopping Center street frontage	10 ft	100 sf	15 ft	

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Freestanding Signs	1 per lot	10 ft	1.5 sf per linear frontage of the building, or 100 sf, whichever is less	15ft.	Minimum separation between freestanding signs = 100 ft
	1 per additional principal building	10 ft	0.75 sf per linear frontage of the additional building or 50 sf, whichever is less	15 ft	
Wall Signs	One per business or street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	Where use has no exterior wall frontage the area shall not exceed 1.5% of the floor area
Awnings and Canopies	1 per business or street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
Projecting Signs	1 per business	Maximum projection 4 ft. from wall	8 sf	--	
Banners on freestanding poles in parking lots		10 ft.	Total area = 1 sf per 10 sf of lot frontage	--	minimum vertical clearance 9 ft

(Ord. 2018-Z-10 § 1; Ord. 2005-Z-7 § 1; Ord. 2004-Z-6 § 1; Ord. 2002-Z-18 § 1; Ord. 2002-Z-3 § 1; Ord. 1999-Z-26 § 1; Ord. 1994-Z-12 § 1, 2; Ord. 1993-Z-15 § 5, 6; Ord. 1992-Z-9 § 1; Ord. 1991-Z-14; Ord. 1988-Z-21 § 1; Ord. 1972-Z-46 (A, B, C) (part); Ord. 1968-31 (part); Ord. 1966-4 (part); Ord. 1960-16 § VIII (F) (6); Ord. 1960-16 § VIII(B) (6).)

B. Office Research, Manufacturing, and Public Lands Districts

Table 17.28-3 lists signs permitted in office research, manufacturing, and public lands districts. Other signs may be permitted in these districts, as specifically provided elsewhere in this Chapter.

TABLE 17.28-3					
PERMITTED SIGNS FOR OFFICE RESEARCH, MANUFACTURING, AND PUBLIC LAND DISTRICTS					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
O-R District:					
Freestanding Signs	1 per street frontage	10 ft	50 sf	8 ft.	
Freestanding Office Park Sign	1 monument sign per office park, in lieu of one Freestanding Sign	10 ft	100 sf	Office park 2.5 to 5 acres: 12 ft Office park over 5 acres: 15 ft	Office park under unified ownership or control. Monument sign only.
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth. Backlit awnings are prohibited
M-1, M-2 Districts:					
Freestanding Signs	1 per lot	10 ft	1.5 sf per linear ft frontage of the building or 100 sf, whichever is less	10 ft	Minimum separation between freestanding signs = 100 ft
Additional Freestanding Signs	1 per additional principal building	10 ft	0.75 sf per linear ft frontage of the additional building or 64 sf, whichever is less	10 ft	Minimum separation between freestanding signs = 100 ft

TABLE 17.28-3					
PERMITTED SIGNS FOR OFFICE RESEARCH, MANUFACTURING, AND PUBLIC LAND DISTRICTS					
Type	Maximum Number	Minimum ROW Setback	Maximum Area	Maximum Height	Other Requirements
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.5 sf per linear ft of wall on which located	No higher than height of building	
Awnings and Canopies	One per business or one per street frontage, whichever is greater	--	Lettering = 1 sf per linear ft frontage of awning/canopy	--	Awnings shall be made of cloth; Backlit awnings are prohibited
PL District:					
Freestanding Signs	1 per lot, plus one per public vehicular entrance	5 ft	64 sf	10 ft	
Wall Signs	One per business or one per street frontage, whichever is greater	--	1.0 sf per linear ft of wall on which located	No higher than height of building	Where use has no exterior wall frontage the area shall not exceed 1.5% of the floor area

(Ord. 2018-Z-10 § 2; Ord. 2013-Z-7 § 2; Ord. 1991-Z-14; Ord. 1968-32; Ord. 1960-16 § IX (B) (5).)

(2018-Z-10 : § 2)

17.28.060 – Illumination

- A. Flashing Signs
No sign or other advertising structure shall have lights or illuminations that flash, move, rotate, scintillate, blink, flicker, vary in intensity or color, or use intermittent electrical pulsations.
- B. Electronic Changeable Copy Signs
Electronic Changeable Copy Signs are permitted in all Zoning Districts where internally illuminated signs are permitted as follows:
 1. In the CBD-1 and CBD-2 Districts, Electronic Changeable Copy Signs shall not exceed 30% of the total sign area of the sign on which it is located, or 30 square feet, whichever is less. Sign images shall change no more frequently than once every 30 seconds.
 2. In all other zoning districts, Electronic Changeable Copy Signs shall not exceed 50% of the total sign area of the sign on which it is located, or 50 square feet, whichever is less. Sign images shall change no more frequently than once every 15 seconds.
 3. Electronic Changeable Copy Signs may display both text and images, but the display shall remain static. The duration of the change of image, copy or illustration shall not exceed one second. Use of moving images or transitions between static images are prohibited.
(Ord. 2012-Z-5 § 6; Ord. 2018-Z-10 § 2)
- C. Limitations on Neon and Series Lighting
 1. Neon advertising signs shall be permitted as wall signs, subject to the standards of this Chapter and this Title.
 2. Series lighting, neon tubing, or LED strip lighting used to accentuate or trim windows, architectural features, or to outline borders of signs or buildings, is specifically prohibited in commercial and mixed-use districts except during the period from November 15 through January 15.
- D. Hours of Illumination
Exterior signs shall be illuminated only during business hours or between the hours of 7:00am and 11:00pm, whichever is later.
- E. Direction of Illumination
All sign illumination shall be designed, located, shielded and directed so as to prevent the casting of glare or direct light upon adjacent streets and surrounding properties.
- F. Awnings
Backlit awnings are prohibited.

(2019-Z-2 : § 5, 6; 2018-Z-10 : § 2; 2012-Z-5 : § 7)

17.28.070 – Historic signs

A small number of existing signs in the City may be closely identified with a cultural or commercial entity or building that forms a part of the character or history of the community. Such signs, however, may have been erected under a previous code and may not conform to all of the provisions of this Chapter. The intent of this Section is to permit such signs to be maintained. Therefore, a sign erected at least forty (40) years prior to the year of application for Historic Sign designation that does not conform to one or more provisions of this Chapter may continue to be maintained and shall not be subject to the amortization provisions of this Title, if the City Council determines, upon the recommendation of the Historic Preservation Commission, that all of the following standards have been met:

- A. The sign was lawfully erected at least forty (40) years prior to the year of application for Historic Sign designation and has been continuously maintained in the same location since that year.
- B. The sign:
 1. Is attached to a significant historic building or landmark, and has come to be identified with that building or landmark, whether or not it is original to it; or
 2. Is located on a site that has been continuously operated for the same business use for at least 40 years prior to the year of application for Historic Sign designation.
- C. The sign is of a unique shape or type of design representative of its era, and that is not commonly found in contemporary signs.
- D. The sign is associated with a family, business or organization that was noteworthy in the history of the St. Charles community.
- E. The sign does not violate Section 17.28.080, Prohibited Signs.

(2018-Z-10 : § 2; 2014-Z-21 : § 1)

17.28.080 – Prohibited signs

It shall be unlawful to erect or maintain the following signs:

A. Signs which Constitute a Traffic Hazard

No sign shall:

1. Obstruct free and clear vision at any street, intersection, parking lot entrance or exit, or driveway.
2. Interfere with, obstruct the view of, or be designed so as to be confused with any authorized traffic sign, signal or device because of its position, shape or color.
3. Make use of the words STOP, LOOK, DETOUR, DANGER or any other word, phrase, symbol or character in a manner that misleads, interferes with or confuses traffic.
4. No sign in direct line of vision of a traffic signal shall be illuminated in red, green or amber color in such a manner that the sign illumination could be confused with the illumination from a traffic signal.

B. Moving Parts

No sign shall have visible moving, revolving or rotating parts or visible mechanical movement of any kind, except for the movable hands of street clocks, and movement caused by the wind in the case of banners or flags.

C. Signs of an Offensive Nature

No sign shall display any matter in which the dominant theme of the material taken as a whole appeals to a prurient interest in sex, or is patently offensive because it affronts contemporary community standards relating to the description or representation of sexual matters, and is utterly without redeeming social value.

D. Obstruction of Doors, Windows or Fire Escapes

No sign or other advertising structure shall be erected, relocated or maintained so as to prevent free ingress to and egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.

E. Signs on Parked Vehicles

No sign shall be displayed on a vehicle parked in an off-street parking or loading area, or in an outdoor motor vehicle display area, except in the following instances:

1. The sign pertains to the sale, lease or rental of the vehicle on which it is displayed; or
2. The sign is painted or otherwise affixed to a truck, bus or other vehicle that is used to carry goods or people or to provide services at least one day per week, as an accessory use to the business identified on the sign.
Signs on Park Vehicles shall comply with the following standards:
3. Signs resting on, or attached to, vehicle or trailers used as a means to circumvent the provisions of this Chapter are prohibited.
4. Lights or other attention getting device shall not be used to draw attention to the sign.
5. Vehicle shall only be parked on a paved surface in designated parking spaces and shall not be parked in a front or exterior side yard, including any driveway.

(Ord. 2018-Z-10 § 2; Ord. 1991-Z-35; Ord. 1975-Z-7; Ord. 1968-30; Ord. 1960-16 § IV (M).)

A. Portable Signs

Portable signs are prohibited, except when authorized by a governmental agency in conjunction with construction or enforcement activities.

B. Off-Premise Signs

Signs which advertise a business or service not located on the same lot or within the same PUD or Shopping Center, or which otherwise do not relate to the uses permitted on the lot or within the same PUD or Shopping Center, are prohibited in all districts except:

1. In the PL District, a Freestanding Sign may be located off-premise on an adjacent lot in the PL District.
2. In the CBD-1, CBD-2, BL, BC, BR, M1 and M2 Districts, for lots without street frontage, in lieu of a Freestanding Sign located on the lot, a Sign may be placed on a freestanding sign on an adjoining off-premise lot with street frontage in either the CBD-1, CBD-2, BL, BC, BR, M1 and M2 Districts, subject to the authorization of the property owner. The number of freestanding signs located on the off-premise lot shall not exceed the number otherwise permitted. Additional sign face area for displaying the sign of the off-premise business on the freestanding sign shall be permitted, up to 50% of the maximum sign area otherwise permitted for the sign.

Any off-premise sign that is no longer utilized shall be removed by the owner of the sign or the owner of the property on which the sign is located.

(Ord. 2018-Z-10 § 2)

(2018-Z-10 : § 2; 2014-Z-11 : § 2)

17.28.090 – Exemptions

A. Maintenance Operations

The following maintenance operations are allowed and do not require a permit:

1. Changing the advertising copy or message on an existing changeable copy sign or similar approved sign, whether illuminated or non-illuminated.
2. Painting, repainting, cleaning, or other normal maintenance of a sign, not involving structural changes, changes to the permanent copy displayed on the sign, or changes in the electrical components of the sign.

B. Regulatory Signs

Signs incidental thereto for identification, information, directional, or public safety purposes erected or required by governmental bodies, or authorized for a public purpose by any law, statute or ordinance, such as addresses, parking regulations, traffic control signs and legal notices, including those authorized to be located in the right-of-way are allowed and do not require a permit.

C. Flags

Flags displaying non-commercial content are allowed and do not require a permit. One (1) commercial flag is allowed per non-residential lot.

D. Non-Commercial Temporary Displays or Decorations

1. Non-Commercial Temporary displays or decorations customarily associated with any national, state, local or religious holiday or period of observance do not require a permit and shall be erected no earlier than forty-five (45) days before and removed no later than fourteen (14) days after the holiday or period of observance.

E. Yard Signs

Non-illuminated yard signs are allowed and do not require a permit, subject to the following

1. Yard signs shall be no more than six square feet in area and a) if freestanding, shall not exceed 5 feet in height, or b) if attached to a building or structure, shall not exceed 10 feet above grade.
2. Yard signs may be placed in a front yard or exterior side yard, and shall not be placed in an interior side yard or rear yard. Yard signs shall not be located closer than 10 feet to any interior side or rear yard.
3. There shall not be more than one such sign per lot, except that on a corner or through lot, two signs, one adjoining each street, is allowed.
4. Yard signs shall only be posted by being staked into the ground or attached to an existing structure.
5. During a period of 90 days preceding a local, state or national election, there shall be no limitation on the number of yard signs.

F. Ground Signs

Ground signs are allowed in the BL, BC, BR, OR, M1, M2, and PL districts and do not require a permit unless the sign is electrically operated or illuminated, in which case a permit is required to ensure compliance with applicable codes. Such signs shall be subject to the following:

1. One (1) ground sign is permitted adjacent to each driveway access from a public street. One (1) additional ground sign is permitted adjacent to each intersection of driveways within a site.
2. Ground signs shall be set back from the right-of-way a minimum of five (5) feet.
3. Ground signs may have a maximum surface area of five (5) square feet and shall not exceed a maximum height of four (4) feet above the adjacent street or driveway grade, as measured at a point on the street or driveway pavement closest to the sign.

G. Signs not visible from a street frontage of adjacent lot

Signs or other miscellaneous posted information, which is intended to be viewed only from the lot where the sign is located, and that is not visible from a street frontage or adjacent lot, is allowed and does not require a permit.

H. Window Signs

Window Signs shall not exceed fifty percent (50%) of the total area of the window frame on which the sign is located. Signs that are not permanently affixed to the window do not require a permit.

(2012-Z-5 : § 9; 2018-Z-10 : § 2)

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17.28.100 – Temporary signs requiring a permit

A. Permit Required

A permit is required to erect temporary signs greater in size than 6 square feet and attention getting devices in accordance with Section 17.28.020 A (Sign Permit). Signs of 6 square feet or less are classified as Yard Signs and are allowed without a permit in accordance with Paragraph 17.28.090.

B. Time Limit

1. Unless otherwise permitted within this section, displays of commercial temporary signs shall be limited to fourteen (14) days per permit, and not more than four (4) such permits shall be issued to an applicant per calendar year. There shall be a minimum separation of thirty (30) days between commercial temporary sign displays.
2. Displays of Non-Commercial Temporary Signs shall be limited to ninety (90) days per permit.
3. Temporary Signs on Property of Sale or Lease shall not be subject to a time limit but shall be removed no later than seven (7) days following the sale or lease of the property.
4. Temporary Signs on property to which an active permit has been issued for construction of a new building or site development work shall not be subject to a time limit, but shall be removed no later than seven (7) days after issuance of an occupancy permit or completion of the project.
5. Temporary Signs permitted for an authorized Temporary Use per Section 17.20.040 shall be subject to the same time limitation as the Temporary Use, and shall only be posted during the operation of the Temporary Use.
6. During construction or reconstruction of public improvements, if the Director of Community Development determines that the construction activity will disrupt access to lots and/or visibility of lots directly adjacent to the construction, the Director may authorize temporary signs to remain in excess of the time limits specified in this Section, but such signs shall be removed no later than seven (7) days following substantial completion of the construction.
7. Notwithstanding the time limits for posting, all Temporary Sign permits shall expire after one-year.

C. Setbacks

Freestanding temporary signs and attention getting devices shall be set back a minimum of five (5) feet from all right-of way lines.

1. In the BL, BC, BR, CBD-1, O-R, M-1, M-2, and PL Districts, one (1) temporary sign is permitted for each street frontage of the lot. The maximum sign area and height shall be:
 - a. For lots one (1) acre and under: Thirty-two (32) square feet of surface area. Freestanding signs shall not exceed eight (8) feet in height.
 - b. For lots one (1) to five (5) acres: Sixty-four (64) square feet of surface area. Freestanding signs shall not exceed eight (8) feet in height.
 - c. For lots five (5) acres and above: One hundred (100) square feet of surface area. Freestanding signs shall not exceed ten (10) feet in height.
2. In the BT Overlay and CBD-2 Districts, one (1) temporary sign is permitted for each street frontage of the lot. Each sign shall not exceed sixteen (16) square feet in surface area. Freestanding signs shall not exceed six (6) feet in height.
3. In residential districts, for developed lots over 4 acres and vacant lots over 1 acre, one temporary sign is permitted for each street frontage of the lot. The maximum sign area and height shall be 32 square feet in surface area: freestanding signs shall not exceed 8 feet in height and wall sign shall not exceed the building height.

D. Attention-Getting Devices

Attention-getting devices are permitted only in the BL, BC, BR, CBD-1, O-R, M-1, M-2 and PL Districts. Attention getting devices shall be displayed only in association with a grand opening or special event. Attention getting devices shall comply with the following restrictions:

1. Balloon Signs

The longest dimension of the balloon portion of a balloon sign shall not exceed seven (7) linear feet. The length of the entire balloon sign, as measured from the longest dimension of the balloon and including the tether, shall not exceed ten (10) feet.

2. Pennants, Flags, Valences and Streamers

- a. Pennants, flags, valences and streamers, if attached to the building, shall not extend above the building height; if attached to a freestanding permanent sign, they shall not extend above the height of the sign.
- b. Pennants, flags, valences and streamers shall be mounted with a vertical clearance of at least 9 feet from the ground.

3. Searchlights

Searchlights shall be oriented skyward not breaking an angle of forty-five degrees (45°) from the ground. Searchlights shall not be operated between the hours of 11:00pm and 7:00am.

(2018-Z-10 : § 2; 1996-Z-1 : § 1)

17.28.110 – Master sign plan

When more than one (1) wall sign, awning or canopy is proposed on any building with multiple tenants, the Building Official may require the applicant submit a master sign plan for review.

(Ord. 2018-Z-10 § 2)

(2018-Z-10 : § 2)

17.28.120 – Amortization of non-conforming signs

See Section 17.08.060 for provisions regarding amortization of non-conforming signs.

17.28.130 – Substitution of Non-Commercial Speech

Signs containing non-commercial speech are permitted anywhere that commercial advertising or business signs are permitted, subject to the same regulations applicable to such signs.

(2018-Z-10 : § 2)