

CHAPTER 3. SIGNS

Article A: General Provisions

Sec. 8-3-1 Short Title. This chapter shall hereafter be known and cited as “Signs”.

Sec. 8-3-2 Purpose and Intent

This Chapter was enacted with the following purposes and intent:

1. To protect and promote the health, safety, welfare, and aesthetic appeal of the City of Forest Park, Georgia through reasonable regulation of signs;
2. To support the city's substantial governmental interest in preserving the natural beauty and environment of the city;
3. To improve the traffic and pedestrian safety of the city and lessening the aesthetic degradation of the city as it may be affected by distracting signs;
4. To promote and enhance the business and economic development of the city;
5. To protect the rights of businesses to convey their messages through signs; and
6. To restrict the continued existence of abandoned or non-conforming signs unless in compliance with the terms of this Chapter and to eliminate, overtime, all non-conforming signs.

Sec. 8-3-3 Definitions

Words and phrases used in this Chapter shall have the meanings set forth in this section. Words and phrases not defined in this section but defined in the zoning ordinance of the City of Forest Park shall be given the meanings set forth in such ordinance. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this Chapter.

A-frame sign means a movable sign not permanently secured or attached to the ground or surface upon which it is located. Also known as a “sidewalk” sign or a “sandwich” sign.

Abandoned sign. Any sign that contains or exhibits broken panels, visible rust, visible rot, damaged support structures, or missing letters or which is otherwise dilapidated, unsightly, or unkempt, and for which no person accepts maintenance responsibility.

Accessory Freestanding Signs. Freestanding signs subordinate to the primary freestanding sign on a lot.

Administrative action means any action that requires the interpretation of this or any other ordinance by the Director or his/her appointee. Such action shall include approval/denial of a sign application, determination of a sign classification, and interpretation of definitions not expressly

enumerated in this chapter. Actions shall not include anything requiring the enforcement of or compliance with this chapter or any other city, state, or federal codes.

Advertising device means any structure or device erected or intended for the purpose of displaying advertising situated upon or attached to real property.

Air and gas filled device. Any sign using, either wholly or in part, forced air or other gas as a means of supporting its structure.

Animated sign. Any sign, or part of a sign, that uses any movement or change of lighting or color to depict action or create a special effect or scene.

Area of sign means the area within a continuous perimeter enclosing the limits of writing, representation, emblem, or any figure of similar character, together with any frame, other material, open space, or color forming an integral part of the display or used to differentiate such sign from the background against which it is placed. The sign area of painted or affixed wall signs when composed of letters only is the sum of the areas of the smallest contiguous rectangles, each capable of containing one such letter. For double-faced signs, only the largest display face shall be measured in computing the sign area.

Applicant. Person applying for permit or submitting an application.

Attention getting device. Any pennant, valance, propeller, spinner, ribbon, streamer, search light, or similar device or ornamentation designed for or having the effect of attracting the attention of potential customers or the general public.

Audible sign. Any sign which emits a sound which is audible or emits a signal which can be converted into audible sounds, whether by radio or other means.

Awning/canopy sign. Any sign that is a part of, or attached to, an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy.

Banner. A sign other than a flag with or without characters, letters, illustrations, or ornamentation applied to cloth, paper, or fabric that is intended to be hung either with a frame or without a frame. Neither flags nor canopy signs are considered banners.

Beacon. Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same lot as the light source; also, any light with one or more beams that rotate or move.

Bench sign means any sign painted on or otherwise attached to a bench or other seat placed in a public right-of-way or meant to be seen by the public.

Billboard. A large freestanding outdoor sign placed along major thoroughfares, such as interstates and highways.

Building inspector means the building inspector of the city or her/his designated representative.
Bunting means a long-colored strip of cloth or other pliable material used for festive decorations and containing no commercial or non-commercial message, logo, or emblem and must be attached to the structure.

Changeable copy sign. Any sign that incorporates changing lettering or images to form a sign message or messages, whether such changes are accomplished electronically or manually. A sign panel is not considered changeable copy.

City Council. The City Council of the City of Forest Park.
City. The City of Forest Park.

Clock sign means any timepiece erected outside of any building for the purpose of advertising the business on the premises on which it is located.

Commercial District refers to a zoning district that is primarily used for commercial purposes. This district conforms to the definition established in the City's zoning ordinance.

Construction sign means a sign erected and maintained on premises announcing the proposed or existing construction of a building or project advertising contractors or tenants associated with said project. Construction signs shall be permitted in accordance with all requirements of Sec. Temporary construction signs.

Department. The Department of Planning & Community Development.

Director. The Director of the Department of Planning & Community Development, or his/her appointee for a particular purpose.

Directory sign. A single sign for multiple businesses, offices, professionals, industries, or other entities located within a planned center.

Door sign means any type of sign attached to a door (including the doorframe or jamb), the lettered, numbered, pictorial or sculptured matter of which is visible from the exterior of the premises.

Double-faced sign means a sign that has two display areas against each other or where the interior angle formed by the display areas is 60 degrees or less, where one face is designed to be seen from one direction and the other face from another direction.

Drive-through/drive-in facility. A location where products and/or services are distributed to, or business is transacted with, a person seated in a motor vehicle.

Entry Feature Sign. A permanent on-site monument or wall sign that serves to identify the name of a residential, commercial, or industrial subdivision, multi-family development, or a planned development district.

Façade means any face of a building. The dominant façade of the building is where its principal entrance is located, and which may not face the street upon which its legal address is located.

Feather Sign. Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, attached to a single pole or staff for support and exceeding five (5) feet in height and designed to move in the wind.

Flag. Any fabric or bunting containing colors, patterns, or symbols used as a symbol of a government or other entity or organization.

Flashing sign. A sign, the illumination of which is not always kept constant in intensity when in use and which exhibits marked changes in lighting effects.

Footcandle means a quantitative unit measuring the amount of light cast onto a given point, measured as one lumen per square foot.

Freestanding sign. Any sign supported by structures or supports that are placed on or anchored in the ground and that are independent from any building or other structure. A permanently affixed sign which is wholly independent of a building for support with a base of a width not less than the width of the sign face. The base of the sign face shall be flush with the supporting base, and the supporting base shall be flush with the ground and extend the full width of the sign. Except for subdivision entrance signs, freestanding signs may not be constructed before the principal building is on a lot.

Frontage, building, means the width in linear feet of the front exterior wall of a particular establishment.

Gillem District refers to the zoning district that encompasses the Gillem Logistics Center. This district conforms to the definition established in the City's zoning ordinance.

Ground sign means a permanently affixed sign that is wholly independent of a building for support.

Illuminated sign, External. A sign illuminated by an external light source. Such source cannot be a device that changes color, flashes, or alternates.

Illuminated sign, Internal. A sign illuminated by an internal light source. Such source cannot be a device that changes color, flashes, or alternates.

Industrial District refers to a zoning district that is primarily used for industrial purposes. This district conforms to the definition established in the City's zoning ordinance.

Light source means the element of a lighting fixture that is the point of origin of the lumens emitted by the fixture.

Lighting, internal means lighting that illuminates the face of a sign but that emanates from the interior of the sign.

Lighting, indirect means lighting directed toward the face of a sign from a source that lies outside the physical structure of the sign.

Lot. A parcel of land that is of sufficient size to meet minimum zoning requirements for lot area, coverage, and use and that can provide such yards and other open spaces as required by the zoning standards.

Lumen means a quantitative unit measuring the amount of light emitted by a light source.

Marquee, marquee sign. Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

Monument sign means any sign that has a brick or stone base and frame within which advertising panels are contained.

Moving sign. A sign which revolves, rotates, swings, undulates, or otherwise attracts attention through the structural movement of parts.

Multi-tenant. One or more buildings, located on a single premise, containing two (2) or more separate and distinct individual establishments, which occupy separate portions of the building, and which are physically separated from each other by walls.

Nonconforming sign means any sign that does not conform to the provisions of this chapter.

Nonconforming use means a structure or land lawfully occupied by an existing use which does not conform with the permitted uses for the zoning district in which it is located as outlined in the zoning ordinance.

Normal maintenance and repair means painting and cleaning. This does not include significant structural alteration, modification that requires a building permit, or modification that costs in excess of 50 percent of the value of the sign prior to such maintenance and repair. The value of the sign shall be determined by the replacement cost of the sign, which shall be based on the value shown by the Clayton County Tax Assessor. If the tax assessor shows no value, then the value shall be based on the value of the sign as stated on the original permit application.

Obscene. Material is obscene if to the average person, applying contemporary community standards, taken as a whole, it predominantly appeals to the prurient interest, that is, a shameful or morbid interest in nudity, sex or excretion; the material taken as a whole lacks serious literary, artistic, political or scientific value; and the material depicts or describes, in a patently offensive way, sexual conduct specifically defined as: (A) acts of sexual intercourse, actual or simulated; (B) acts of masturbation; (C) acts involving excretory functions or lewd exhibition of the genitals; (D) acts of bestiality or the fondling of sex organs of animals; or (E) sexual acts of flagellation, torture, or other violence indicating a sadomasochistic sexual relationship.

Occupant means a legal occupant of a building or premises licensed to engage in a business, occupation, or profession, or exempt from license due to governmental, educational, religious, or other exempt status.

Off-premises sign means a sign that is not located upon the premises of the business or entity indicated or advertised. This includes products advertised in conjunction with a business or entity. However, off-premises signs may display noncommercial messages or noncommercial speech that is permitted by the First Amendment to the United States Constitution or the free speech clause of the Georgia Constitution.

On-premises sign means a sign, other than a temporary sign, which may identify, advertise or promote a product or service, a person, place, activity, event or idea or any other thing located or obtainable on or at the location where the sign is located; and, in addition, on-premises signs may display noncommercial messages or noncommercial speech that is permitted by the First Amendment to the United States Constitution or the free speech clause of the Georgia Constitution.

Out of store marketing device. An out of store marketing device is any facility or equipment which is located outside of a primary building on a site zoned for non-residential uses, which is used for the primary purpose of providing a product or service without the owner's immediate presence,

and which is manufactured to include a color, form, graphic, illumination, symbol, and/or writing thereon to communicate information regarding the product or service provided thereby to the public. Examples of out-of-store marketing devices include fuel pumps, bank ATM units, vending machines, newspaper racks, drink machines, ice boxes, and phone booths.

Pedestal sign means a single sign that stands unconnected to any permanent structures and is mounted on a pedestal.

Pennant, streamer. Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in a series, designed to move in the wind.

Permanent sign. Any sign which, when installed, has restriction on the time period allowed for display. A permanent freestanding sign shall be of a type and construction as not to be easily or readily removed from the lot on which it has been erected.

Permit. A sign permit reviewed, approved, and issued by the City Department of Planning & Community Development.

Permittee. The person and/or entity owning or leasing the land on which the sign is erected or for which an application has been submitted.

Person. A natural or legal person, including a firm, organization, partnership, trust, and corporation.

Place of Business. The physical location within a building at which a single business or entity legally operates pursuant to all Federal, State, City or other applicable laws and regulations. Any interconnectivity within a building from one location or tenant space to another shall constitute the same place of business. The use of a physical location, which is bounded on all sides by walls by more than one (1) legally operating business or entity shall only constitute a single place of business. In the event such a physical location is used or occupied by more than one (1) business, in order for such physical location to constitute a "place of business," all businesses and/or entities operating therein must be operating pursuant to all Federal, State, City or other applicable laws and regulations.

Planned developments (including planned shopping center, planned office, planned industrial, planned mixed-use) means a group of at least three retail stores, service establishments, offices, industries, or any other businesses planned to serve the public, that is in common ownership or condominium ownership. Individually owned outparcels may be included in planned developments, provided they meet the minimum district standards. Planned developments are approved site-plan specific and allow for minor reductions of bulk area requirements typically in exchange for greenspace/open space and other amenities. Planned developments allow for

uniqueness of site and architectural design.

Portable signs mean any sign:

1. That is capable of being moved or intended to be moved from one location to another; removal of wheels does not indicate permanence;
2. That is considered a portable sign in the normal course of commerce, even though the sign may be temporarily or permanently affixed to the ground;
3. The design of which indicates it is capable of being moved or intended to be moved from one location to another;
4. That is not permanently affixed to a building or the ground;
5. That is used in such a manner as to be portable, and
6. That is attached to, mounted on, painted, or drawn on any vehicles, whether motorized or drawn, or any moveable sign structure which may be designed for transport, which is placed, parked on, or maintained at one particular location.

Principal building. The building in which the principal use of the lot is conducted. Non-residential lots with multiple principal uses may have multiple principal buildings, but storage buildings, garages, and other structures with clearly accessory uses shall not be considered principal buildings.

Projecting sign. Any sign which is suspended or projected from the wall, eave, or soffit of the building.

Public sign. Any regulatory signs, traffic control signs or structures erected by a governmental entity.

Residential District refers to a zoning district that is primarily used for residential purposes. This district conforms to the definition established in the City's zoning ordinance.

Roof sign. Any sign erected and constructed wholly on and over the roof of a building or supported by the roof structure.

Sidewalk or Sandwich Sign. A temporary, movable sign not secured or attached to the ground or surface upon which it is located. This type of sign is typically "A" shaped or in some variation thereof and usually double-sided. Definition shall include a sign displayed on an easel.

Sign. Any device, fixture, placard, or structure affixed to, supported by, or suspended by a stationary object, to a building or to the ground that uses any color, graphic, illumination, symbol, or writing to announce, direct attention to, identify, advertise, or communicate a message to the public. Signs do not include the flag or emblem of any nation, organization of nations, state, city or any fraternal, religious, or civic organizations; works of art which in no way identify a product; or scoreboards located on athletic fields. Except where the address is also the name of the business, or institution owning or occupying the premises, displayed address information is not a sign or part of a sign for the purposes of this code.

Sign face. That part of a sign that is or can be used to announce, direct attention to, identify, advertise, or otherwise communicate information.

Sign panel. A physically removable panel on a sign face of at least one (1) square foot that may be changed for different like-sized panels. Sign panels do not include electronic signs, reader boards or changeable copy.

Snipe sign means a temporary sign or poster affixed to a tree, fence, telephone pole, public benches, streetlights, public property, or public right-of-way, except government and political signs.

Standard Informational sign. A non-illuminated temporary freestanding sign which shall contain no reflecting elements, flags, projections, or unpainted wooden surfaces. Standard Informational Signs are limited to either one (1) sign that is 16 square feet in area or up to four (4) signs not to exceed an aggregate of sixteen (16) square feet in area. In addition, each sign shall not be greater than eight (8) feet above the grade level of the adjacent street to which the sign is located or four (4) feet above ground level, whichever is greater. These signs shall not be located within the public street right-of-way and shall be no closer than ten (10) feet to the back of curb of a private roadway. Standard Informational Signs do not require a permit.

Suspended sign. Any sign which is suspended from the eave or soffit of the building.

Temporary sign. Any sign that is not permanently mounted and which is intended to be displayed only for fixed period of time.

Wall sign. Any sign attached parallel to a wall, painted on the wall surface, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface. No wall sign shall extend more than six (6) inches from any wall, building, or structure.

Window sign. Any sign that is placed inside a window, within two (2) feet of a window, or upon the windowpanes of glass, either inside or outside the building, and is visible from the exterior of the structure.

Sec. 8-3-4. Powers and Duties of Personnel.

The Director, or his/her appointee, is hereby authorized and directed to administer and enforce this chapter, unless otherwise specifically provided by resolution of the City of Forest Park City Council.

Sec. 8-3-5. Applicability

Unless otherwise specified, the standards of this Chapter shall apply to all signs erected within the corporate limits of the City.

Sec. 8-3-6 Sign Permit Required.

Except where specifically not required by the standards of this Chapter, it shall be unlawful for any person to post, display, materially change, or erect a sign in the City without first having obtained a sign permit. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this chapter.

Sec. 8-3-7 Reserved

Sec. 8-3-8 Fees Required.

No permit shall be issued until the appropriate application has been filed with the Department of Planning & Community Development, and fees, as set from time to time by Resolution of the City Council, have been paid.

8-3-9 Permitting Process

Applications for sign permits required by this Chapter shall be filed along with two (2) additional copies by the person owning the subject Lot, or the owner's agent with express permission of the owner on forms furnished by the Department of Planning & Community Development. The application shall describe and set forth the following:

1. The type and purpose of the sign as defined in this Chapter.
2. The value of the sign.
3. A survey to scale showing the street address of the property upon which the subject sign is to be located, the proposed location of subject sign on subject property, the distance of the proposed sign from the subject property's boundaries, and all existing structures or buildings on the subject property.
4. The square foot area per sign.

5. The name(s) and address(es) of the owner(s) of the real property upon which the subject sign is to be located.
6. Written consent of the owner of the property, or his/her agent, granting permission for the placement, maintenance, size, and height of the subject sign to be placed on the property.
7. For wall signs: Two sets of building elevations.
8. The name, address, telephone number, and business license number of the sign contractor. All applicants for signs which incorporate electricity must obtain an electrical permit.
9. Sign details, including a proposed color scheme of sign, and scaled elevation of the size and height of the proposed sign from ground level and adjacent street level.
10. The zoning district in which the subject property is located and a statement of compliance with all requirements of the zoning district regarding use of the property.

Sec. 8-3-10. Permit Revocation.

Should it be determined that a sign permit was issued pursuant to an application containing a false material statement or omission, staff shall revoke said permit and the subject sign shall be immediately removed. The permit for any sign not meeting the standards of this Chapter will be revoked.

Sec 8-3-11. Expiration Date.

A sign permit shall become null and void if the sign for which the permit was issued has not been installed and completed within 180 days after the date of issuance; provided, however, that where an applicant can demonstrate that an entity was timely engaged to construct the permitted sign, but the fabrication has not yet been completed, one 60-day extension may be granted by the Planner. No refunds shall be made for a permit after the permit is issued. If later an individual desires to erect a sign at the same location, a new application for the sign must be processed and another fee paid in accordance with the fee schedule applicable at such time.

Sec. 8-3-12. Variances.

Planning Commission. The Planning Commission shall be allowed to grant variances where hardship has been demonstrated pursuant as to set back, building material, sign style, or height as further provided herein, provided that no variance shall be granted as to size of a sign which exceeds the maximum size within the subject property's zoning district. A variance to height may be granted not exceeding twenty (20) percent more of the maximum height allowed in the zoning district for the subject property.

Limitations. The Planning Commission shall hear and decide upon a variance within sixty (60) days of the submission of a completed and accurate application.

Procedure. The procedure for requesting a variance from the provisions of this chapter may be applied for and granted in the same procedural manner as variances from the City of Forest Park's Zoning Ordinance.

For a variance to be granted from this chapter, each of the following must be shown.

- a. No characteristics contrary to the public interest or this chapter will be promoted.
- b. No resulting variance shall create an effect or condition contrary to the public safety and welfare.
- c. Relief shall not impair the purposes of this chapter.
- d. A unique hardship exists because of an extraordinary and exceptional condition(s) pertaining to the piece of property in question because of a characteristic of its size, shape, and topography.
 - i. The topography of the lot on which the sign is located or to be located renders it impossible to comport with the strict standards of this Chapter; or
 - ii. The natural features of the lot on which the sign is located or to be located, or of the land immediately adjacent to the Lot, impairs the visibility of the sign such that it cannot be seen.

Hardship. Economic or financial hardship alone may not be sufficient to support the grant of a variance. Signs that are nonconforming as of the effective date of the ordinance from which this chapter derives shall be granted automatic variance with no further action required on the part of permit holders. Variance procedures shall apply to new signs erected thereafter.

Sec. 8-3-13. Signs not Requiring a Permit

The following types of signs do not require a sign permit from the city. An electrical and/or building permit may still be required.

A. Public Interest Signs. Signs erected by the City of Forest Park and public signs and all other signs of public interest, erected by or on the order of a public officer in the performance of their duty, such as public notices, safety sign, danger signs, trespassing signs, traffic and street signs, memorial plaques, and signs of historical interest.

B. Signs Not Visible. Any sign internal to a development and not visible from a street or neighboring property.

C. Window Signs.

1. A sign installed inside a window for purposes of viewing from outside the premises provided that such signs do not exceed 25% of the window area.
2. An exposed neon window sign stating "open" that is not greater than 5 square feet in area and limited to 1 per establishment (included in 25% sign area).

D. Construction Fence Wraps

1. Wraps are allowed on fences securing new construction sites for the duration of the construction activity.
2. The wrap must be removed prior to issuance of a Certificate of Occupancy.
3. The fence wrap must be maintained in good condition and be properly attached to the fence.
4. Messages, logos, renderings, or similar information shall not exceed 30 percent of the total fence wrap area.

E. Flags. Any fabric or other flexible material designed to be flown from a flagpole affixed to the front of a home or porch.

- a. A maximum of 3 flags are permitted per lot.
- b. A flagpole attached to building may encroach over the sidewalk but not over any street, parking area, driveway or alley, or fence. All flags must be a minimum of 18 inches inside the curb line or edge of pavement, whichever is greater.

F. Sidewalk Signs. A portable sign not secured or attached to the ground or surface upon which it is located. A sidewalk sign must meet the following requirements:

- a. The sign must be placed along a building facade with a customer entrance to a tenant space.
- b. The sign must be placed no more than 12 feet from the building facade.
- c. The sign must be located at least 25 feet from any other sidewalk sign.
- d. The sign must be removed and placed indoors at the close of each business day.
- e. The sign must not obstruct vehicular, bicycle, or pedestrian traffic and must comply with ADA clearance and accessibility.
- f. The sign must not be illuminated.
- g. The sign must not exceed 6 square feet in area, 3 feet in height and 2 feet width.

G. Political Signs. Signs announcing a candidacy portraying a candidate for political office, or expressing a political point of view may be allowed only if placed on private property and then only with the permission of the owner

H. Numerals. Numerals displayed for the purpose of identifying property location not to exceed eight (8) inches in height.

Sec. 8-3-14. Prohibited Signs and Devices.

The following types of signs are prohibited in the city:

- A. **Balloons, Pennants, Streamers.** Balloons, except as explicitly allowed herein, pennants, streamers, feather signs, or air or gas filled figures.

- B. **String Lights.** Signs consisting in whole or in part of a series, line, or row of lights, whether supported or connected by cables or wires or other physical means, within one hundred fifty (150) feet of a street and visible therefrom. Notwithstanding the foregoing, white string lights shall be exempted from this Section and colored string lights and decorations displayed during the months of November, December and January shall be exempted from this Section. At no time may string lights be used to outline building elements such as roofs, windows, archways, or doors.
- C. **Beacons, Search Lights, Laser.** Promotional beacons, search lights or laser lights or images.
- D. **Audible Signs.** Any sign which emits a sound which is audible or emits a signal which can be converted into audible sounds, whether by radio or other means.
- E. **Signs in Right-of-Way.** Signs in a public right-of-way, other than those belonging to a government, public service agency, or railroad.
- F. **Signs on Tree or Utility Pole.** Signs mounted or located on a tree, utility pole, or other similar structure.
- G. **Roof Signs.** Roof signs and signs which extend vertically above any portion of a roof or parapet of the applicable wall that is visible to adjacent property owners.
- H. **Portable Signs.** Portable signs (except sidewalk/sandwich signs), including signs attached to any parked vehicle or trailer, so as to be visible from a public right-of way.
- I. **Obscene Signs.** Signs which depict obscene material.
- J. **Illegal Activity Signs.** Signs which advertise an activity which is illegal under federal, state, or local laws.
- K. **Signs Not Maintained.** Signs not in good repair, in violation of codes, or containing or exhibiting broken panels, visible rust, visible rot, damaged support structures, or missing letters.
- L. **Abandoned Signs.** Abandoned Signs.
- M. **Animated; Flashing; Electronic.** Animated signs, flashing signs, electronic signs, and changeable copy signs (except as explicitly allowed herein).
- N. **Imitation Traffic Signs.** Signs which contain or are an imitation of an official traffic sign or signal or contain the words "stop," "go," "slow," "caution," "warning," or similar words in such a manner as to resemble official traffic control signs.

Sec. 8.3.15. Violations and Penalties.

A. **Noncompliance.** No person shall erect on any premises owned or controlled by that person any sign which does not comply with the standards of this Chapter.

B. **Dangerous or Defective.** No person shall maintain or permit to be maintained on any premises owned or controlled by that person any sign which is in a dangerous or defective condition. Any such sign shall be removed or repaired by the permittee of the sign, the owner of the premises, or as otherwise provided for in this Chapter.

C. **Separate Violation.** Each sign installed, created, erected, or maintained in violation of this Chapter shall be considered a separate violation when applying the penalty portions herein.

D. **Public Nuisance.** Any violation of this Chapter is hereby declared to be a public nuisance.

E. **Notice.** The Director of Planning and Community Development shall give the permittee ten (10) to thirty (30) days written notice, based on the practical considerations of completing measures to comport with the standards of this Chapter, to correct the deficiencies or to remove the sign(s) which is in violation of this Chapter. If the permittee refuses to correct the deficiencies or remove the sign, the Director will have the sign removed at the expense of the permittee.

F. **Citations.** If any sign or other device covered by this Chapter is, or is proposed to be, erected, constructed, altered, converted, or used in violation of any provision of this Chapter, the Director shall cause a citation to be issued. Additionally, the city may seek an injunction for a continuing violation or take other appropriate action to prevent such unlawful erection, construction, alteration, conversion or use to correct or abate such violation. Any violation of this Chapter shall be an offense, and the violator shall be subject to a fine of up to one thousand dollars (\$1,000.00), imprisonment for up to six (6) months, or by both such fine and imprisonment. If any sign or other device covered in this Chapter is erected without the proper permits, the violator will be charged double the sign permit fee.

Except where specifically not required by the standards of this Chapter, it shall be unlawful for any person to post, display, materially change, or erect a sign in the City without first having obtained a sign permit. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this chapter.

Sec. 8-3-16 Nonconforming Signs.

It is the policy of the City of Forest Park to encourage the compliance of all signs within the City with the terms and requirements of this section. The city finds that nonconforming signs may adversely affect the public health, safety, and welfare of the city. Such signs may adversely affect the aesthetic characteristics of the city and may adversely affect public safety due to the visual impact of said signs on motorists and the structural characteristics of said signs.

- (1) No sign shall be permitted or erected on any lot which has located thereupon an existing nonconforming sign until the nonconforming sign has either been removed or brought into compliance with this section.

- (2) Maintained. A nonconforming sign shall not be replaced by another nonconforming sign, except that the substitution or interchange of quality material panels, painted boards, or dismountable material on nonconforming signs shall be permitted as long as the nonconforming sign retains its grandfathering rights. All nonconforming signs shall be maintained in good repair, free from peeled paint, rust, missing panels, missing letters, etc. Minor repairs and maintenance of nonconforming signs shall be permitted. However, no structural repairs, changes in shape, size, or design shall be permitted except to make a nonconforming sign comply with all requirements of this section. Repairs; material change. Minor repairs and maintenance of nonconforming signs shall be permitted when the cost of such repair does not exceed 25 percent of the replacement cost of the existing sign, provided, however, that no structural repairs or changes in the size or shape of a nonconforming sign shall be permitted except to make the sign comply with the standards of this chapter.
- (3) Legal-nonconforming or “Grandfathering” and Provisions. Nonconforming Signs may stay in place until one of the following conditions occurs:
- a. The advertised business ceases at the location for a period of more than 30 days and/or the sign is not used for a period of more than 30 days.
 - b. The deterioration of the sign or damage to the sign makes it a hazard or renders it dilapidated, unsightly, or unkempt; or
 - c. The sign has been damaged to such an extent that more than minor repairs (greater than 25 percent of the sign replacement cost of the existing sign) or a material change is required to restore the sign. No structural repairs or changes in the size or shape of a nonconforming sign shall be permitted except to make the sign comply with the standards of this chapter.
 - d. If the business or use for which the nonconforming sign(s) was installed is expanded or modified, and if the value of the expansion or modification exceeds 50 percent of the value of the existing improvements. The sign or signs shall be immediately brought into compliance with this chapter with a new permit secured therefore or shall be removed. All improvements to a single business or use within any 12-month period shall be treated cumulatively in the administration of this subparagraph.

All signs within the city must be brought into compliance or removed within three years from the adoption of this ordinance. At this time, all signs will lose their legal- nonconforming status.

Sec. 8-3-17 Temporary Signs.

Temporary signs shall be permitted in all zoning districts and are subject to the applicable sign regulations governing each district and the regulations set forth in this section. The following types of signs or advertising devices may be displayed without regard for content:

1. Air- and gas-filled (inflatable) devices provided that the footprint area required for said devices does not exceed 200 square feet (including all tie-down or other support structures) and does not visually block adjacent businesses or tenants.
2. Banners.
3. Feather style ground signs (two "feather" signs per permit).
4. Balloons or streamers.
5. Searchlights and similar devices.
6. Other materials or display items that are utilized as signage including mannequins or statues. These items must not occupy any designated parking spaces or vehicular drive areas.

A. Temporary Sign Provision.

Temporary signs shall be permitted for any lawful activity on a lot or parcel subject to the provisions set forth herein.

1. General requirements.

- a. A permit shall be required for all temporary signs
- b. No more than one temporary sign or advertising device may be displayed on a permissible lot (not including posting on a business façade for a multi-tenant building) at any given time.
- c. Temporary signs shall not be affixed in any manner to trees, natural objections, street light poles, utility poles, federal state or county signs or poles, or other permanent signs or sign structures.
- d. Each temporary sign shall be legibly marked with the name and telephone number of the sign owner or person responsible for any code violations.
- e. Banners may be used as temporary signs provided that such banners shall be affixed to the principal building or the supporting freestanding sign.
- f. All such signs shall be securely installed or fastened and positioned in place so as not to constitute a hazard of any kind.
- g. No temporary sign shall be displayed on a roof.
- h. No temporary sign shall be permitted to project into or over any public street right-of-way.
- i. Temporary signs are permitted at construction sites for the purpose of identifying names of contractors, consultants, etc. shall be limited to four-line items.

2. Duration of temporary signs.

- a. Permits allowed are two permits per calendar year at 30-day, 60-day, or 90-day periods of time.
- b. Construction signs permitted shall be removed upon completion of the project.

3. Display surface area, height, and illumination.

- a. Maximum display surface area shall be determined by each individual zoning district.
- b. b. Maximum height shall be 12 feet, except for banners. Display over a public street shall have a minimum clearance of 15 feet.
- c. c. Temporary signs shall not be illuminated.

4. Location of temporary signs.

- a. No temporary sign shall be located in the public right-of-way.

5. Temporary/other devices.

- a. Pennants, balloons, flags are permitted four times per calendar year at a 30-day period, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period.

B. Real Estate Signs.

One (1) sign advertising property "for sale," "for rent," or "for lease," will be permitted for each unit available for sale, rent, or lease.

- 1. No real estate sign shall interfere with road or highway visibility or obstruct or otherwise interfere with the safe and orderly movement of traffic.
- 2. No real estate sign located on a building, structure, or real estate unit which is for sale, rent, or lease shall be closer than five (5) feet to a right-of-way at any point except for buildings, structures, or real estate units already in existence at the date of the adoption of this chapter, where compliance with this chapter is rendered impossible due to the proximity of the buildings, structures, or real estate unit to the right-of-way.
- 3. No real estate sign shall be located on utility poles or within the right-of-way of any street or public roadway.
- 4. Off premise real estate directional signs shall be of a uniform design with standard colors and graphics. No company names or logos shall appear on the face of the sign. The sign shall not exceed fifteen (15) inches by eighteen (18) inches in size.
- 5. No off premise real estate sign shall be allowed at any intersection with a state highway or at the intersection of any two (2) arterial streets.

6. A maximum of two (2) premise directional signs, one (1) per direction, shall be allowed at any other intersection (signs must direct from the major street onto the lesser street only). If any street intersects another street at more than one (1) place, signs may be placed at only one (1) of the intersections.
7. A maximum of four (4) off premise real estate directional signs may be located along any single collector street.
8. No real estate sign shall be erected more than five (5) feet above ground level.
9. No real estate sign shall be located within thirty (30) feet of the intersection of street right-of-way lines extended or at a location that would cause an obstruction of vision to vehicular traffic.
10. No real estate sign shall be located within thirty (30) feet of another real estate sign unless the size or shape of the properties for sale, rent, or lease would render compliance with this section impossible as determined by the director by application of the parameters of this chapter.

Sec. 8-3-18 Removal of Unlawful or Dangerous Signs.

- A. **Removal.** The City may order the removal of any sign in violation of this Chapter by written notice to the permit holder; or if there is no permit holder, then to the owner of the sign; or if the sign owner cannot be found or cannot be determined, then to the sign erector and any party that procured the erection of the sign. If a permit has been issued, such notice shall operate to revoke the permit.
- B. **Procedure Following Removal Order.** If the sign is not removed after written notice to the permit holder; or if there is no permit holder, then, then to the owner of the sign; or if the sign owner cannot be found or cannot be determined, the City shall remove or cause to be removed the sign and collect the costs thereof as provided below.
- C. **Removal without Notice.** The City shall have removed any sign in violation of this Chapter, without giving notice to any party, if:
 1. Said sign is upon the public right-of-way or upon other public property or upon the pavement of a private street or drive; or
 2. Said sign poses an immediate safety threat to the life or health of any members of the public.
- D. **Removal after Court Determination.** Other than signs located in a public right-of-way, a sign shall be removed by the City after a final determination by a court that the sign is unlawful and should be removed. If the permittee or owner fails to remove the sign the sign may be immediately removed and disposed of by the city.

Except where specifically not required by the standards of this Chapter, it shall be unlawful for any person to post, display, materially change, or erect a sign in the City without first having obtained a sign permit. Notwithstanding the foregoing, signs which are not visible from a public right-of-way or from neighboring properties shall not be subject to the standards of this chapter.

Sec. 8-3-19. Prohibited Methods of Erection.

No advertisement, advertising sign, or advertising structure shall be constructed, erected, used, operated, or maintained:

1. Within five (5) feet of the outside boundaries of a federal or state highway or municipal streets or structures;
2. Which is attached to or placed against a building in such a manner as to prevent ingress or egress through any door or window of any building, nor shall any sign obstruct or be attached to a fire escape; or
3. Which is painted on, mounted on, or otherwise attached to a vehicle, board, or object when, if left stationary, tends to circumvent the intent of this Code and the limitations of the sign regulations prescribed herein.

Sec. 8-3-20. Maintenance and Appearance of Signs.

All signs shall be maintained in good condition so as to present a neat and orderly appearance. Sign faces and structural supports shall be free of any cracking, peeling paint, warping, rusting, and significant color fading.

Sec. 8-3-21. Construction, Electrical, and Structural Safety and Standards.

- A. **Building and Safety Codes.** All signs permitted under this code shall be constructed and maintained in accordance with the applicable City building and safety codes. The city may remove after due notice any sign which shows neglect or becomes dilapidated.
- B. **Faces.** The face of sign shall be flat, with protrusions of no more than two (2) inches to allow for the texture of the sign and words, letters, figures, symbols, logos, fixtures, colors, or other design elements. No sign or other advertising structure shall be constructed so as to have nails, tacks, or wires protruding therefrom. Lettering for address signage shall not exceed four (4) inches in height or as required by the applicable building code.
- C. **Illumination.** Signs, when illumination is permitted and except as otherwise set forth, may be illuminated internally or externally. Free standing signs with external illumination shall have light directed downward. Externally illuminated signs shall not exceed fifty-five (55) foot-candles.
- D. **Landscaping.** Landscaping, weeds, and grass shall be kept cut in front of, behind, underneath, and around the base of freestanding signs.
- E. **Sign Materials.** Freestanding sign structure/base materials shall be constructed of brick or stone with a base of at least two feet. Any sign panels on a sign shall have a uniform background color and material. All freestanding signs shall display the property address in numbers at least six (6) inches in height but not more than twelve (12)

inches in height. The numerical address shall not be considered part of the sign face and shall not count against the allowable sign square footage.

Sec. 8-3-22 Expiration Date.

A sign permit shall become null and void if the sign for which the permit was issued has not been installed and completed within six (6) months after the date of issuance; provided, however, that where an applicant can demonstrate that a commercial entity was timely engaged to construct the permitted sign, but the fabrication has not yet been completed, one (1) 90-day extension may be granted by the Director. No refunds shall be made for a permit after the permit is issued. If later an individual desires to erect a sign at the same location, a new application for the sign must be processed and another fee paid in accordance with the fee schedule applicable at such time.

Sec. 8-3-23. Restrictions Based on Location.

If not otherwise stated, any sign not specifically allowed in a zoning district as provided under this Section shall be prohibited in that district, except as otherwise provided for under this Chapter. The following standards govern signs within specific zoning districts.

The following standards govern signs within specific zoning districts.

A. RS – Single Family Residential District

1. **Entry Feature Sign/Free Standing Sign.** One (1) maximum thirty-two (32) square foot, freestanding sign per lot occupied with an institutional use shall be permitted for each street on which the lot has frontage. The sign may have sign panels.
 - i. One (1) maximum thirty-two (32) square foot, freestanding sign or two (2) single-faced freestanding signs not to exceed sixteen (16) square feet for each side of a platted single-family subdivision entrance shall be permitted for each street on which the subdivision has an entrance. If developed with a mixture of detached and attached dwellings in separate pods or phases, an additional 16 square foot sign shall be permitted for the attached dwelling phase.
 - ii. Entry feature signs shall have a maximum height of six (6) feet, may be externally illuminated, and shall not have changeable copy.
 - iii. Entry feature signs may be attached to a subdivision entrance wall, provided the wall is no more than eight (8) feet in height, and so long as the top of the sign panel is no more than six (6) feet in height.
2. **Window Signs.** Not more than three (3) window signs per lot of record shall be allowed and shall not be larger than four (4) square feet or cover more than twenty-five percent

(25%) of the area of each window in which a sign is placed, whichever is less. Such signs shall not be illuminated.

3. **Construction Project Signs.** For construction on or development of a commercial or residential lot, one (1) construction sign shall be allowed which identifies the project, the contractors, architects, engineers, and financial institution. Project signs shall not exceed sixty (60) square feet in area or twelve (12) feet in height from ground level. Project signs shall be promptly removed upon occupancy of the building or project or completion of the job. A maximum of one (1) sign for each major street is authorized.
4. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.
5. **Flags.** Each lot may display no more than two (2) flags and one (1) flag flagpole. The flagpole shall not exceed twenty (20) feet in height. Flag size shall not be more than twenty (20) square feet for a single flag and 40 square feet for the aggregate flag size.
6. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. During the months of May and June, each lot may display one (1) banner not exceeding thirty-two (32) square feet, without receiving a permit. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
 - a. **Standard Informational Sign.** Each lot may display Standard Informational Signs as defined in this Chapter.
 - b. **Wall Sign.** Each lot with an institutional use shall be allowed two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet. Wall signs shall not have changeable copy. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached.

B. RT – Two Family Residential District

1. **Entry Feature Sign/Free Standing Sign.**

- i. One (1) maximum thirty-two (32) square foot, freestanding sign per lot occupied with an institutional use shall be permitted for each street on which the lot has frontage. The sign may have sign panels.
 - ii. One (1) maximum thirty-two (32) square foot, freestanding sign or two (2) single-faced freestanding signs not to exceed sixteen (16) square feet for each side of a platted single-family subdivision entrance shall be permitted for each street on which the subdivision has an entrance. If developed with a mixture of detached and attached dwellings in separate pods or phases, an additional 16 square foot sign shall be permitted for the attached dwelling phase.
 - iii. Entry feature signs shall have a maximum height of six (6) feet, may be externally illuminated, and shall not have changeable copy.
 - iv. Entry feature signs may be attached to a subdivision entrance wall, provided the wall is no more than eight (8) feet in height, and so long as the top of the sign panel is no more than six (6) feet in height.
2. **Window Signs.** Not more than three (3) window signs per lot of record shall be allowed and shall not be larger than four (4) square feet or cover more than twenty-five percent (25%) of the area of each window in which a sign is placed, whichever is less. Such signs shall not be illuminated.
 3. **Construction Project Signs.** For construction on or development of a commercial or residential lot, one (1) construction sign shall be allowed which identifies the project, the contractors, architects, engineers, and financial institution. Project signs shall not exceed sixty (60) square feet in area or twelve (12) feet in height from ground level. Project signs shall be promptly removed upon occupancy of the building or project or completion of the job. A maximum of one (1) sign for each major street is authorized. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.
 4. **Flag.** Each lot may display no more than two (2) flags and one (1) flag flagpole. The flagpole shall not exceed twenty (20) feet in height. Flag size shall not be more than twenty (20) square feet for a single flag and 40 square feet for the aggregate flag size.
 5. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the

ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.

6. **Standard Informational Sign.** Each lot may display Standard Informational Signs as defined in this Chapter.
7. **Wall Sign.** Each lot with an institutional use shall be allowed two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet. Wall signs shall not have changeable copy. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached.

C. **RM – Multiple Family Residential District**

1. **Entry Feature Sign/Free Standing Sign.**

- i. One (1) maximum thirty-two (32) square foot freestanding sign shall be permitted for each street on which the multi-family lot has frontage. The sign shall have a maximum height of six (6) feet, may be externally illuminated, and shall not have changeable copy.
- ii. One (1) maximum thirty-two (32) square foot, freestanding sign per lot occupied with an institutional use shall be permitted for each street on which the lot has frontage. The sign may have sign panels.

1. **Window Signs.** Not more than three (3) window signs per unit (as defined in the City's Zoning Ordinance) shall be allowed and shall not be larger than four (4) square feet or cover more than twenty-five percent (25%) of the area of each window in which a sign is placed, whichever is less. Such signs shall not be illuminated.
2. **Construction Project Sign.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.
3. **Flags.** Each lot may display no more than two (2) flags and one (1) flag flagpole. The flagpole shall not exceed twenty (20) feet in height. Flag size shall not be more than twenty (20) square feet for a single flag and 40 square feet for the aggregate flag size.
4. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the

ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.

5. **Standard Informational Sign.** Each lot may display Standard Informational Signs as defined in this Chapter.
6. **Wall Sign.** Each lot with an institutional use shall be allowed two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet. Wall signs shall not have changeable copy. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached.

D. MHP – Mobile Home Park District.

1. Entry Feature Sign/Free Standing Sign.

- i. One (1) maximum thirty-two (32) square foot freestanding sign shall be permitted for each street on which the multi-family lot has frontage. The sign shall have a maximum height of six (6) feet, may be externally illuminated, and shall not have changeable copy.
- ii. One (1) maximum thirty-two (32) square foot, freestanding sign per lot occupied with an institutional use shall be permitted for each street on which the lot has frontage. The sign may have sign panels.

2. **Window Signs.** Not more than three (3) window signs per unit (as defined in the City's Zoning Ordinance) shall be allowed and shall not be larger than four (4) square feet or cover more than twenty-five percent (25%) of the area of each window in which a sign is placed, whichever is less. Such signs shall not be illuminated.

3. **Flags.** Each lot may display no more than two (2) flags and one (1) flag flagpole. The flagpole shall not exceed twenty (20) feet in height. Flag size shall not be more than twenty (20) square feet for a single flag and 40 square feet for the aggregate flag size.

4. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.

5. **Standard Informational Sign.** Each lot may display Standard Informational Signs as defined in this Chapter.

6. **Wall Sign.** Each lot with an institutional use shall be allowed two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet. Wall signs shall not have changeable copy. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached.

E. IC - Institutional Commercial District

1. Freestanding Signs.

- i. One (1) maximum thirty-two (32) square foot, freestanding sign per street frontage shall be permitted for each lot which contains less than fifteen (15) acres.
- ii. For lots that contain more than fifteen (15) acres, one (1) maximum sixty-four (64) square foot, freestanding sign for the primary frontage and one thirty-two (32) square foot, freestanding sign for each street on which the lot has secondary frontage. If the primary frontage of the lot is five hundred (500) linear feet or more and if the lot has two (2) or more entrances on the street on which it has primary frontage, the one maximum sixty-four (64) square foot sign may be substituted by two (2) single-faced freestanding signs not to exceed thirty-two (32) square feet. The sign shall have a maximum height of six (6) feet if thirty-two (32) square feet or less and eight (8) feet if sixty-four (64) square feet or less.
- iii. All freestanding signs may be internally or externally lighted. Each sign may have sign panels. If constructed as part of a brick or stone wall, at least thirty (30) feet in length, the sign face may double the allowable size, and sign panels may be measured separately rather than as part of a continuous polygon as required by Section 23 hereof. If the freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a separate Directory Sign. The freestanding sign size may be increased by thirty-two (32) square feet if the owner of the parcel opts to not construct a separate Directory Sign.

2. **Wall Signs.** Each Place of Business is allowed a maximum of two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet except that wall signs may exceed 5% of the wall area to conform to existing signage on the property if it is demonstrated that similarly situated signage on the property is larger in size. In order for a wall sign to exceed 5% of the wall area, it must be demonstrated that existing places of business on the property or within the shopping center are substantially similar or larger than that which is requested. Additionally, if demonstrated that distance from the right-of-way, site topography,

building height or site features obscure wall signs, the size may be increased to 10% of the wall area. In no case may the sign exceed one hundred (100) square feet. Requests for a larger sign shall be subject to review and approval of the Community Development Director. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached. In lieu of a permanent sign, unoccupied tenant suites are allowed one (1) wall sign, a maximum of eight (8) square feet in size. Said sign shall not be internally illuminated.

3. **Internal Signs.** Internal freestanding signs are permitted adjacent to internal entrance drive(s) serving the development. The freestanding sign shall not exceed twenty (20) square feet in area and six (6) feet in height and shall be set back at least fifty (50) feet from the exterior road right-of-way.
4. **Window Signs.** A maximum of twenty-five percent (25%) of the aggregate window area may contain signage. Within that twenty-five percent, a maximum of four-square feet may be illuminated. Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.
5. **Awning/canopy Signs.** Awning/canopy signs may be displayed. A permit is required. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy.
6. **Flags.** Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty (30) feet in height. Flag size shall not be more than 40 square feet.
7. **Standard Informational Signs.** Each lot may display Standard Informational Signs as defined in this Chapter.
8. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
9. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.

10. **Directory Signs.** Each multi-tenant commercial, office park, or mixed-use development shall be allowed an additional directory sign per road frontage in addition to the freestanding signs permitted. Directory signs shall not exceed six (6) feet in height, be more than thirty-two (32) square feet, and shall meet the architectural requirements of freestanding signs. If the primary freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a Directory Sign.

11. **Accessory Freestanding Signs.** Each lot shall be entitled up to four accessory freestanding signs. Said signs shall be a maximum of three feet high and four-square feet in area and must be setback at least ten (10) feet from the right of way. Accessory Freestanding Signs shall not be internally illuminated. Accessory freestanding signs are not required to be monument-style.

F. GC - General Commercial District

1. Freestanding Signs.

- a. One (1) maximum thirty-two (32) square foot per street frontage for each lot which contains less than fifteen (15) acres. The sign shall have a maximum height of six (6) feet.
- b. For lots that contain more than fifteen (15) acres, one (1) maximum sixty-four (64) square foot, freestanding sign for the primary frontage and one thirty-two (32) square foot, freestanding sign for each street on which the lot has secondary frontage. If the primary frontage of the lot is five hundred (500) linear feet or more and if the lot has two (2) or more entrances on the street on which it has primary frontage, the one maximum sixty-four (64) square foot sign may be substituted by two (2) single-faced freestanding signs not to exceed thirty-two (32) square feet. The sign shall have a maximum height of six (6) feet if thirty-two (32) square feet or less and eight (8) feet if sixty-four (64) square feet or less.
- c. All freestanding signs may be internally or externally lighted. Each sign may have sign panels. If constructed as part of a brick or stone wall, at least thirty (30) feet in length, the sign face may double the allowable size, and sign panels may be measured separately rather than as part of a continuous polygon as required by Section 23 hereof. If the freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a separate Directory Sign. The freestanding sign size may be increased by thirty-two (32) square feet if the owner of the parcel opts to not construct a separate Directory Sign.

2. **Wall Signs.** Each Place of Business is allowed a maximum of two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet except that wall signs may exceed 5% of the wall area to conform to existing signage on the property if it is demonstrated that similarly situated signage on the property is larger in size. In order for a wall sign to exceed 5% of the wall area, it must be demonstrated that existing places of business on the property or within the shopping center are substantially similar or larger than that which is requested. Additionally, if

demonstrated that distance from the right-of-way, site topography, building height or site features obscure wall signs, the size may be increased to 10% of the wall area. In no case may the sign exceed one hundred (100) square feet. Requests for a larger sign shall be subject to review and approval of the Community Development Director. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached. In lieu of a permanent sign, unoccupied tenant suites are allowed one (1) wall sign, a maximum of eight (8) square feet in size. Said sign shall not be internally illuminated.

3. A tenant that has over fifty thousand (50,000) square feet of gross floor space and has independent leased space within a shopping center shall be allowed wall signs not to exceed five percent (5%) of the applicable wall area or three hundred (300) square feet, whichever is smaller
4. **Menu Sign.** One menu sign as part of a drive-thru or drive-in facility, not legible by the traveling public, shall not exceed six (6) feet in height.
5. **Banners.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
6. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height. The sign shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first. The sign shall not exceed the maximum freestanding sign allowed on the lot.
7. **Out of Store Marketing Device.** Out of store marketing devices shall be allowed, shall not exceed eight (8) feet in height, and shall not be illuminated except for illumination intrinsic to the device. No permit shall be required.
8. **Flags.** Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty (30) feet in height. Flag size shall not be more than 40 square feet.
9. **Entrance Signs.** In a multi-tenant commercial or office building, in addition to all other permitted signs, one (1) projecting non-illuminated sign per entrance used shall be allowed to identify the location of each tenant's premises. Projecting signs shall adhere to the following: does not exceed three (3) square feet in area; is uniform in size, material, color and shape and is placed in an equivalent location to other such signs located on the same building; is suspended from the eave or soffit of the building; and maintains a minimum of seven (7) feet clearance between the bottom of the sign and the walkway below.
10. A maximum of twenty-five percent (25%) of the aggregate window area may contain signage. Within that twenty-five percent, a maximum of four-square feet may be illuminated. Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.

11. **Awning/canopy Signs.** Awning/canopy Signs may be displayed. A permit is required. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy. The area of an Awning/canopy Sign shall be deducted from the allowable area of a Wall Sign.
12. **Standard Informational Signs.** Each lot may display Standard Informational Signs as defined in this Article.
13. **Directory Signs.** Each multi-tenant commercial, office park, or mixed-use development shall be allowed an additional directory sign per road frontage in addition to the freestanding signs permitted. Directory signs shall not exceed six (6) feet in height, be more than thirty-two (32) square feet, and shall meet the architectural requirements of freestanding signs. If the primary freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a Directory Sign.
14. **Internal Signs.** One (1) internal freestanding sign per entrance drive is permitted adjacent to internal entrance drive(s) serving the development. The freestanding sign shall not exceed twenty (20) square feet in area and six (6) feet in height and shall be set back at least fifty (50) feet from the exterior road right-of-way.
15. **Accessory Freestanding Signs.** Each lot shall be entitled up to four accessory freestanding signs. Said signs shall be a maximum of three feet high and four-square feet in area and must be setback at least ten (10) feet from the right of way. Accessory Freestanding Signs shall not be internally illuminated. Accessory freestanding signs are not required to be monument-style.

G. DM – Downtown Mainstreet District.

A. Streetscape Signage.

1. Streetscape Signage design shall be compatible in scale, style, and composition with the building and storefront as a whole.
2. Durable materials and quality construction shall be evident in all streetscape signage.
3. **Projecting Sign.** Any sign which is suspended or projected from the wall, eave, or soffit of the building. Projection signs shall be located a minimum of 12 inches below the second story windowsill or top of the building, whichever is lower. Corner buildings may place projecting signage on their corner.
4. **Blade Signs.** shall be mounted to provide an eight-foot clearance under the lowest part of the sign and shall not extend more than five (5) feet into the right-of-way; all right-of-way encroachments shall require an encroachment permit.
5. Channel letters, silhouette signage, and individualized letter signs may be located in a signage band above the storefront windows.
6. **Awning Signs.** Any sign that is a part of, or attached to, an awning, canopy or other fabric, plastic or structural protective cover over a door, entrance, window, or outdoor service area. A marquee is not a canopy. Awnings may include signage.

7. **Freestanding Signs.** Freestanding signs are prohibited.
8. **Neon Signs.** Neon signs are prohibited.

B. General Provisions

1. Signs shall be located to fit within the architectural elements such as in the lintel or sign frieze that separates the ground level from the upper facade, on the upper facade walls, or projecting from the face of the building.
2. Signs shall not obstruct the architectural elements and details of a building.
3. Wall signs shall be placed such that they align with other signs on the block.
4. Roof signs shall not be incorporated.
5. For buildings with multiple tenants, signs shall be located only on the portions of the building directly outside the area occupied by that tenant or contained within consolidated directories, as defined in the City Sign Ordinance.
6. Signs shall be illuminated by indirect lighting. Internally illuminated box-type plastic signs shall not be permitted, but signs composed of illuminated individual letters shall be permitted.
7. b. Temporary signs or banners, regardless of size, shall only remain in place for 30 days and require a sign permit, per the Forest Park Sign Ordinance.

H. UV – Urban Village District.

1. Freestanding Signs.

- i. One (1) maximum thirty-two (32) square foot, freestanding sign per street frontage shall be permitted for each lot which contains less than fifteen (15) acres.
- ii. For lots that contain more than fifteen (15) acres, one (1) maximum sixty-four (64) square foot, freestanding sign for the primary frontage and one thirty-two (32) square foot, freestanding sign for each street on which the lot has secondary frontage. If the primary frontage of the lot is five hundred (500) linear feet or more and if the lot has two (2) or more entrances on the street on which it has primary frontage, the one maximum sixty-four (64) square foot sign may be substituted by two (2) single-faced freestanding signs not to exceed thirty-two (32) square feet. The sign shall have a maximum height of six (6) feet if thirty-two (32) square feet or less and eight (8) feet if sixty-four (64) square feet or less.
- iii. All freestanding signs may be internally or externally lighted. Each sign may have sign panels. If constructed as part of a brick or stone wall, at least thirty (30) feet

in length, the sign face may double the allowable size, and sign panels may be measured separately rather than as part of a continuous polygon as required by Section 23 hereof. If the freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a separate Directory Sign. The freestanding sign size may be increased by thirty-two (32) square feet if the owner of the parcel opts to not construct a separate Directory Sign.

2. **Wall Signs.** Each Place of Business is allowed a maximum of two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet except that wall signs may exceed 5% of the wall area to conform to existing signage on the property if it is demonstrated that similarly situated signage on the property is larger in size. In order for a wall sign to exceed 5% of the wall area, it must be demonstrated that existing places of business on the property or within the shopping center are substantially similar or larger than that which is requested. Additionally, if demonstrated that distance from the right-of-way, site topography, building height or site features obscure wall signs, the size may be increased to 10% of the wall area. In no case may the sign exceed one hundred (100) square feet. Requests for a larger sign shall be subject to review and approval of the Community Development Director. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached. In lieu of a permanent sign, unoccupied tenant suites are allowed one (1) wall sign, a maximum of eight (8) square feet in size. Said sign shall not be internally illuminated.
3. **Internal Signs.** Internal freestanding signs are permitted adjacent to internal entrance drive(s) serving the development. The freestanding sign shall not exceed twenty (20) square feet in area and six (6) feet in height and shall be set back at least fifty (50) feet from the exterior road right-of-way.
4. **Window Signs.** A maximum of twenty-five percent (25%) of the aggregate window area may contain signage. Within that twenty-five percent, a maximum of four-square feet may be illuminated. Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.
5. **Awning/canopy Signs.** Awning/canopy signs may be displayed. A permit is required. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy.
6. **Flags.** Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty (30) feet in height. Flag size shall not be more than 40 square feet.

7. **Standard Informational Signs.** Each lot may display Standard Informational Signs as defined in this Chapter.
8. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
9. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height, and shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first.
10. **Directory Signs.** Each multi-tenant commercial, office park, or mixed-use development shall be allowed an additional directory sign per road frontage in addition to the freestanding signs permitted. Directory signs shall not exceed six (6) feet in height, be more than thirty-two (32) square feet, and shall meet the architectural requirements of freestanding signs. If the primary freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a Directory Sign.
11. **Accessory Freestanding Signs.** Each lot shall be entitled up to four accessory freestanding signs. Said signs shall be a maximum of three feet high and four-square feet in area and must be setback at least ten (10) feet from the right of way. Accessory Freestanding Signs shall not be internally illuminated. Accessory freestanding signs are not required to be monument-style.

I. Industrial Districts (L-I, H-I and PID)

1. **Billboards.** Within industrial districts (M-1 and M-1A), billboards shall not exceed six hundred seventy-two (672) square feet and shall be located according to the following standards:
 - i. Along, and oriented toward, State numbered primary routes or national highways only;
 - ii. At least five hundred (500) feet from all residential or AG-1 zoning districts;
 - iii. Minimum thirty-five (35) foot setback from right-of-way;
 - iv. Minimum of five hundred (500) feet from any other billboards or freestanding sign, except standard informational signs;

- v. The lot on which the billboard is located shall have sufficient area to accommodate the Fall Zone, and excepting the sign, no buildings, structures, or appurtenances shall be contained in the Fall Zone;
- vi. Maximum of twenty (20) feet in height.

2. Freestanding Signs.

- i. One (1) maximum thirty-two (32) square foot, freestanding sign shall be permitted for each street on which the lot has up to and including five hundred (500) feet of frontage. The sign shall have a maximum height of eight (8) feet (see exception) and shall not have changeable copy.
- ii. One (1) maximum sixty-four (64) square foot, freestanding sign shall be permitted for each street on which the lot has more than five hundred (500) linear square feet and up to one thousand (1,000) linear feet of frontage. The sign shall have a maximum height of eight (8) feet (see exception) and shall not have changeable copy. c. One (1) maximum seventy-two (72) square foot, freestanding sign shall be permitted for each street on which the lot has more than one thousand (1,000) linear feet of frontage (excludes spin sites and out-parcels). The sign shall have a maximum height of eight (8) feet (see exception) and shall not have changeable copy.
- iii. One (1) maximum thirty-two (32) square foot, freestanding sign per spin site or out-parcel which is identified on a site plan approved pursuant to a single zoning case.
- iv. Freestanding signs on arterial streets may be ten (10) feet in height.
- v. All freestanding signs may be internally or externally lighted. Each sign may have sign panels. If constructed as part of a brick or stone wall, at least thirty (30) feet in length, the sign face may double the allowable size, and sign panels may be measured separately rather than as part of a continuous polygon as required by Section 23 hereof. If the freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a separate Directory Sign. The freestanding sign size may be increased by thirty-two (32) square feet if the owner of the parcel opts to not construct a separate Directory Sign.

- 3. Wall Signs.** Each Place of Business is allowed a maximum of two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet except that wall signs may exceed 5% of the wall area to conform to existing signage on the property if it is demonstrated that similarly situated signage on the property is larger in size. In order for a wall sign to exceed 5% of the wall area, it must be demonstrated that existing places of business on the property or within the shopping center are substantially similar or larger than that which is requested. Additionally, if demonstrated that distance from the right-of-way, site

topography, building height or site features obscure wall signs, the size may be increased to 10% of the wall area. In no case may the sign exceed one hundred (100) square feet. Requests for a larger sign shall be subject to review and approval of the Community Development Director. Wall signs shall not have changeable copy. Notwithstanding the foregoing, an anchor tenant that has over fifty thousand (50,000) square feet of gross floor space within a shopping center shall be allowed wall signs not to exceed five percent (5%) of the applicable wall area or three hundred (300) square feet, whichever is smaller. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached. In lieu of a permanent sign, unoccupied tenant suites are allowed one (1) wall sign, a maximum of eight (8) square feet in size. Said sign shall not be internally illuminated.

4. **Menu Sign.** One menu sign as part of a drive-thru or drive-in facility, not legible by the traveling public, shall not exceed six (6) feet in height.
5. **Banner.** Banners are permitted four times per calendar year at 30-day period of, three times per calendar year at a 60-day period, or two times per calendar year at a 90-day period. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet or shall not extend more than five (5) feet above grade when on the ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
6. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height. The sign shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first. The sign shall not exceed the maximum freestanding sign allowed on the Lot.
7. **Out of Store Marketing Device.** Out of store marketing devices shall be allowed, shall not exceed eight (8) feet in height, and shall not be illuminated except for illumination intrinsic to the device. No permit shall be required.
8. **Flags.** Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty (30) feet in height. Flag size shall not be more than 40 square feet.
9. **Projecting signs.** In a multi-tenant commercial or office building, in addition to all other permitted signs, one (1) projecting non-illuminated sign per entrance used shall be allowed to identify the location of each tenant's premises. Projecting signs shall adhere to the following: does not exceed three (3) square feet in area; is uniform in size, material, color, and shape and is placed in an equivalent location to other such signs located on the same building; is suspended from the eave or soffit of the building; and maintains a minimum of seven (7) feet clearance between the bottom of the sign and the walkway below.

10. **Window Signs.** A maximum of twenty-five percent (25%) of the aggregate window area may contain signage. Within that twenty-five percent, a maximum of four-square feet may be illuminated. Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.
11. **Awning/canopy Signs.** Awning/canopy signs may be displayed. A permit is required. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy. The area of an Awning/canopy Sign shall be deducted from the allowable area of a Wall Sign.
12. **Standard Informational Signs.** Each lot may display Standard Informational Signs as defined in this Chapter.
13. **Directory Signs.** Each multi-tenant commercial, office park, or mixed-use development shall be allowed an additional directory sign per road frontage in addition to the freestanding signs permitted. Directory signs shall not exceed six (6) feet in height, be more than thirty-two (32) square feet, and shall meet the architectural requirements of freestanding signs. If the primary freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a Directory Sign.
14. **Internal Signs.** One (1) internal freestanding sign per entrance drive is permitted adjacent to internal entrance drive(s) serving the development. The freestanding sign shall not exceed twenty (20) square feet in area and six (6) feet in height and shall be set back at least fifty (50) feet from the exterior road right-of-way.
15. **Interior Project Directional Signs.** Each master planned development shall be allowed additional freestanding signs as follows:
 - i. Maximum sign size is twenty-four (24) square feet.
 - ii. Maximum sign height is six (6) feet.
 - iii. Setback from the right-of-way is zero (0) feet.
 - iv. Two signs are allowed per internal intersection of private drives or public streets within the project and shall not be allowed on state routes or arterial roads.
 - v. Design style shall meet the requirements of a freestanding sign or shall conform to the MUTCD (Manual on Uniform Traffic Control Devices) Standards for design and a maximum height of six (6) feet. All developments proposing Interior Project Directional Signs must submit a uniform design, to include all sign locations, architectural materials, and sign elevations for the entire development to the Director for review and approval. All signs shall have a uniform background color and material.

16. **Accessory Freestanding Signs.** Each lot shall be entitled up to four accessory freestanding signs. Said signs shall be a maximum of three feet high and four-square feet in area and must be setback at least ten (10) feet from the right of way. Accessory Freestanding Signs shall not be internally illuminated. Accessory freestanding signs are not required to be monument-style.

J. GZ Gillem Zoning District

1. **Billboards.** Billboards are prohibited.
2. **Freestanding.**
 - i. One (1) maximum thirty-two (32) square foot, freestanding sign shall be permitted for each street on which the lot has up to and including five hundred (500) feet of frontage. The sign shall have a maximum height of eight (8) feet (see exception) and shall not have changeable copy.
 - ii. One (1) maximum sixty-four (64) square foot, freestanding sign shall be permitted for each street on which the lot has more than five hundred (500) linear square feet and up to one thousand (1,000) linear feet of frontage. The sign shall have a maximum height of eight (8) feet (see exception) and shall not have changeable copy.
 - iii. One (1) maximum seventy-two (72) square foot, freestanding sign shall be permitted for each street on which the lot has more than one thousand (1,000) linear feet of frontage (excludes spin sites and out-parcels). The sign shall have a maximum height of eight (8) feet (see exception) and shall not have changeable copy.
 - iv. One (1) maximum thirty-two (32) square foot, freestanding sign per spin site or out-parcel which is identified on a site plan approved pursuant to a single zoning case.
 - v. Freestanding signs on arterial streets may be ten (10) feet in height.
 - vi. All freestanding signs may be internally or externally lighted. Each sign may have sign panels. If constructed as part of a brick or stone wall, at least thirty (30) feet in length, the sign face may double the allowable size, and sign panels may be measured separately rather than as part of a continuous polygon as required by Section 23 hereof. If the freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a separate Directory Sign. The freestanding sign size may be increased by thirty-two (32) square feet if the owner of the parcel opts to not construct a separate Directory Sign.

3. **Wall Signs.** Each Place of Business is allowed a maximum of two wall signs. Wall sign(s) shall not exceed the smaller of five percent (5%) of the applicable wall area or one hundred (100) square feet except that wall signs may exceed 5% of the wall area to conform to existing signage on the property if it is demonstrated that similarly situated signage on the property is larger in size. In order for a wall sign to exceed 5% of the wall area, it must be demonstrated that existing places of business on the property or within the shopping center are substantially similar or larger than that which is requested. Additionally, if demonstrated that distance from the right-of-way, site topography, building height or site features obscure wall signs, the size may be increased to 10% of the wall area. In no case may the sign exceed one hundred (100) square feet. Requests for a larger sign shall be subject to review and approval of the Community Development Director. Wall signs shall not have changeable copy. Notwithstanding the foregoing, an anchor tenant that has over fifty thousand (50,000) square feet of gross floor space within a shopping center shall be allowed wall signs not to exceed five percent (5%) of the applicable wall area or three hundred (300) square feet, whichever is smaller. Only one sign is allowed per wall. Wall signs shall not cover architectural features or details, and not extend beyond the roof line or outer edges of the building. Raceways shall be painted to match the color of the exterior walls to which they are attached. In lieu of a permanent sign, unoccupied tenant suites are allowed one (1) wall sign, a maximum of eight (8) square feet in size. Said sign shall not be internally illuminated.
4. **Menu Sign.** One menu sign as part of a drive-thru or drive-in facility, not legible by the traveling public, shall not exceed six (6) feet in height.
5. **Banners** shall be allowed for a period not exceeding fourteen (14) days with no more than four (4) such 14-day periods being permitted per calendar year per lot. An individual banner permit may be divided into two non-consecutive weeks provided the dates are stated on the permit. In the case of lots which contain multiple Places of Business, each Place of Business shall be allowed a banner. Banners shall not be more than thirty-two (32) square feet. No banner shall be mounted so as to extend above the horizontal plane of the roof where the building wall and roof meet and shall not extend more than five (5) feet above grade when on the ground. Banners shall be erected with supports or other means so that they do not sag or become dilapidated.
6. **Signs during Construction.** One (1) additional sign shall be allowed during construction. The sign shall not be internally illuminated, shall not exceed sixteen (16) square feet in area and eight (8) feet in height. The sign shall be allowed beginning with the commencement of construction and ending with the issuance of a Certificate of Occupancy or installation of a permanent sign, whichever occurs first. The sign shall not exceed the maximum freestanding sign allowed on the Lot.

7. **Out of Store Marketing Device.** Out of store marketing devices shall be allowed, shall not exceed eight (8) feet in height, and shall not be illuminated except for illumination intrinsic to the device. No permit shall be required.
8. **Flags.** Each lot may display no more than three (3) flags and/or flagpoles. Flagpoles shall not exceed thirty (30) feet in height. Flag size shall not be more than 40 square feet.
9. **Projecting signs.** In a multi-tenant commercial or office building, in addition to all other permitted signs, one (1) projecting non-illuminated sign per entrance used shall be allowed to identify the location of each tenant's premises. Projecting signs shall adhere to the following: does not exceed three (3) square feet in area; is uniform in size, material, color, and shape and is placed in an equivalent location to other such signs located on the same building; is suspended from the eave or soffit of the building; and maintains a minimum of seven (7) feet clearance between the bottom of the sign and the walkway below.
10. **Window Signs.** A maximum of twenty-five percent (25%) of the aggregate window area may contain signage. Within that twenty-five percent, a maximum of four-square feet may be illuminated. Additionally, LED, string or similar lighting outlining the windows, doors or other similar building features shall be prohibited.
11. **Awning/canopy Signs.** Awning/canopy signs may be displayed. A permit is required. The signs shall be deducted from allocated wall sign area. The area of the sign shall not exceed ten percent (10%) of the area of the awning or canopy. The area of an Awning/canopy Sign shall be deducted from the allowable area of a Wall Sign.
12. **Standard Informational Signs.** Each lot may display Standard Informational Signs as defined in this Chapter.
13. **Directory Signs.** Each multi-tenant commercial, office park, or mixed-use development shall be allowed an additional directory sign per road frontage in addition to the freestanding signs permitted. Directory signs shall not exceed six (6) feet in height, be more than thirty-two (32) square feet, and shall meet the architectural requirements of freestanding signs. If the primary freestanding sign is constructed on a wall with the increased sign size allowance, the parcel shall not be permitted to construct a Directory Sign.
14. **Internal Signs.** One (1) internal freestanding sign per entrance drive is permitted adjacent to internal entrance drive(s) serving the development. The freestanding sign shall not exceed twenty (20) square feet in area and six (6) feet in height and shall be set back at least fifty (50) feet from the exterior road right-of-way.

15. **Accessory Freestanding Signs.** Each lot shall be entitled up to four accessory freestanding signs. Said signs shall be a maximum of three feet high and four-square feet in area and must be setback at least ten (10) feet from the right of way. Accessory Freestanding Signs shall not be internally illuminated. Accessory freestanding signs are not required to be monument-style.

Sec. 8-3-24 Quick Reference and Illustrations.

Portable Sign.

Awning Sign.

Billboard.

Monument Sign.

Projecting Sign.

Directory Sign.

Wall Sign.

Entrance Sign.

Sec. 8-3-25 Severability.

Should any article, section, clause, or provision of this Article be declared by a court of competent jurisdiction to be invalid, such action shall not affect the validity of the ordinance as a whole or any part hereof other than the part so declared to be invalid, it being the intent of the City Council of the City that each article, section, clause, and provision hereof be severable.