



Sign Type Example: Pole Sign with an Electronic Messaging Center



Sec. 18-96. Sign Types described.

(8) ELECTRONIC MESSAGING

- a. **Definition/Purpose:** Provide identification or advertisement of a specific business, service, product, activity, person, organization, place or building.
- b. **Size:**
 - i. Pole Sign: 100% of total allowable sign area, as specified in 18-96(23)(b), or only up to 50% of the total allowable sign area if mixed with a non-electronic messaging element.
 - ii. Monument Sign: 100% of total allowable sign area, as specified in 18-96(18)(b), or only up to 50% of the total allowable sign area if mixed with a non-electronic messaging element.
- c. **Number:** One per street frontage.
- d. **Location:**
 - i. May be a monument or pole sign.
 - ii. In apartment, office, technical office, industrial, retail and commercial zoning districts. May be located in residential zoning district as provided as permitted elsewhere in this chapter.
- e. **Landscaping:** Required for monument or pole signs. See provisions under appropriate sign type.
- f. **Design:**
 - i. Moving, flashing, animated, intermittently-lighted, changing color, beacons, revolving, scrolling, dissolving, or similarly constructed signs shall not be allowed.



- ii. Each message shall be displayed for at least 4 minutes and a change of message shall be accomplished within 2 seconds or less.
 - iii. Electronic component of a sign:
 - 1. May be encased in the same sign cabinet as the non-electronic sign component or;
 - 2. If located to the side of a non-electronic sign component must be the same height as the non-electronic sign component or;
 - 3. If located above or below a non-electronic sign component must be the same width as the non-electronic sign component.
 - iv. Intensity of display brightness will automatically adjust to natural light conditions. Brightness cannot interfere with the vision of traffic on an adjacent road.
 - v. A programmable sign shall be equipped with a properly functioning default mechanism that will cause the sign to revert immediately to a single, fixed, non-transitory image or to a black-screen if the sign malfunctions.
 - vi. The illumination intensity of the display of a digital display shall not exceed one foot candle measured at the property line.
 - vii. Signs erected at a public school (except scoreboards), religious institution, or other lawful nonresidential use in a residential zoned district must be regulated by an automated timer that limits the period of illumination from 6 a.m. to 10 p.m. Signs must be erected a minimum of 50 feet from an adjacent residential property line.
 - viii. Signs located in a non-residential zoned district must be located a minimum of 150 feet from a residential zoned property.
 - ix. May not be used to display commercial messages relating to products/services that are not offered on the premises.
 - x. See additional provisions under the appropriate sign type.
- g. Permit Required:** Yes.

(23) POLE SIGNS

- a. Definition/Purpose:** Signs used to identify a center, complex, occupants, services, products, occupation, district, or institution.
- b. Size:**
 - i. Apartment zoning district: 25 square feet in area, 8 feet in height and can only identify the complex, center, establishment or institution.
 - ii. Office, technical office, and industrial zoning districts:
 - 1. Sites less than 10 acres: 25 square feet in area, 6 feet in height.
 - 2. Sites ten acres or more: 60 square feet in area, 20 feet in height.
 - iii. Retail, commercial zoning districts:
 - 1. Single-use signs: 60 square feet in area, 20 feet in height.



2. Multiple-use signs: 80 square feet in area, 20 feet in height.
- c. Number:**
- i. Apartment zoning district: No more than one pole (or attached) sign per adjacent public street shall be permitted.
 - ii. Office, technical office, and industrial zoning districts:
 1. Sites less than 20 acres: one pole sign.
 2. Each additional 10 acres over 20: one additional pole sign.
 3. No more than one pole sign shall be permitted per industrial building per each adjacent public street.
 - iii. Retail, commercial zoning districts:
 1. Sites less than 10 acres: one single-use pole sign.
 2. Sites 10 acres but less than 15 acres: two single-use pole signs or one single-use and one multiple-use pole sign.
 3. Sites more than 15 acres: three single-use pole signs, one multiple-use and 2 single-use pole, or two multiple-use pole. Only one multiple use pole may be located per public street frontage.
- d. Location:**
- i. All Pole Signs must be located on site.
 - ii. Pole Signs must be located a minimum of 30 feet from an adjoining private property line.
 - iii. Pole Signs must be located a minimum of 60 feet from any attached building sign.
 - iv. Pole Signs must be located a minimum of 200 feet from any on premise single-use pole or monument sign and 250 feet from any on premise multiple-use pole or monument sign.
 - v. Pole Signs must be located a minimum of 100 feet from any single-family residential zoned property.
- e. Landscaping:**
- i. Signs over 8 feet in height: N/A
 - ii. Signs 8 feet or less from ground level: landscaping is required around the base of the sign in an area equal to four square feet for each square foot of sign and base area.
- f. Design:**
- i. Pole Signs shall be designed and constructed to withstand a wind pressure of not less than 30 pounds per square foot of area, and shall be constructed to receive dead load as required in the building code or other ordinances of the city.
 - ii. All Pole Signs shall be placed in concrete bases or footings.
 - iii. Pole Signs may be constructed only of materials that are noncombustible or slow-burning in the case of plastic inserts and faces and may be supported by noncombustible material only and finished in a presentable manner; wood or non-painted steel supports are specifically prohibited.
 - iv. Heavy timber and other materials may be used if approved by the Director of Community Services.
 - v. Newly installed support poles or existing support poles retrofitted with an electronic messaging center must be covered by cladding, brick, masonry,



stone or other building material approved by the Director of Community Services, so as to completely cover the supporting poles and be architecturally similar or harmonious with the facade on the building or buildings on the site.

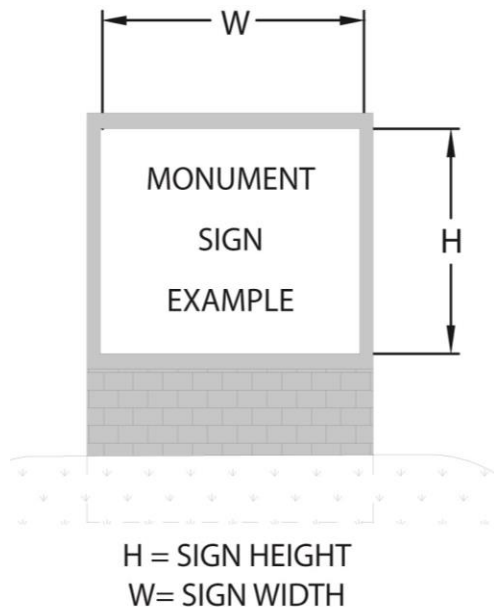
- vi. Pole Signs shall be protected by wheel or bumper guards when required by the Director of Community Services.
- vii. Pole Signs shall not have attached any guys or braces.
- viii. No pole sign shall be constructed so that the minimum clearance thereof is less than nine feet if any portion thereof overhangs a sidewalk, or other public or private right-of-way for the passage of pedestrians.
- ix. No pole sign shall obstruct the vision of traffic on public streets or be constructed so as to interfere with sight lines at elevations between 2 1/2 feet and 8 feet above the top of the adjacent roadway curb within a triangular area formed by the intersection of adjacent curb lines from a point on each curb line 20 feet from the intersection.
- x. Pole signs must be located so they provide 14 foot clearance above any fire lane, parking space, driveway, or similar drive designated for ingress or egress.

g. Permit Required: Yes. Letter from property owner is also required.

Sec. 18-123. Sign Calculations.

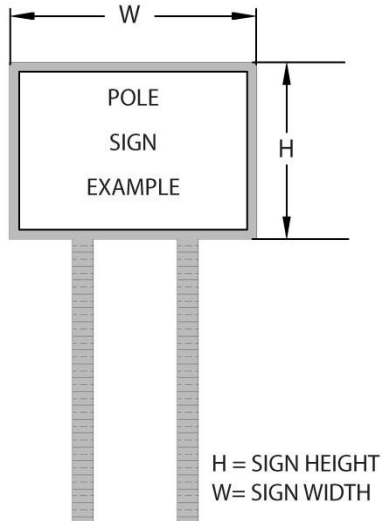
(2) Freestanding Signs: The information therein are provisions for calculating signage for monument, pole, construction or any other freestanding sign contained in this chapter.

- a. **Sign Area, Monument:** The sign area shall be the extreme outer dimensions of the freestanding structure, excluding the support structure and architectural features.





- b. **Sign Area, Pole:** The sign area shall be measured as the area enclosed by the smallest single rectangle that will enclose the structure exclusive of the poles.



- c. **Sign Height:** Height shall be the distance from the top of the sign structure to the lowest grade level of the base of the sign. The height of any monument base or other structure erected to support or ornament the sign shall be measured as a part of the sign height.

