
Sec. 25-24. Temporary signs.

Only such temporary signs as are prescribed in this section, which conform to the provisions of this article, shall be permitted to be erected or maintained upon any lot, plot or parcel of land or leasable space. No signs so permitted, however, shall exceed six feet in height above the crown of any abutting road. No wall or window sign shall be permitted higher than the first story. No sign shall be permitted in the public right-of-way except as authorized by this article.

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- (l) *School sponsor signs.* When visible from a public-right-of-way, school sponsor signs providing only the sponsor and the program sponsored may be installed, at elementary and secondary schools, subject to each of the following standards.
 - (1) *Size.* The signs shall be four feet by four feet.
 - (2) *Color.* The front of the signs and all lettering shall be in the school colors, or if necessary to provide legibility, a uniform alternate palette not to exceed three colors. Copyrighted trademarks and/or corporate logos are not subject to the color limitations provided herein and may be permitted in their standard color(s). The backs of signs shall be a uniform color.
 - (3) *Visibility.* The text and graphics of a sign shall not be visible from more than one public right-of-way.
 - (4) *Illumination.* Illumination of school sponsor signs is prohibited.
 - (5) *Location.* The signs may only be located along fences or walls of eight feet in height or less, adjacent to or enclosing athletic fields, playgrounds, parking lots, or similar areas. Only one row of signs is permitted on any given fence or wall and all signs shall be posted at the same height, centered vertically on the fence or wall. Schools may utilize only one street frontage for the School Sponsorship Sign Program. If a school has multiple street frontages, the highest street classification level, as determined by the Growth Management Department, shall be designated for the school sponsorship signs. There shall be at least two feet horizontally, edge to edge, between signs to ensure visibility and safety.
 - (6) *Installation and maintenance.* Signs shall be maintained in a neat and orderly manner. Dilapidated or deteriorated signs including signs that are faded, discolored, tattered or otherwise of unacceptable appearance, shall be removed by the school or at the request of the City. Signs shall be installed or fastened in a manner consistent with standard practices and such installation or fastening shall be maintained in a manner consistent with standard practices.
 - (7) *Duration.* Signs may be placed for no longer than the duration of the academic school year, from August of a given calendar year, to May of the following calendar year.
 - (8) *School Sponsorship Sign Program.* Each school desiring to place school sponsor signs shall annually submit a School Sponsorship Sign Program together with the applicable, administrative review fee. The School Sponsorship Sign Program shall be reviewed and approved by the Growth Management Department based on consistency with this section. Approval of a School Sponsorship Sign Program shall be valid for the school year in which it is approved. The School Sponsorship Sign Program submitted to the City shall consist of the items listed below.
 - a. *Name.* School name and address.
 - b. *Contact information.* Name and telephone number of the school principal and the person at the school responsible for implementation of the school's Sponsorship Sign Program.

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- c. *Program guidelines.* Guidelines and requirements addressing the standards of this section including:
- i. *Size.* The standard size requirements for each sign. All signs shall be required to be the same size and shape, not exceeding the maximum size limitations of this article.
 - ii. *Colors.* Proposed colors for sponsor signs, including the color proposed for the back of signs and color or colors proposed for the text and logos located on the front of signs.
 - iii. *Location.* Proposed location for installation of signs. It is the intent of this section to have the location of sponsor signs consolidated into a single area or areas commonly utilized for sponsor signs.
 - iv. *Installation.* Detailed description of the installation and fastening mechanisms, tools and requirements.
 - v. *Schedule.* Date of installation of the signs, which to the extent possible should be installed at the same time, and date of removal of the signs. All signs shall be removed at the same time no later than the last day in May.
- (9) *Exceptions.* The requirements of this section shall not apply to the types of signs listed below.
- a. *Interior signs.* Signs located within school buildings, within courtyards or similar areas visible only from within a school or school campus, or in similar locations.
 - b. *Stadiums and athletic fields.* Signs, no part of which are visible from a public right-of-way or adjacent residence, installed along the bottom of outfield fences or walls in a stadium or along bleachers associated with an athletic field.
 - c. *School name.* Signs and lettering containing only the school name and logo.
 - d. *Traffic control and information.* Signs associated with traffic control, directional signs or similar informational signs.
 - e. *Other permitted signage.* Signs otherwise permitted or allowed under other provisions of this Code.
- (10) *Exemption.*
- a. Signs posted in compliance with a City-approved School Sponsorship Sign Program shall be exempt from the bonding requirements of section 25-24(m)(1)a.
 - b. If the Growth Management Department determines that the proposed School Sponsorship Sign Program submitted for review is identical to the prior City-approved School Sponsorship Sign Program, the administrative review fee shall be waived.