

Section 4.2.5.3 On - Premise Ground Signs

(a) **Applicability.** An on-premise ground sign shall be permitted only on lots with one (1) use or business. A multi-tenant sign shall be required on lots with more than one (1) use or business in conformance with Section 4.2.5.4.

(b) **Standards.** Permanent on-premise ground signs are subject to the following standards:

(1) Number Allowed: The number of on-premise ground signs on one (1) site is limited to one (1) per street frontage of at least one hundred feet (100'). The following are not counted in this limitation:

- a. Additional directional signs up to two (2) square feet in area each, provided the number of these signs does not exceed the number of driveways; and,
- b. Subdivision, Builder, or Model Home Signs as described in (b) (5).
- c. Subdivision identification signs as described in (b) (6).
- d. For Sale/Lease signs as described in (b) (8).
- e. Construction signs as described in (b) (9).
- f. Business Opening signs as described in (b) (10).
- g. Holiday signs as described in (b) (11).
- h. Special event signs as described in (b) (12).
- i. Marquee signs as described in (b) (13).
- j. Government signs as described in (b) (14).

(1) Maximum Height: The maximum height of any on-premise ground signs shall not exceed eight feet (8') (refer to *Figure 4-6* on the following page). The portion of the base of the sign within two feet (2') of the grade of the ground shall not be included in the height calculation.

(3) Maximum Sign Area:

- a. The maximum effective sign area per side per sign shall not exceed the following:
 1. MF, MH and OP zoning districts – thirty-five (35) square feet;
 2. NS zoning district – fifty (50) square feet;
 3. GB zoning district – seventy-five (75) square feet;
 4. BP-288, GC, M-1, and M-2 zoning districts – one hundred (100) square feet;
 5. Mixed use districts (SPD, C-MU, G/O-MU, and OT) – unless otherwise specified within the SPD or OT regulations, fifty (50) square feet for nonresidential uses; not permitted for residential uses;
 6. Planned Developments (PD) – as specified on the Site Plan, if different from the base zoning district;
 7. Non-residential uses in residential districts – thirty-two (32) square feet. Other signs in residential districts are prohibited except where expressly allowed under this UDC.

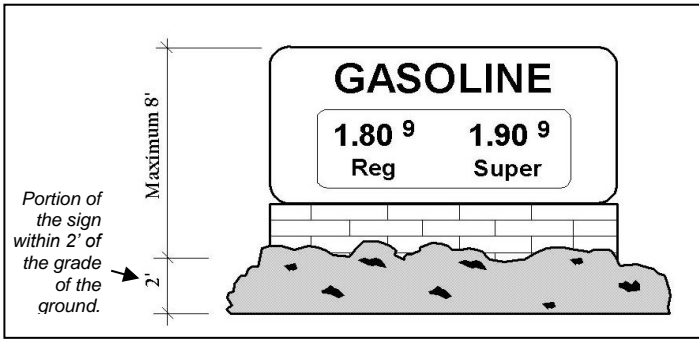


Figure 4-6
Measuring the Height of a Sign

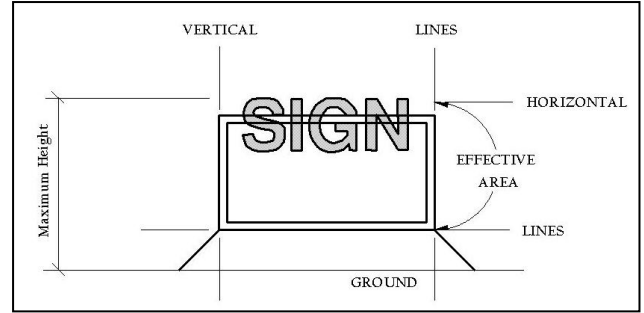


Figure 4-7
Measuring the Effective Sign Area

- b. The effective area shall be measured from the highest point on the sign to the elevation of the center of the base of the sign by the width at the highest point (refer to *Figure 4-7*). Changeable message signs or marquee signs may be part of a ground sign, but shall not cover more than seventy-five percent (75%) of the effective area.
- (4) **Location:** No ground sign shall be closer than five feet (5') to any property line.
- (5) **Subdivision, Builder, or Model Home Sign:** A sign advertising a new residential subdivision under active construction and sales, or a model home therein shall be allowed subject to the following conditions:
- The sign must be located on: (1) a lot on which a model home is located; or (2) a lot, tract, or reserve that is not intended for sale and the maintenance of which is the responsibility of the builder, developer, or homeowners' association.
 - The sign may not exceed ten feet (10') in height or thirty-two square feet (32 square feet) in area per sign face.
 - Only one sign in this category is allowed per three hundred feet (300') of local street frontage. Signs on model home lots do not count against this limit.
 - "Active construction and sales" means: (1) the subdivision has lots for sale; (2) there is at least one (1) pending building permit for new construction of a home within the subdivision; and (3) there is a model home in the subdivision open during regular business hours where potential buyers may review and select available home floor plans, options, and upgrades.
 - All signs erected pursuant to this subsection must be removed within five (5) years.
- (6) **Subdivision Identification Sign:** A permanent subdivision identification(s) sign that is a maximum of one hundred and twenty (120) square feet in area per sign may be displayed on private property at a street entrance to the subdivision, in addition to other ground signs permitted by this division. The sign is subject to the following:
- The size, material, and location of the sign shall be indicated on the construction plans for the subdivision;
 - A "Reserve" shall be shown on the Final Subdivision Plat or Final Development Plat, indicating the location of the sign; and,
 - There shall not be more than two (2) such signs per street entrance to the subdivision.

(7) Electronic Changeable Message Sign (ECMS): An electronic changeable message sign that conforms to the size and locational requirements of this Section shall be permitted with adherence the following:

- a. A Monument sign may include either an electronic changeable message board or a scrolling sign, but not both, with the following restrictions:
 1. Each message displayed on an electronic changeable message sign must be static or depicted for a minimum of four (4) before a new screen or message is displayed, with fading transition of less than one (1) second.
 2. Messages displayed on a scrolling sign are permitted and must conform to the minimum of two (2) seconds static display with a maximum scrolling transition time of one (1) second.
 3. Screens which change at a more rapid rate will be considered flashing and are prohibited. Scrolling messages designed to resemble flashing signs are also prohibited. All other animations, including videos, flashing / blinking, and other visual motion effects, are not permitted. No content may resemble any sort of traffic control, warning, or regulatory devices in its shape, symbol, text, or effects.
- b. The Electronic display (i.e., changeable message) portion of an electronic changeable message board sign shall not exceed twenty-five (25) percent of the total allowable effective sign area. For scrolling signs the height of the scrolling display area shall not exceed 12" inches.
- c. There will be no restriction of color use for any ECMS, with the exception that scrolling signs shall be limited to two colors, one color for the background and the second color for the message.
- d. The addition of any flashing display (i.e., changeable message) to any nonconforming sign is prohibited.
- e. All new ECMS (message boards and scrolling) shall be equipped with automatic dimming technology that adjusts brightness in direct correlation with ambient light conditions. Existing electronic signs (message boards and scrolling) that lack this technology shall be required to conform to this requirement if they are enlarged, replaced, upgraded, or modified in any other manner except for repair or routine maintenance.
- f. No ECMS, pre-existing or new, shall exceed a brightness level of three-tenths (0.3) of a foot candle above ambient light as measured using a foot candle meter at a preset measuring distance from the sign face. Measuring distance shall be determined by taking the square root of the product of the electronic display portion of the sign area and one hundred.

Example: For a 12 square foot sign, measuring distance = $\sqrt{(12 \times 100)} = 34.6$ feet from the sign.

(8) For Sale/Lease Sign: A sign advertising that certain real property or a portion thereof is for sale or lease shall be allowed subject to the following conditions:

- a. The sign may not contain any message unrelated to the property's being for sale or lease.
- b. For nonresidential properties, the sign may not exceed six feet (6') in height or thirty-two square feet (32 ft²) in area per sign face. For residential properties, the sign may not exceed four feet (4') in height or six square feet (6 ft²) in area per sign face.
- c. Only one such sign is allowed per parcel of real property.

- (9) Construction Sign: A sign placed on non-residential real property undergoing construction or within one month before the commencement of construction shall be allowed subject to the following conditions:
- The sign may only identify the principal parties to the construction, including without limitation the contractor, architect, engineer, and any lending institution, and may not contain any other advertising.
 - The sign may not exceed six feet (6') in height or thirty-two square feet (32 ft²) in area per sign face.
 - Only one such sign is allowed per street frontage of the property, with a maximum of two per property.
- (10) Business Opening Sign: A sign placed on non-residential real property announcing the opening for business of the non-residential use located thereon shall be allowed subject to the following conditions:
- The sign must be displayed continuously for not more than ninety (90) days during the permissible display period beginning upon issuance of the building permit and ending one month after issuance of the certificate of occupancy for the use.
 - The sign may not exceed six feet (6') in height or thirty-two square feet (32 ft²) in area per sign face.
 - Only one such sign is allowed per street frontage of the property, with a maximum of two per property.
- (11) Holiday Sign: Signs placed on real property acknowledging, observing, or celebrating a recognized national, state, or local holiday without containing any other advertising shall be allowed subject to the following conditions:
- The signs may not be displayed for more than a total of ninety (90) days per calendar year.
 - The sign may not exceed twelve feet (12') in height or sixty-four square feet (64 ft²) in area per sign face.
 - Only two of such signs are allowed per street frontage for non-residential properties, with a maximum of four per property. There is no limit on number for residential properties.
- (12) Special Events Sign: Temporary signs advertising a special event sponsored by a non-profit organization, charitable group, or civic club and placed on real property where said event is to take place shall be allowed subject to the following conditions:
- The signs may not be displayed more than fourteen (14) days before, or five (5) days after, the event.
 - The sign may not exceed six feet (6') in height or thirty-two square feet (32 ft²) in area per sign face.
 - Only one such sign is allowed per street frontage, with a maximum of three per property.
- (13) Marquee Sign: Signs located on the premises of a religious, educational, or other noncommercial institution, which function solely to disseminate information about events, programs, or announcements related to the institution's purpose or function shall be allowed subject to the following conditions:
- The sign may not exceed six feet (6') in height or thirty-two square feet (32 ft²) in area per sign face.
 - Only one such sign is allowed per property.

- (14) Government Sign: Signs erected by an entity of the state, county, or local governments and containing only information or advertising related to that entity's governmental function shall be allowed subject to the following conditions:
- a. The sign may not exceed twelve feet (12') in height or one hundred and fifty square feet (150 ft²) in area per sign face.
 - b. Only two such signs are allowed per street frontage of the property.

Ord. No. 2000T-2, Section 4.2.5.3, February 26, 2007.

Ord. No. 2000T-3, Section 4.2.5.3, July 9, 2007.

Ord. No. 2000T-11, Section 4.2.5.3, July 27, 2009

Ord. No. 2000T-15, Section 4.2.5.3, June 24, 2013

Ord. No. 2000T-16, Section 4.2.5.3, December 16, 2013