

1003.168B Sign Regulations for All "C", "M", and "MXD" Districts.

The regulations governing signs in the "C" Commercial Districts, including the "C-8" Planned Commercial District, and the "M" Industrial Districts, including the "M-3" Planned Industrial District, and the "MXD" Mixed Use Development District shall be as follows:

1. Business Signs - Freestanding.

(1) General Provisions.

Subject to other provisions of this section, each developed lot may have no more than one (1) freestanding business sign facing each roadway on which the lot has frontage regardless of the number of buildings upon the lot. However, each building, regardless of the number of lots upon which it may be located, shall have no more than one (1) freestanding business sign facing each roadway on which its lot or lots has frontage. For the purpose of this regulation, an aggregation of two or more structures connected by a wall, firewall, facade or other structural element, except for a sidewalk, shall constitute a single building. No freestanding business sign shall exceed the number, size, width, height or be closer than the minimum setback, as specified in the following table:

Freestanding Signs

Zoning District	Number permitted	Size of Signs	Max. width	Min. Setback	Maximum Height of Signs
C-1	None	Not permitted	Not Applicable	Not Applicable	Not Applicable
C-2	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	*50 square feet (except monument signs may be 75 square feet)	15 feet	15 feet	*30 feet
C-3	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	100 square feet	15 feet	15 feet	*35 feet
C-4	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	100 square feet	15 feet	25 feet	*30 feet
C-6	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	50 square feet (except monument signs may be 75 square feet)	15 feet	15 feet	30 feet
C-7	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	100 square feet	15 feet	25 feet	*30 feet
C-8	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	As permitted by the site specific C-8 Ordinance, maximum 100 square feet **	As permitted by the C-8 Ordinance	As permitted by the C-8 Ordinance	As permitted by the site specific C-8 Ordinance

Zoning District	Number permitted	Size of Signs	Max. width	Min. Setback	Maximum Height of Signs
M-1	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	*50 square feet (except monument signs may be 75 square feet)	15 feet	25 feet	*30 feet
M-2	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	*50 square feet (except monument signs may be 75 square feet)	15 feet	25 feet	*30 feet
M-3	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	As permitted by the site specific M-3 Ordinance, maximum 50 square feet **	As permitted by the site specific M-3 Ordinance	As permitted by the site specific M-3 Ordinance	As permitted by the site specific M-3 Ordinance
MXD	1 per frontage except 2 permitted with 750 min. road frontage and 400 feet separation	As permitted by the MXD Ordinance, maximum 100 square feet **	As permitted by the site specific MXD Ordinance	As permitted by the site specific MXD Ordinance	As permitted by the site specific MXD Ordinance

*One (1) permitted freestanding business sign facing an interstate highway for a filling station, restaurant, hotel, or motel with frontage on such interstate highway or its service road, may be increased to a maximum outline area of 100 square feet per facing in the “C-2” Shopping District, “M-1” Industrial District, and “M-2” Industrial District, and an elevation of fifty-five (55) feet in all zoning districts when approved by the Department of Planning. The Department’s determination shall be based on whether topographic or other circumstances would create an economic hardship on the business if a larger or taller sign is not permitted. A sign of lesser dimensions and height may be approved if determined appropriate by the Department.

** Entertainment complexes may have larger signs per their site specific ordinance. (O.No 24,167 – Adopted 11/4/09.)

2. Business Signs - Attached to Wall.

(1) General Provisions.

Subject to the provisions of this section, each business may have no more than one (1) attached business sign on any two (2) walls of a building that are exterior walls of the particular business. In addition to identifying a particular business, such signs may be used for the name and logo of the building and project. The outline area of each sign shall not exceed five (5) percent of the wall area of the business on which the sign is attached, but no business sign shall exceed 300 square feet in outline area. Business signs attached to buildings shall not project beyond the wall of the building more than eighteen (18) inches, and shall not project above the roof more than twelve (12) inches. Countable wall area shall include the entire surface of a wall, such as gable and similar areas, and any portion of the roof or canopy that is parallel to the wall.

In buildings containing multiple tenants, the owner of such building may assign smaller or greater percentages of wall area coverage for attached signs to each tenant. However, the total outline area of all attached business signs, including signs identifying a building or project, shall not exceed five (5) percent of the area of the wall to which they are attached, except as provided below. In cases where five (5) percent of the wall area has been utilized for signs for one (1) or more businesses, any additional new business occupying a portion of the same building shall not be denied attached business signs. The new business shall be permitted attached business signs not exceeding five (5) percent of the portion, on any two walls, that are exterior walls of the particular part of the building occupied by that business.

(2) Specific Regulations and Exceptions.

- (a) Each business in the "C-1" Neighborhood Business District shall be limited to one (1) attached business sign on a wall facing a roadway. No business sign shall exceed twenty (20) square feet. Every sign shall be an attached sign, permanently affixed to the face of the building.
- (b) For buildings located on corner lots or lots with double frontage, each business may have one (1) attached business sign on any three (3) walls of a building that are exterior walls of the particular business.
- (c) Attached business signs on walls facing the property line of an adjoining property in the "NU" Non-Urban, "PS" Park and Scenic, or any "R" Residence District shall not be permitted if the adjoining property line is closer than fifty (50) feet to the wall in question.
- (d) One (1) additional wall sign identifying a building or project with the building or project's name or logo or both may be placed on a wall other than one on which an attached business sign is located; provided that the sign is located on the wall a minimum of forty-five (45) feet above the average finished ground elevation along that side of the building. In addition, the wall on which the sign is placed shall be a minimum of 150 feet from the nearest "NU" Non-Urban, "PS" Park and Scenic, or any "R" Residence District adjoining property line which the sign faces; however, such setback shall not be required if the adjoining property which the sign faces is zoned "C" Commercial, "M" Industrial District, or "MXD" Mixed Use Development District. The size and mounting requirements of the permitted sign shall be the same as any attached business sign. However, the sign shall not be higher than the lowest elevation of the roof.
- (e) Where a lot or parcel of land is developed with more than one building, interior buildings shall be permitted the same type and number of wall signs as peripheral buildings. The mounting requirements of the permitted signs shall be the same as any attached business sign.
- (f) When an industrial building in an industrially zoned district is located more than 300 feet from a roadway, the outline area of a flat attached business sign may be increased one (1) square foot for each one (1) foot in excess of 300 feet that the building is from the nearest roadway that the sign faces. While such sign may be greater than 300 square feet in outline area, in no case shall the area of the sign be greater than ten (10) percent of the area of the wall to which the sign is attached.
- (g) Permitted business signs may include an Electronic Message Center. The lights can be programmed in a "fixed mode," which remains constant in size, location, and brightness or in a "traveling mode," which remains constant in size, relative location, and brightness but moves at a constant rate across the display area. "Flashing" mode is not permitted.
- (h) In the case of automobile dealerships with multiple car lines, the number of wall signs may be increased to allow individual signs for each car line sold, however, the total sign area shall not exceed five (5) percent of the area of the wall to which the wall signs are attached.

3. Advertising Signs.

- (1) Advertising signs are permitted or conditional uses in those zoning districts which so state, and are otherwise prohibited. Advertising signs may be permitted in the "C-8" Planned Commercial District, "M-3" Planned Industrial District, and "MXD" Mixed Use Development District if permitted in the conditions of the ordinance governing the particular planned district.
- (2) Advertising signs shall not exceed 800 square feet in outline area, nor extend more than thirty-five (35) feet above the elevation of the adjacent street. An advertising sign shall not be located closer than 1400 feet on the same side of the highway as any other advertising sign or building to which an advertising sign is attached, nor within fifty (50) feet of any "PS" Park and Scenic or any "R" Residence District zoned property or any "NU" Non-Urban zoned property, nor within ten (10) feet of any side or rear property line. A group of not more than three (3) advertising signs shall be permitted on one structure, except that where a structure is located perpendicular to the street right-of-way, two (2) sign facings shall be permitted in each direction.
- (3) No outdoor advertising sign shall be located within fifty (50) feet of any roadway right-of-way line, except that where existing buildings on immediately adjacent tracts (on both sides) are located closer to the roadway right-of-way than fifty (50) feet an advertising sign may be placed within the average setback of the existing buildings on each side of the advertising sign. Where a building on an adjacent tract exists on one side only, located closer to the roadway right-of-way than fifty (50) feet, an advertising sign may be placed within the average setback of the existing building and the fifty (50) foot setback required by these regulations.
- (4) Bus shelter signs - Specifically designated and approved bus shelters shall be permitted a sign not to exceed twenty-five (25) square feet per facing which is attached to, but does not project above a bus shelter located on any commercially or industrially zoned property or in a public right-of-way abutting commercially or industrially zoned property. Not more than one (1) double-faced sign shall be allowed per bus shelter. Said sign may convey information about a commercial enterprise, service, or other activity not conducted, or offered on the same or abutting premises. Except as noted above, the location of bus shelter sign shall not be subject to any other provision of this Chapter. (O.No. 15414 -Adopted 3/22/91).
- (5) Temporary banners may be authorized for entertainment complexes in conjunction with a comprehensive sign package approved by the Planning Commission. (O.No. 24,167 – Adopted 11/4/09.)

4. Supplementary Regulations; also see Section 1003.168 Sign Regulations General.

- (1) Signs identifying a business, project or complex contained in whole or part on the premises may be placed on any window in addition to other permitted signs. However, the outline area of the signs shall occupy no more than fifty (50) percent of the outline area of any window on the ground or first floor level of the building and no more than twenty (20) percent of any window on any other level of the building.
- (2) Signs in the "C-1" Neighborhood Business District shall only be illuminated by internal light sources.
- (3) Two (2) freestanding business signs shall be permitted on a roadway when a single development or land use has a minimum of 750 feet of frontage on such roadway. However, a minimum distance of 400 feet shall be required between the two (2) signs. In lieu of the two (2) permitted freestanding business signs, one (1) freestanding business sign with a maximum outline area of 150 square feet per facing and a maximum width of twenty (20) feet shall be permitted.

- (4) Portable signs, except those signs which while portable also fall under the definition of temporary in this ordinance, are prohibited. This prohibition shall not apply to signs or lettering on buses, trucks, or other vehicles while in use in the normal course of a business. (O.No. 14721 - Adopted 11/30/89).
- (5) Under canopy signs, mounted perpendicular to the building front, are permitted in multi-tenant buildings. Such signs shall not exceed four (4) square feet in size.
- (6) Any development or land use may have a sign displaying time and temperature not to exceed eighteen (18) square feet in outline area per facing in addition to the area of the allowed business sign. Such sign may be attached to the same structure of, but below, any permitted freestanding business sign on the lot or lots on which the use may be located, or may be a flat sign permanently affixed to the face of a building. When affixed to a building such sign shall not project above the eave line of the roof.
- (7) Signs placed on vending machines, express mailboxes, or service station pumps advertising products sold or services offered from the particular machine, mailbox, or pump are permitted. However, no vertical or horizontal projection from the surface of the machine, mailbox, or pump is permitted. Any other sign placed on the machine shall be considered as an advertising, business, identification, directional, or information sign, subject to the regulations of the zoning district in which such sign is located.
- (8) A restaurant with a drive-up or drive-through food pick up facility may have either one (1) freestanding or one (1) wall menu sign not to exceed forty-five (45) square feet in area associated with the order station. No freestanding menu sign shall exceed eight (8) feet in height or width or be illuminated in any manner other than from an internal source. Additionally, a restaurant with a drive-up or drive-through food pickup facility may have one (1) menu preview board not to exceed twenty (20) square feet in area. No menu preview board shall exceed six (6) feet in height or width or be illuminated in any manner other than from an internal source. (O.No. 20389 - Adopted 2/20/01)
- (9) A financial institution with an outdoor automatic teller or remote service facility may have one wall sign identifying the financial institution, not to exceed sixteen (16) square feet in area on any of two (2) sides of either the canopy or the automatic teller machine. Such signs shall be illuminated only from an internal source. (O.No. 23574 - Adopted 4/2/08)
- (10) A freestanding kiosk including but not limited to pharmacy, beverage sales, video/dvd drop-off, or an automatic teller facility shall be limited to one wall sign identifying the business, not to exceed sixteen (16) feet in area on any of two sides of either the canopy or the kiosk. Such signs shall be illuminated only from an internal source. (O.No. 23574 - Adopted 4/2/08)
- (11) A service station with a canopy may have no more than one (1) sign which may include the name and logo of the business and one (1) sign which may include the words "self-service" and "full service" attached on each of any two (2) sides of the vertical face of the canopy, excluding canopy supports. The outline area of each sign shall not exceed ten (10) square feet in outline area. Each sign shall be a flat sign permanently affixed to the vertical face of the canopy and shall not project above or below the vertical face of the canopy more than one (1) foot. No projection shall be permitted from any other side of the vertical face of the canopy. Such signs shall only be illuminated by internal and non-intermittent light sources. For service stations located on corner lots, such signs may be located on each of any three (3) sides of the vertical face of the canopy, excluding canopy supports.
- (12) A service station shall be permitted one (1) separate price sign attached to the same structure of, but below, any one (1) permitted freestanding business sign on the lot or lots on

which the use may be located. The outline area of such sign shall not exceed twenty (20) square feet per facing.

- (13) A Development Complex sign shall be permitted at each main entrance to a commercial or industrial subdivision which is in excess of five (5) acres in size. No such sign shall exceed 150 square feet in outline area per facing, nor exceed a width of twenty (20) feet, nor extend more than thirty (30) feet above the elevation of the adjacent street. The sign may include the name or logo or both of the subdivision. Such sign may be located on any platted lot or common ground of a subdivision or any unplatted portion of the subdivision identified as part of a particular development on an approved preliminary subdivision plat or site development concept plan, site development section plan, or site development plan. The permitted sign may identify the name of the subdivision and the major business on each lot including business names and/or logos.
- (14) Regulations for any signs may be made more restrictive in the conditions of the ordinance governing a particular "C-8" Planned Commercial District, "M-3" Planned Industrial District, or "MXD" Mixed Use Development District. (O.No. 15414 - Adopted 3/21/91).
- (15) The size, height, number, location, and design of signs for entertainment complexes shall be as authorized via a comprehensive sign package approved for that entertainment complex by the Planning Commission. The comprehensive sign package shall include size, number, height and location of all signs within the entertainment complex. Sign structure and sign face shall employ a color scheme common to both the associated buildings and to other related signage on the site. The sign structure and sign face shall be integrated to create a singular visual element. The size, height, number, and setbacks of signs authorized via the comprehensive sign package shall be specified via the site specific conditions of development. Any sign in excess of 200 square feet shall be set back a minimum of five hundred (500) feet from any single family residence. (O.No. 24167 – Adopted 11/4/09.)

1003.168C Residential Subdivision Identification Signs.

1. Subdivisions located in the "NU" Non-Urban District or any "R" Residence District which include ten (10) or more lots or units shall be permitted a Subdivision Identification sign at each main entrance to the subdivision. Signs may be installed on both sides of the main entrance to a subdivision, however the total area per entrance of the subdivision shall not exceed fifty (50) square feet in outline area per facing; exceed a width of fifteen (15) feet; nor extend more than fifteen (15) feet above the elevation of the adjacent street. The signs may include the name or logo or both of the subdivision. Such signs may be located on any platted lot or common ground of a subdivision and may also be located on any unplatted portion of the subdivision identified as part of a particular development on an approved preliminary subdivision plan or site development concept plan, site development section plan, or site development plan.
2. Subdivision signs for individual plats of the same subdivision are permitted, however, interior signs identifying individual plats are limited in size to sixteen (16) square feet in area.
3. No Subdivision Identification sign shall be permitted if a Development Complex sign is permitted by Section 1003.168B.

(O.No. 21526 - Adopted 9/6/03).