

ORDINANCE NO.2010-02

THE MAYOR AND TOWN COUNCIL OF BOONSBORO, MARYLAND

AN ORDINANCE TO AMEND AND ADD CERTAIN PROVISIONS TO THE ZONING
ORDINANCE TO REVISE THE SIGN REGULATIONS WITH CHANGES
RELATING TO ITS TEXT

WHEREAS, the Town of Boonsboro adopted the Boonsboro Zoning Ordinance on June 2, 1975, which Zoning Ordinance became effective July 1, 1975, and enacted certain amendments to the Ordinance thereafter; and

WHEREAS, the Mayor and Town Council repealed said Zoning Ordinance and enacted the Boonsboro Zoning Ordinance of 1995 on the 5th day of September 1995, with an effective date of October 2, 1995 (the "Zoning Ordinance"); and

WHEREAS, pursuant to a duly advertised public meeting held on December 6, 2010, it has been recommended to the Mayor and Town Council by the Boonsboro Planning Commission that certain amendments pertaining to signs should be made to the Zoning Ordinance of 1995; and

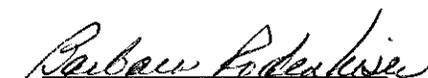
WHEREAS, pursuant to Section 1103 of the Zoning Ordinance, the Mayor and Town Council held a public hearing on December 6, 2010 for the purpose of taking testimony on the proposed Text Amendments pursuant to public notice duly given in accordance with Article 66B, Section 4.04 of the Annotated Code of Maryland; and

WHEREAS, following the public hearing, the Mayor and Town Council considered comments received as a part of the public hearing; and

WHEREAS, the Mayor and Town Council believe the enactment of the amendments as set forth in the Text Amendment to be in the best interest of the citizens of Boonsboro, Maryland; and

NOW, THEREFORE, BE IT ORDAINED AND ENACTED that certain provisions of the Zoning Ordinance, as amended, be further amended as follows in **EXHIBIT A** attached hereto and incorporated herein. Note new language/amendments are in **BOLD** and deletions are in ~~strikethrough~~.

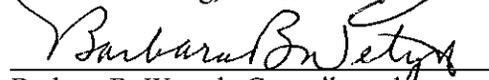
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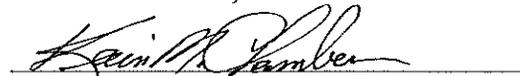

Barbara Rodenhiser, Clerk

BOONSBORO MAYOR AND TOWN COUNCIL:


Charles F. Kauffman, Jr., Mayor

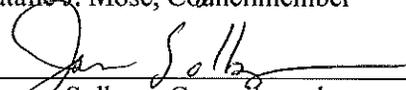

Howard W. Long, Assistant Mayor


Barbara B. Wetzel., Councilmember

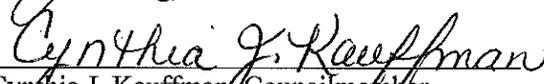

Kevin M. Chambers, Councilmember



Natalie J. Mose, Councilmember



Janeen Solberg, Councilmember



Cynthia J. Kauffman, Councilmember

Date of Introduction: November 1, 2010

Date of Passage:

Effective Date:

EXHIBIT A

ARTICLE 7: SIGN REGULATIONS

7.01 Purpose

This article recognizes that signs perform an important function by identifying residences and businesses and that some control of signs is necessary to promote the community's safety and general welfare by lessening safety hazards to pedestrian and vehicular traffic, by conserving property values, by preventing unsightly and detrimental development which has a blighting influence upon residential, business and industrial uses, by preventing signs from reaching such excessive size that they obscure one another to the detriment of all concerned, and by securing fundamentals of design to protect the scenic qualities which form an essential basis for part of the Town's economic well-being.

7.02 Applicability

No signs, except signs exempted by this ordinance, may be erected, replaced, constructed, relocated, or altered unless a sign permit has been issued by the Zoning Administrator.

7.03 Sign Permit Required

A sign permit is required to erect, replace, construct, relocate, or alter a sign unless such sign or action is exempt under this Ordinance. The Zoning Administrator shall issue a sign permit if the applicant files an application, filing fee, and plans which demonstrate full compliance with all provisions of this Ordinance and all other applicable regulations of the Town. A building permit shall be obtained for any signs where the sign installation is regulated under the building code. An electrical permit shall be obtained for all illuminated signs, subject to the provisions of the electrical code.

7.04 Sign Permit Approval Process

Application for a sign permit shall be made to the Zoning Administrator pursuant to the requirements as specified within this Ordinance. The applicant shall submit the application form containing the following information: sign location; business name and business owner's name, address, and phone number; property owner's name, address, and phone number; sign company's name, address, and phone number; contact person and phone number; type of sign; illustration of the proposed sign and any existing signs; and signatures of the property owners or lessee. The Zoning Administrator shall act upon such applications within fourteen days after the receipt thereof. Within ten days after a final decision is made by the Zoning Administrator, the applicant may appeal the decision to the Board of Appeals.

7.05 Prohibited Signs. The following signs are prohibited:

A. Animated Signs

- B. Bench Signs
- C. Billboards
- ~~D. Changeable Image Signs~~
- D. Flashing, Blinking, or Rotating Illuminated Signs
- E. Inflatable Signs**
- G. Non-governmental signs attached to trees or poles
- H. Off-premise **site** signs
- I. Pole signs or signs designed as such
- J. Portable/**trailer** signs, ~~except within the TC District and displayed only during the hours of business operation~~
- K. Rotating signs
- L. Rooftop signs or signs projecting above the rooflines of buildings
- M. A searchlight, beacon light, strobe light, or a sign containing such lights
- N. Signs resembling or interfering with official traffic control devices, railroad signs, or police, fire, ambulance signals
- O. Signs tacked, painted, posted, or otherwise affixed to the walls of buildings, barns, sheds, trees, posts, fences, poles, walls, or other structures is prohibited except as herein provided
- P. Signs located permanently or temporarily on an operable or inoperable motor vehicle, trailer, or semi-trailer that is parked in public view for the purposes of attracting attention
- Q. Signs placed upon any balcony, gallery, canopy, shed, roof, door, or window or placed in a manner such as to conceal any architectural features or to obstruct ingress or egress for any building or structure.

7.06 Exemptions. The following signs are exempt and do not require a permit provided they meet the standards applicable within this Ordinance:

- A. Nameplate and Identification signs, including address numerals not to exceed one square foot in area, ~~or the accessory use of a dwelling for a home occupation, provided that such sign shall not exceed two (2) square feet in area, and provided that not more than one such sign shall be erected on a property unless such property fronts on more than one street, in which case one such sign may be erected on each street frontage.[‡]~~

¹ Ord. 2009-03, August 24, 2009

may only be posted on the weekends and shall be removed any other

not be displayed and longer than fourteen days.

Similar signs for public safety signs up to ten square feet is permitted.

- ~~E.~~ Window displays which are related to merchandise or services available within the structure or which are related to matter of public welfare or interest. Window signs shall be regulated only within the TC District.
- ~~D.~~ E. Public signs and sign by government agencies for traffic control, directional or information purposes, or by a private person solely for the protection of public health, safety, and welfare.
- F. Cornerstones built into or attached to a wall or building.
- G. A farm sign, displaying the name of the owner and the nature of the business, not exceeding eight square feet.

7.07 Measuring Sign Area and Height

- A. For the purposes of this Ordinance, the area of a sign shall be construed to mean the aggregate area of all signs located on premises.
- B. The area of a sign shall be construed to include all lettering, wording, and accompanying design and symbols, together with the background, whether open or enclosed, on which they are displayed, but not including any supporting framework and bracing incidental to the display itself.
- C. The area of a sign painted upon or applied to a building shall be construed to include all lettering, wording, and accompanying designs or symbols together with any backing associated with the sign.
- D. Where the sign consists of individual letters or symbols attached to or painted on a surface, building, or wall, the area shall be considered to be that of the smallest rectangle or other shape which encompasses the entire letter and symbols.
- E. In computing square foot area of a double-faced sign, only one side shall be considered, provided that both faces are the same size.
- F. The height of a sign shall be computed as the distance from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the lower of (1) existing grade prior to construction or (2) the newly established grade after construction, exclusive of any filling, mounding, or excavating solely for the purposes of locating the sign. In cases in which the normal grade cannot be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure, whichever is lower.
- G. The area of wall signs shall be based upon the lineal building frontage of the business to which the sign will be attached. Lineal building frontage is defined as the number of feet the building fronts on a right of way.**

Section 7.08 General Sign Regulations. The following standards apply to all signs whether exempted or permitted:

- A. All signs shall be maintained in good condition and appearance.
- ~~B. No permanent or temporary freestanding or monument sign shall exceed fifteen feet in height.~~
- B. All signs, except temporary signs, shall be constructed of durable material and kept in good condition and repair. Whenever a sign becomes structurally unsafe or endangers the safety of a building or premise or the public safety, in the opinion of the Zoning Administrator, he/she **the Zoning****

Administrator shall order that such sign be made safe or removed. ~~Such order shall be complied~~ within five days of receipt thereof by the persons, firm, or corporation owning or using the sign or owner of the building or premise on which such unsafe sign is affixed or erected.

- C. No sign shall obstruct a clear view to and from traffic along any street right-of-way, entrance or exit and project beyond the right-of-way line of a street.
- D. Lighting devices shall be shielded so that they do not create a nuisance by shining directly into a public street or into a residential district.
- E. Signs may not be placed along any side or rear lot line within a required buffer yard or any dedicated easements.
- F. Materials, colors, and shapes of proposed signs shall be compatible with the related building or buildings.
- G. Every sign shall be designed as ~~in~~ **an** integral architectural element of the building and site to which it principally relates.
- H. Signs shall not have more than two faces and must be faced back to back.
- I. Each sign shall be compatible with signs on adjoining premises and shall not compete for attention.
- J. Any sign associated with an activity on a vacated premise shall be removed from the premise, altered, or resurfaced within one month from the time such activity ceases so that the sign does not display visual communication pertaining to the former activity.
- ~~L. Monument signs shall not be located closer than five feet to any lot line. Within the GC District signs shall be located at least ten feet from the property line.~~

Section 7.09 Non-Conforming Signs.

- A. Nonconforming signs, once removed, shall be replaced only with conforming signs; however, nonconforming signs may be repaired or repainted, provided that such repainted or repaired sign does not exceed the dimensions of the existing sign, and provided no change is made in the wording or content of the sign.
- B. Every sign, billboard, and other outdoor advertising medium erected in the Town prior to the adoption of the Ordinance may continue to exist, despite lack of conformity with all provisions of this Ordinance for an indefinite period after adoption hereof provided it is maintained in a safe condition or until such time as the information included thereon is altered in content, except that the information on a billboard may be periodically changed.

Section 7.10 Variances. Pursuant to the authority and procedures set forth in this Ordinance, the Board of Appeals may grant a variance to the limitations set forth in this article with respect to the following:

- A. An adjustment with respect to the following dimensional criteria: sign area, height, distance of permitted projection, setback, distance from property line, or height of lettering.
- B. The number of signs allowed per lot, building, or street frontage.

Section 7.11 Signs in Residential Districts.

A. General Standards.

- i. Illumination ~~in~~ **is** permitted only by external means such as by spotlighting.
- ii. No sign shall project beyond the property line into a public way.
- iii. No sign located in any residential district may be closer than five feet to any lot line.**

B. Permitted Signs.

- ~~i. Signs or lawn signs for colleges, religious institutions, electoral campaigns, schools, and similar institutions or events. Provided that one freestanding bulletin sign per lot is permitted, not exceeding any of the following:~~

~~_____ Maximum Area: Thirty two square feet per acre;
_____ Maximum Height: Fifteen Feet.
_____ No sign permit is required.~~

- i. ~~No~~ Residential building nameplate and identification signs. No sign permit is required.
- ii. Subdivision and community identification signs.
 - a. ~~Provided~~ **The sign shall be designed as a monument sign and landscaped accordingly. The sign shall convey no information other than the name of the subdivision or community.**
 - b. **One sign shall be permitted on each side of each public entry to the development.**
 - c. **Area: The sign shall** not exceeding twenty square feet, giving the name of subdivision or community. ~~One sign shall be permitted on each side of each public entry to the development. The sign shall convey no information other than the name of the subdivision or community and the maximum height of the sign is five feet.~~
 - d. **Height: The maximum height of the sign shall be five feet.**
- iii. Bed and breakfast signs not exceeding one sign per lot and two square feet in area.

~~v. Professional office signs not exceeding one sign per lot with a maximum area of two square feet and a maximum height of fifteen feet.~~

iv. Home occupation signs not exceeding two (2) square feet in area, and provided that not more than one such sign shall be erected on a property unless such property fronts on more than one street, in which case one such sign may be erected on each street frontage.²

~~C. No sign located in any residential district may be closer than five feet to any lot line.~~

Section 7.12 Non-Residential Signs within the NC District. Signs within the NC shall be permitted subject to the following limitations and all other applicable provisions as specified by this Ordinance:

~~A. Developed site containing less than three acres:~~ **Permitted Signs.**

- i. Monument**
- ii. Wall**
- iii. Changeable copy readerboard**
- iv. Projecting signs**

B. Requirements

i. Monument Signs

- a. One monument sign is permitted on a single site or complex**
- b. Area: Monument signs shall not exceed 32 square feet in area, including any readerboard sign incorporated herein**
- c. Height: Shall not exceed five (5) feet in height**
- d. Monument signs shall be landscaped.**

ii. Wall Signs

- a. Wall signs are permitted on a primary building frontage.**
- b. Area: The area of a wall sign shall be determined based upon the lineal building street frontage of the site multiplied by 2.**

For example, if the lineal building street frontage is 50 feet, the maximum area of the sign shall be 100 square feet.

iii. Changeable Copy Readerboard Signs

- a. Changeable Copy Readerboard signs shall be incorporated into monument signs.**
- b. Area: Readerboards shall not exceed twenty (20) square feet.**

iv. Projecting Signs

² Ord. 2009-03, August 24, 2009

- a. **One projecting sign is permitted on a single site or complex; however no projecting sign shall be permitted on a site where there is a monument sign.**
- b. **Area: Projecting signs shall not exceed an area of sixteen (16) square feet.**
- c. **Height: Projecting signs shall be located a minimum of eight feet above ground.**

~~ii. Area of sign. Wall sign shall not exceed twenty square feet in area. Monument sign shall not exceed twenty square feet in area including any readerboard sign, and shall not exceed twelve square feet in area.~~

~~iii. Height of sign. Monument or readerboard signs shall not exceed five feet in height.~~

~~iv. Illumination. Only externally illuminated signs are permitted and such signs shall not cause glare.~~

~~B. Developed site containing more than three acres:~~

~~i. Type of sign. Monument, wall, mechanical changeable copy readerboard signs are permitted.~~

~~ii. Area of sign. Wall sign not to exceed thirty two square feet in area. Monument sign not to exceed thirty two square feet in area including any readerboard sign. Readerboard sign not to exceed eighteen square feet in area.~~

~~iii. Height of sign. Monument sign shall not exceed six feet in height.~~

~~iv. Number of signs. One monument sign is permitted per public street frontage provided the total number of monument signs shall not exceed two signs. One wall sign is permitted on each building wall that fronts on a public street provided the total number of wall signs shall not exceed two signs. Readerboard signs may only comprise part of a monument sign and shall be included in the area calculation for a monument sign.~~

~~v. Illumination. Only externally illuminated signs are permitted and such signs shall not cause glare.~~

Section 7.13 Non-residential signs within the GC and EC District. Signs within the GC and EC District shall be permitted subject to the following limitations and all other applicable provisions as specified by this Ordinance:

~~A. Pole signs or any designed as such is not permitted.~~

~~B. Monument signs.~~

A. Permitted Signs.

- i. **Monument**
- ii. **Wall**

- iii. **Changeable Copy Readerboard**
- iv. **Projecting Signs**
- v. **Awnings and Marquee Signs**

B. Requirements

i. Monument Signs

- a. One primary monument sign is permitted on a single site or complex.
- b. In a complex, secondary monument signs are permitted at a ratio of one monument sign for each three hundred lineal feet of street frontage on the same street not to exceed two secondary monument signs on a single street frontage and not to exceed a total of four secondary monument signs on a complex.
- c. Monument signs on street frontage with less than three hundred lineal feet of street frontage shall not exceed six feet in height and thirty-two square feet in area.
- d. Monument signs on street frontage with three hundred **or more** lineal feet ~~or more~~ of street frontage shall not exceed eight feet in height and fifty square feet in area.
- e. Monument signs within the same complex shall be located a minimum of one hundred feet apart.
- f. For site plan submittal of large commercial developments, shopping centers and multi-tenant facilities, the applicant shall submit all of the proposed signs for each tenant or commercial business and of the proposed directory sign. Individual signs shall be reviewed for conformity with all of the proposed signs.
- g. All monument signs shall be landscaped.**

Eii. Wall signs.

- a. ~~Wall signs are permitted on a primary building frontage. Such signs shall not cover more than ten percent of the building wall on a single tenant building or each tenant's leased wall on a multiple tenant building and shall not exceed a maximum area of two hundred square feet. However, a minimum area of twenty square feet shall be permitted for each single tenant building or tenant in a multiple tenant building. Only one building wall shall be designated as the primary building frontage.~~
- b. ~~Wall signs are permitted on secondary building frontages. Such signs shall not cover more than five percent of the building wall on a single tenant building or each tenant's leased wall on a multiple tenant building and shall not exceed a maximum area of one hundred square feet. However, a minimum area of sixteen square feet shall be permitted for each single tenant building or tenant in a multiple tenant building. Wall signs are permitted on canopies. Such signs shall be limited to no more than two signs of the canopy and shall not cover more than fifteen percent of a canopy face or fifty square feet, whichever is less.~~
- c. Area: The area of wall signs on primary building frontages shall be determined based upon the lineal building street frontage of the site multiplied by 2.**

For example, if the lineal building street

frontage is 50 feet, the maximum area of the sign shall be 100 square feet.

The area of wall signs on secondary building frontages shall be two-thirds of the area permitted for the primary building frontage.

~~D. Readerboards. Mechanical and electrical changeable copy readerboards are permitted. Readerboards are permitted on monument signs only and shall not be constructed as pole signs. Readerboards shall be integrated into the overall sign to appear as a single unit and shall not compromise more than fifty percent of the total sign display surface.~~

iii. Changeable Copy Readerboard Signs

- a. Changeable Copy Readerboard signs shall be incorporated into monument signs.**
- b. Area: Readerboards shall not exceed twenty (20) square feet.**

iv. Projecting Signs

- a. One projecting sign is permitted on a single site or complex; however, no projecting sign shall be permitted on a site where there is a monument sign.**
- b. Area: Projecting signs shall not exceed an area of sixteen (16) square feet.**
- c. Height: Projecting signs shall be located a minimum of eight feet above ground.**

~~E—v. Awnings and marquee signs~~

- ~~a. Signs on awnings and marquees are permitted as wall signs, except that internally illuminated awnings signs are prohibited.~~
- ~~b. Signs on awnings and marquees shall not extend above or below the marquees or awning.~~

~~F. Projecting signs. One projecting sign is permitted on a single tenant site or complex. However, no projecting sign shall be permitted on a single tenant site or complex where there is a monument sign. Projecting signs shall not exceed an area of twenty four square feet and shall be located a minimum of eight feet above ground. Such signs shall not project more than six feet from a building wall.~~

~~G. Suspended signs. One suspended sign is permitted for each entrance to a building or tenant space. Such sign shall not exceed an area of six square feet and shall be located a minimum of eight feet above ground. Such sign shall not project past the outer edge of the roof surface.~~

~~H. Illumination. Externally or internally illuminated signs are permitted and such signs shall not cause glare.~~

~~I. Generally monument signs within the same complex shall be located a minimum of one hundred feet apart. For site plan submittal of large commercial developments, shopping centers and multi-tenant facilities, the applicant shall submit all of the proposed signs for each tenant or commercial business and of the proposed directory sign.~~

Individual signs shall be reviewed for conformity with all of the proposed signs.

Section 7.14 ~~Specific to the~~ **Non-residential signs within the Town Center 'TC' District. Signs within the TC District shall be permitted subject to the following limitations and all other applicable provisions as specified by this Ordinance:**

A. General Regulations

- i. **Signs located within the TC District shall be pedestrian oriented and shall contribute to the visual character of the neighborhood.**
- ii. **Signs positioned not as to appear as an integral design of the facade of the building shall not be permitted. Signs shall conform in general design aspect, size, colors, and the like to the existing character of the neighborhood.**
- iii. **Signs constructed generally of plastic material are not permitted.**
- iv. **Internally illuminated signs are not permitted. Neon, flashing, blinking, or rotating signs are not permitted. Signs shall not cause glare. Signs shall only be illuminated during normal operating business hours.**
- v. **Painting of signs on walls shall be permitted provided the sign does not distract from the existing neighborhood and contains features of color, intensity, and design to compliment the existing neighborhood.**
- vi. **All monument signs shall be landscaped.**

A. Permitted Signs.

- v. **Monument**
- vi. **Wall**
- vii. **Awnings and Marquee Signs**
- viii. **Projecting & Hanging Signs**
- ix. **Sandwich Boards**
- x. **Window Signs**

B. Requirements

- A i. **Monument signs.**
 - a. A monument sign is permitted on a single tenant site or complex.
 - b. **Area:** A monument sign shall not exceed five feet in height and twenty square feet in area.
 - c. **Height: A monument sign shall not exceed five feet in height.**
- B ii. **Wall signs.**
 - a. **Wall signs shall be designed as non-panel signs.**
 - b. Wall signs are permitted on a primary building frontage.

Such signs shall not cover more than ten percent of the building wall on a single tenant building or each tenant's leased wall on a multiple tenant building and shall not exceed a maximum area of fifty square feet.

b. Wall signs are permitted on secondary building frontages. Such signs shall not cover more than five percent of the building wall on a single tenant building or each tenant's leased wall on a multiple tenant building and shall not exceed a maximum area of thirty square feet. However, a minimum area of twelve square feet shall be permitted for each single tenant building or tenant in a multiple tenant building.

c. **Area: The area of wall signs on primary building frontages shall be determined based upon the building lineal frontage of the site multiplied by 2.**

For example, if the lineal building street frontage is 50 feet, the maximum area of the sign shall be 100 square feet.

The area of wall signs on secondary building frontages shall be two-thirds of the area permitted for the primary building frontage.

- ~~C.~~ ~~Readerboards. Mechanical readerboard signs are permitted. Readerboards are permitted on monument signs only. Readerboards shall be integrated into the overall sign to appear as a single unit and shall not comprise more than fifty percent of the total sign display surface.~~
- ~~D.~~ **iii. Awning and Marquee Signs.**
- a. Signs on awnings and marquees are permitted as wall signs, except that internally illuminated awnings signs are prohibited.
 - b. Signs on awnings and marquees shall not extend above or below the awning or marquee.
- ~~E.~~ **iv. Projecting/Hanging signs.**
- a. One projecting/hanging sign is permitted on a single tenant site or complex for each street frontage or alley frontage. However,
 - b. A projecting/hanging sign shall **NOT** be permitted on a single tenant site or complex where there is a monument sign on the same street frontage.
 - c. **Area:** Projecting/hanging signs shall not exceed in an area of twelve square feet. and
 - d. **Height: Projecting/Hanging signs** shall be located a minimum of eight feet above the ground. Such signs shall not project more than four feet from the building wall.
- ~~F.~~ ~~Suspended signs. One suspended sign is permitted for each entrance to a building or tenant space. Such sign shall not exceed an area of six square feet and shall be located a minimum of eight feet above the ground. Such sign shall not project past the outer edge of the roof surface.~~

~~G. Illumination. Internally illuminated signs are not permitted. Neon, flashing, blinking, or rotating signs are not permitted. Signs shall not cause glare. Signs shall only be illuminated during normal operating business hours.~~

~~H. Pedestrian Oriented. Signs located within the TC District shall be pedestrian oriented and shall contribute to the visual character of the neighborhood.~~

~~I. Painted signs. Painting of signs on walls shall be permitted in the case that a sign does not distract from the existing neighborhood and contains features of color, intensity, and design to compliment the existing neighborhood. A sign permit is required.~~

~~J. Pole signs. Pole signs or any signs designed as such are not permitted.~~

~~K. Portable signs.~~ **V. Portable signs or Sandwich Board Signs**

a. Sandwich board signs shall be permitted so that they are only and displayed only during business hours and

b. Sandwich board signs shall not impede the flow of pedestrian traffic on the sidewalk or other walkways.

c. Height: The maximum height of a portable sign **sandwich board sign** is three feet.

d. A sign permit is not required.

~~L. vi. Window signs. Signs within the TC District painted or displayed in windows shall be regulated.~~

~~a. A sign permit is not required.~~

~~b. Window signs cannot exceed 75% of the window area.~~

~~M. Generally, Signs positioned not as to appear as an integral design of the facade of the building shall not be permitted. Signs constructed generally of plastic material are not permitted. Signs shall conform in general design aspect, size, colors, and the like to the existing character of the neighborhood.~~

~~N. Downtown Design Manual. Signs within the TC District shall conform to the regulations as established in the Downtown Design Manual. The Downtown Design Manual shall include signage guidelines/regulations, examples of good signs, and contact information for suggested sign designers/retailers. The manual shall also depict preferred color schemes and guidelines for window displays.~~

~~Section 7.15 Signs in the Historic District. In addition to the requirements of the underlying Zoning District, signs in the Historic District are subject to obtaining a certificate of approval from the historic district commission for all new signs and existing signs that are to be altered in size, shape, content, color, or location.~~

201.72 Sign[†]

~~Any permanent or temporary structure or part thereof, or any device attached, painted or represented directly or indirectly on a structure or other surface that displays or includes any letter, work, insignia, flag, or representation used as, or which is the nature of, an advertisement, announcement, visual communication, direction, or is designed to attract the eye, or bring the subject to the attention of the public.~~

Any permanent or temporary structure or device (including but not limited to, letters, words, numerals, figures, emblems, pictures, or any part or combination) used for visual communication intended to attract the attention of the public and visible to the public right of way or other properties. The term "sign" does not include any flag, badge, or insignia of any governmental unit, or any item of merchandise displayed within a show window of a business.

~~A. On-Premises Sign—A sign which directs attention to a business, profession, product, home occupation, service or activity conducted or sold on the same lot.~~

~~B. Off-Premises Sign—A sign which directs attention to a business, profession, product, home occupation, service or activity not conducted or sold on the same lot.~~

A. Bench Sign: A sign on an outdoor bench.

B. Billboard or Outdoor Advertising Sign: A sign identifying any activity, advertisement, person, group of people, or thing not located on the same premises as the sign.

C. Awnings and Marquee Sign: A sign attached to or part of a awning or marquee. A Awning or Marquee is a permanent roof-like shelter extending from part or all of a building face over a public right-of-way and constructed of a durable material such as metal, glass or plastic.

D. Changeable Copy Board Sign: A sign on which copy is changed manually or electronically

E. Hanging Sign: A Projecting Sign that hangs from a bracket or support and is suspended by chains or hooks.

F. Illuminated Sign: Any sign which emanates light either by means of exposed tubing, electrical bulbs, fluorescent lights, neon tubes or lamps on its surface, or by means of illumination transmitted through the sign faces. Any decorative lighting that is used expressly for the purpose of advertisement shall be construed as a sign.

i. Internally Illuminated Cabinet Sign: A sign attached to a building that is formed by an enclosed cabinet with copy on one or more sides, and which encloses an integrated light source that can shine through the sides or face of the sign.

[†] Ord. 2007-09, Sept. 24, 2007

ii. Neon Sign: A sign comprised of or containing gas-filled tubing exposed to view.

G. Inflatable Sign: A sign designed to be airborne and tethered to the ground, a vehicle or other structure, and shall include balloons and any other inflatable advertising device.

H. Monument Sign: A sign that is erected on a solid base placed directly on the ground and itself being constructed of a solid material.

I. Non-Panel Sign: Sign that is applied directly to a display or transom window, an awning valence or the building surface.

J. Off-Site Sign: Any sign or structure, pictorial or otherwise, regardless of size or shape which directs attention to a business, commodity, attraction, profession, service or entertainment conducted, sold, offered, manufactured, existing, or provided at a location other than the premises where the sign is located or to which it is affixed (sometimes called non-point-of-sale sign).

K. Panel Sign: Sign that is applied directly onto a placard or panel. The placard or panel is attached to a wall surface other than a window, door, or similar architecturally open space.

L. Pole Sign: A freestanding sign, usually double-faced, mounted on a round pole, square tube, or other fabricated member without any type of secondary support.

M. Portable/Trailer Sign: A sign which is not permanently affixed to the ground or a building and constructed of solid materials such as wood, metal, and plastic, and possibly mounted on wheels or signs on vehicles used as an advertising platform.

N. Projecting Sign: A sign, other than a wall sign, that is attached to and projects in a perpendicular fashion beyond the surface to which it is affixed.

O. Residential Entry Sign: A sign placed along the entry to a residential subdivision or a residential development. These are typically used to identify the subdivision or development.

P. Sandwich Board Sign: A sign designed in an A-frame or other fashion, and having back-to-back sign faces.

Q. Temporary Sign: A sign constructed of durable and/or non-durable materials, such as cloth, canvas, fabric, wood, metal or plastic, with or without a structural frame, displayed for a limited period of time and advertising goods or services. This includes but is not limited to banners, streamers, pennants, freestanding signs, air and gas filled balloons and figures.

R. Wall Sign: A sign attached to or erected against the wall of a building or structure.

S. Wayfinding Sign: A directional sign or kiosk described and approved under a City-sponsored and coordinated signage program for the purpose of facilitating vehicular and pedestrian movements to various destinations.

T. Window Sign: A sign established within twelve (12) inches of window pane inside a window for purposes of viewing from outside the premises. Merchandise located in a window is not considered a "window sign."

- ~~C. Commercial Advertising Sign—An advertising sign, structure or symbol, commonly known as a billboard, erected and maintained by a person or corporation engaged in the sale or rental for profit of the space thereon to a clientele of manufacturing, service, commercial or other business enterprises upon which sign there is displayed, generally for a limited period of time, advertising matter describing a variety of products or services widely or generally available, but usually not produced, assembled, stored or sold on the lot or premises upon which the advertisement is located.~~
- ~~D. Business Advertising Sign—An advertising sign, structure or symbol erected and maintained by or for the benefit of a specific individual manufacturing, service, commercial or other business enterprise and used exclusively to advertise the location or the products or services offered by said enterprise, rather than for the periodic advertising of products and services generally available.~~
- ~~E. Double-Faced Sign: A sign, which has two identical sized faces.~~
- ~~F. Perpendicular Sign: A sign, which is mounted so as to project perpendicular from a building or structure or face and shall include all double-faced signs.~~
- ~~G. Permanent Residential/Identification Sign—signs of a permanent nature setting forth the name of a residential subdivision or development it is identifying.~~
- ~~A. Awning Sign: A sign affixed to a shelter projecting from, and supported by, the exterior wall of a building on a supporting framework. The Awning may be constructed of rigid or non-rigid materials.~~
- ~~B. Bench Sign: A sign on an outdoor bench.~~
- ~~C. Business Advertising Sign: An advertising sign, structure, or symbol erected and maintained by or for the benefit of a specific individual, manufacturing, service, commercial, or other business enterprise and used exclusively to advertise the location or the products or services offered by said enterprise, rather than for the periodic advertising of products and services generally available.~~
- ~~D. Changing Image Sign: Any sign, display, device, or portions thereof which is designed to have the capability of movement or give the resemblance of movement on the whole or any part of the sign or that displays any artificial light which is not maintained stationary or constant in intensity and color at all times when such signs are in use or through some other automated method, results in movement, the appearance of movement or change of sign image or text. Such signs include but are not limited to electronic signs included LED, LCD, video or other automatic changeable display, rotating and revolving signs, readerboard signs, flashing~~

signs, and wind-driven signs including flags, pennants, and streamers.

E. Commercial Advertising Signs: An advertising sign, structure, or symbol commonly known as billboard, erected and maintained by a person or corporation engaged in the sale or rental for profit of the space thereon to a clientele of manufacturing, service, commercial or other business enterprises upon which sign there is displayed, generally for a limited period of time, advertising matter describing a variety of products or services widely or generally available, but usually not produced, assembled, stored, or sold on the lot or premises upon which the advertisement is located.

F. Directory Sign: A sign located in a complex that lists tenants and corresponding addresses located within the complex.

G. Double Faced Sign: A sign which has two identical sized faces.

H. Externally Illuminated Sign: A sign where the light source is separate from the sign and is directed so as to shine on the exterior of the sign.

I. Flashing Sign: A sign incorporating intermittent electrical impulses to a source of illumination or revolving in a manner which creates the illusion of flashing or which changes colors or intensity of illumination at intervals of more than once in any 60-second period.

J. Freestanding Sign: A sign wholly supported by a sign structure in the ground (e.g. Monument Signs, Pole Signs)

K. Internally Illuminated Sign: A sign where the light source is contained within the sign and is directed so as to shine on the interior of the sign.

L. Lawn Sign: A temporary freestanding sign made of lightweight materials such as cardboard or vinyl that is supported by a frame, pole, or other support structure placed directly in the ground without foundation or other anchor.

M. Marquee Sign: A sign affixed to a permanent roofed structure attached to and supported by a building, and projecting out from a building wall, or over public access, but not including a canopy or awning.

N. Monument Sign: A low profile freestanding sign that is placed on a solid base that extends a minimum of one foot above the ground and extends at least 75 percent of the length and width of the sign. The above ground portion of the base is considered part of the total allowable height of a monument sign.

O. Off-Premises Sign: A sign which directs attention to a business, profession, product, home occupation, service or activity not conducted or sold on the same lot.

P. Portable Sign: A sign or sandwich board sign that is not affixed to a structure or the ground in a permanent manner and that may be moved easily from place to place.

Q. Pole Sign: A freestanding sign, usually double-faced, mounted on a round pole, square tube, or other fabricated member without any type of secondary support.

R. Projecting Sign: A sign, other than a wall sign, that projects from, and is supported by a roof or wall of a building or structure and is generally at right angles to the building.

S. Readerboard Sign, Electronic Changeable Copy: A permanent sign on which copy can be changed electronically by using patterns of lights that may be changed at intervals not exceeding one change in copy or display, or intensity, or color of lighting in any 60 second period.

T. Readerboard Sign, Mechanical Changeable Copy: A permanent sign on which copy can be changed manually in the field.

U. Subdivision and Community Identification Sign: A sign of a permanent nature setting forth the name of a residential subdivision or development it is identifying.

V. Suspended Sign: A sign suspended from the underside of a canopy, awning, arcade, marquee, or other roofed open structure and oriented to pedestrian traffic.

W. Temporary Sign: A sign that is not permanently affixed or attached to a building, structure, or the ground. Temporary Signs included, but are not limited to A-Frames, Banners, Flags, Pennants, Balloons, Blimps, Streamers, Lawn Signs, and Portable Signs.

X. Wall Sign: Any sign attached to or erected against the wall of a building or structure or attached to or erected against a roof which does not vary more than 20 degrees from vertical, with the exposed face of the sign on a plane parallel to the plane of the wall or roof and which does not project more than 18 inches from the wall or roof.