

ARTICLE 17.00
ON-PREMISE SIGNS

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17.01 INTENT. These regulations provide standards for the erection and maintenance of private signs. The principal feature of this section is the restriction on the total sign area permissible per site. All private signs shall be erected and maintained in accordance with the following standards. The general objectives of these standards are to promote health, safety, welfare and in part to achieve the following:

- (a) Safety. To promote the safety of persons and property by providing that signs:
 - (1) Do not create a hazard due to collapse, fire, collision, decay, or abandonment;
 - (2) Do not create traffic hazards by confusing or distracting motorists, or by impairing the driver's ability to see pedestrians, obstacles, or other vehicles, or to see and interpret any official traffic sign, signal or device.

- (b) Communications Efficiency. To promote the efficient transfer of information by providing that:
 - (1) Businesses and services may identify themselves;
 - (2) Customers and persons may locate a business or service;
 - (3) No person or group is arbitrarily denied the use of the sight line from public rights-of-way for communication purposes.

- (c) Landscape Quality and Preservation. To protect the public welfare and to enhance the appearance and economic value of the landscape by providing that signs:
 - (1) Do not create a nuisance to persons using the public rights-of-way;
 - (2) Do not constitute a nuisance to occupancy of adjacent and contiguous property by their brightness, size, height or movement.

17.02 PERMITTED SIGNS AND SIGN AREA. In the following districts, the sign area and height set forth shall apply to all signs on the premises except as provided in Section 16.05:

- (a) A-1 Agricultural and RC Recreation/Conservation Districts.
 - (1) Signs advertising the use of a particular breed, type, variety, hybrid, or brand of plant, chemical or tillage. No one sign shall exceed 16 square feet in area per face.

- (2) Uses which are governed by conditional use may have signs on the premise in accordance with the stipulations of the permit.
 - (3) No hunting, no trespassing and similar signs.
- (b) RR Rural Residential and RS-1, RS-2, RD, and RA-1 Residential.
- (1) [Reserved].
- (c) C Commercial, I-1 and I-2 Industrial.
- (1) Wall, roof, or projecting signs:
 - a) The total sign area on structures which are two stories or less in height shall not exceed two square feet for each linear foot of building frontage.
 - b) The total sign area on structures which are greater than two stories in height shall not exceed either two square feet for each linear foot of building frontage, or 15% of the area of the frontage wall, whichever is greater.
 - (2) Freestanding signs having a total sign area not to exceed one square foot for each linear foot of road frontage or 200 square feet, whichever is less.
 - (3) The maximum sign height shall be 30 feet.

17.03 REGULATIONS AND LIMITATIONS OF PERMITTED SIGNS. The Regulations and Limitations of Permitted Signs shall be as spelled out below:

- (a) Wall Signs. Wall signs may be located anywhere on the wall of a building.
- (b) Projecting Signs.
- (1). Projecting signs may project no more than five feet from the building face.
 - (2). Projecting signs shall have a minimum clearance of ten feet above grade level about any yard or sidewalk and 16 feet above any road or drive.
 - (3). Projecting signs may project no more than five feet above the top of a parapet or roof line including the framework or support.
- (c) Roof Signs. Roof signs shall rise no higher than five feet above the top of a parapet or roof line and shall not exceed the height limits for the zoning district.
- (d) Freestanding Signs.
- (1) Freestanding signs shall be limited to one per street frontage except that businesses on frontages of 300 feet, or more, may erect two freestanding signs; however, the total sign area for both signs may not exceed that allowed for the street frontage.
 - (2) Freestanding signs shall be located only in the front or side yard.
 - (3) Freestanding signs shall not project over public property.
 - (4) Freestanding signs shall not be erected within the area of a corner of two intersecting streets or a street and railroad. Area of a corner, in this case, shall be the triangular area formed by measuring 40 feet from the intersection along both

roads and connecting these two points with a straight line.

Exceptions: Freestanding signs may be located in the area of a corner when the sign and sign structure comply with the following:

- a) The sign face is located 12 feet above grade level; and
- b) The sign structure is of such a size and spacing as to not obstruct the view of said intersection.

17.04 SPECIAL SITUATIONS. This section contains the sign regulations for the following special situations:

- (a) Shopping Centers. A freestanding sign shall be allowed on each street frontage stating the name of the center and the major tenants provided no other freestanding signs are erected. The sign area shall be determined independently from the sign area allowed under 17.02 and 17.03. A sign area of one square foot for each one lineal feet of street frontage or 200 square feet per frontage, whichever is smaller, shall be allowed. The height shall not exceed 40 feet.
- (b) Interstate Highway Interchange. In the C, I-1, and I-2 Districts, businesses which are adjacent to both the interstate and the intersecting cross street may by conditional use permit erect one additional on-premise freestanding sign not to exceed 200 square feet or 60 feet in height.

17.05 EXEMPTIONS. The following signs may be allowed in addition to the signs permitted in Section 17.02, but signs must be in conformance with all other state and local laws.

- (a) Construction Signs. Building contractors, lending institutions and professional firms may post temporary signs on site under construction. The total sign area shall not exceed 100 square feet or 20 feet in height and shall be removed upon completion of the project.
- (b) Neighborhood Identification Signs. In any zone, a masonry wall, landscaping and other similar material or feature may be combined to form a display for neighborhood or tract identification, provided that the legend of such signs or display shall consist only of the neighborhood or tract name.
- (c) Public Signs. Signs of a noncommercial nature and in the public interest, erected by, or on the order of, a public officer in the performance of his duty shall be permitted.
- (d) Integral Signs. Name. Names of building, dates of erection, monumental citations, commemorable tablets, and the like, of permanent type construction and made an integral part of the building structure shall be permitted.
- (e) Private Traffic Directional Signs. Signs directing traffic movement onto and out of a commercial premise may be located at each vehicular entrance onto a public street.

- (f) Real Estate Signs. Temporary real estate signs shall be permitted.

17.06 ILLUMINATION. Regulations regarding the illumination of signs shall be as follows:

- (a) Shading. The light from any illuminated sign or billboard shall be so shielded, shaded, or directed so that the light intensity shall not adversely affect surrounding or facing premises or safe vision of operator's of vehicles on public or private roads.
- (b) Blinking and Flashing. Blinking, flashing, pulsating, or fluttering lights, or other illuminated devices which have a changing light shall not be located closer than 300 feet from any residential district. This restriction shall not apply to signs displaying the date, time and temperature exclusively.

17.07 TEMPORARY AND PORTABLE SIGNS. Temporary and portable signs shall not exceed 32 square feet and may be displayed for 60 days per calendar year in the C and I Districts. It shall be the duty of the user of the sign to:

- (a) Notify and obtain approval from the County Planning Director prior to placement of said sign.
- (b) Notify the County Planning Director upon removal of said sign. The County Planning Director shall continue to deduct one day from the 60 days allowed per calendar year until notice of removal is received or a total of 60 days has elapsed.
- (c) Place the signs in locations so that the provisions of this article and all other applicable codes and ordinances are complied with.

Temporary and portable signs in the A-1 District, when used in conjunction with roadside stands and fireworks stands, shall be authorized as part of the conditional use permit granted to such uses.

17.08 PROHIBITED SIGNS. The following signs are prohibited:

- (a) Parking of Advertising Vehicles Prohibited. No person shall park any vehicle or trailer on a public right-of-way, or public property, or on private property so as to be visible from a public right-of-way, which has attached thereto or located thereon, any sign or advertising device for the basic purpose of providing advertisement of products or directing people to a business or activity located on the same premises or any other premise. This is not intended to prohibit any form of vehicular signage such as a sign attached to a bus or lettering on a motor vehicle.
- (b) Nuisance Signs. Signs which imitate an official traffic sign or signal or which are of a size, location, movement, content, coloring or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic, street sign or signal shall be removed upon notice.

- (c) Banners. Banners shall be prohibited except on a temporary basis for a maximum of 21 days during any calendar year.

17.09 MAINTENANCE AND REMOVAL. Every on-premise sign, including any exempt from this code in respect to permits and permit fees, shall be maintained in good structural and aesthetic condition at all times. Any abandoned, unsafe or unsightly sign shall be removed or renovated within 60 days upon written notice. If the owner fails to remove or renovate the sign within the required time period the County may remove such sign at the owner's expense.