

ARTICLE 14

SIGNAGE

SECTION 1401 INTENT AND PURPOSE

- A. The purpose and intent of this Article is to regulate the location, size, construction, and manner of display of signs and outdoor advertising in order to minimize effects of the signage on the character and well-being of the community. While it is recognized that signs and outdoor advertising are necessary to promote commerce and public information, failure to regulate them may lead to poor identification of individual businesses, deterioration and blight of business and residential areas, conflicts between different types of land use, and reduction in traffic safety to pedestrians and motorists.
- B. To achieve the intent and purpose, the following objectives are considered in the development of these provisions:
 - 1. To prevent the placement of signs in a manner that will conceal or obscure signs or adjacent businesses;
 - 2. To keep the number of signs and sign messages at the level reasonably necessary to identify a business and its products;
 - 3. To keep signs within a reasonable scale with respect to the buildings they identify;
 - 4. To reduce visual distraction and obstructions to motorists traveling along, entering or leaving streets; and
 - 5. To promote quality that enhances the character of the City.
- C. Unless prescribed otherwise in this Ordinance, a permit is required in order to erect, affix or place a sign. An application for a sign permit can be obtained from the Zoning Administrator and the process and procedure typical of a zoning permit shall be utilized. Permit fees shall be established by the City Council.

SECTION 1402 GENERAL SIGN PROVISIONS

- A. All signs shall be designed, constructed and maintained so as to be appropriate in appearance with the existing or intended character of their vicinity so as not to change the essential character of the surrounding area.

1. Identification signs must be constructed of processed material, such as plastic, metal or finished (professional sanded and painted) wood. In no case shall unfinished material, such as plywood, be utilized for signage.
- B. Unless otherwise provided for herein, all signs must advertise a business or service on the premises upon which the sign is located and to which the sign is accessory to the approved use or development.
- C. Illumination of signs shall adhere to the following provisions:
1. Only indirectly illuminated signs shall be allowed in residential districts provided such sign is so shielded as to prevent direct light rays from being visible from a public right-of-way or any adjacent residential structure or zoned property.
 2. Indirectly or internally illuminated signs are permitted in commercial, office and industrial districts provided such signs are so shielded as to prevent direct light rays from being visible from a public right-of-way or any adjacent residential structure or property.
 3. Signs with blinking, flashing, or fluttering lights or other illuminating devices having a changing light intensity, brightness, or color, and that are constructed and operated as to create an appearance of writing or printing are permitted in commercial, office and industrial districts provided that:
 - a. Such signs are so shielded as to prevent direct light rays from being visible from a public right-of-way or any adjacent residential structure or property; and
 - b. The use of animated or Liquid Crystal Display (“LCD”) or other methods of technology whereas the advertisement is presented in format the same or similar to a television or motion picture shall not be permitted.
- D. The following construction and safety standards shall apply to all signs constructed in the City:
1. All signs shall be erected and maintained in compliance with all applicable building codes, and other applicable ordinances governing construction of signs. In the event of conflict between this Ordinance and other laws, the most restrictive shall govern.
 2. All signs shall be so placed as to not interfere with the visibility or effectiveness of any official traffic sign or signal; driver vision at any access point or intersection; or pedestrian movement on any public sidewalk.

3. No sign shall be erected, relocated or maintained so as to obstruct fire fighting or prevent free access to any door, window or fire escape.
- E. Signs shall be measured in the following manner:
1. The area of a sign shall be computed as including the entire area within a regular geometric form or combination of such forms comprising all the display area of the sign and including all the elements of the matter displayed. Frames and structural members not bearing copy or display material shall not be included in computation of sign area.
 - a. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except where two such faces are placed back to back, parallel to one another, and are twelve (12) inches or less apart, in which case the area of the sign shall be the area of one face unless otherwise restricted herein.
 - b. The perimeter of measurable area shall not include embellishments, such as pole covers, framing, decorative roofing, etc., provided that there is not written advertising copy on such embellishments.
 - c. If the sign is composed of more than two sign cabinets or modules, the area enclosing the entire perimeter of all cabinets and/or modules within a single, continuous geometric figure shall be the area of the sign.
 - d. Specific to wall signs, if the sign is composed of individual letters or symbols using a wall or window as the background with no added decoration, the total sign area shall be calculated by measuring the area within the perimeter of the letters and symbols as a single, continuous perimeter composed of any straight line geometric figure that encloses the extreme limits of the advertising message.
- F. Excepting wall signs on permitted buildings and legally non-conforming buildings, all signs, as measured at the outer edge of the sign, shall maintain a minimum setback of ten (10) feet from all property lines and/or the right-of-way unless otherwise specified by the Ordinance.
- G. Signage prohibited in all districts is as follows:
1. Signs not expressly permitted are prohibited;
 2. Roof signs;
 3. Signs affixed to trees, rocks, shrubs, utility poles or similar natural features, except signs denoting a site of historic significance;

4. Signs that imitate or obscure traffic signals, traffic direction signs, or similar traffic control devices, and signs which make use of words such as “Stop”, “Look”, “Danger”, or any other words, phrases, symbols or characters as to interfere with, mislead or confuse traffic;
 5. Temporary signs mounted upon trucks, vans, or other wheeled devices and parked in a location for advertising purposes, except for political signs;
 6. Signs permanently painted on, or otherwise permanently displayed upon a vehicle, licensed and operating on the public streets and highways, identifying the owner's occupation or livelihood, shall be permitted, provided that said vehicle is operational and utilized on a daily basis;
 7. All signs, other than those erected by a public agency, that are located within or overhang the public right-of-way or on public property are explicitly not permitted; and
 8. Festoon signage, banners, pennants, ribbons, streamers, spinners, incandescent light bulbs, or other such temporary features which are hung or strung overhead and which are not integral, physical parts of the building or structure they are intended to serve.
- H. With the exception of construction and safety provisions found herein, the following signs are exempt from this Article and a permit is not required for their installation:
1. Nameplates containing only name and address not exceeding two (2) square feet in size.
 2. Political campaign signs announcing candidates seeking public office.
 3. “No Hunting,” “No Fishing,” “No Trespassing” signs if less than two (2) square feet.
 4. Historical Markers.
 5. Signs in the interior of a building, unless such sign substantially meets the definition of “sign” as provided herein.
 6. Signs of a non-commercial nature and in the public interest, erected by, or on the order of, a public officer in the performance of his public duty, such as directional signs, regulatory signs, and information signs.
 7. Names of buildings, dates of erection, monument citations, commemorative tablets, and the like, when carved into stone, concrete, or similar material or made of other permanent type construction and made an integral part of the structure.

8. Any "For Sale" sign affixed to a wall, mailbox, post, lamp post, or pillar; and which is not larger than two (2) square feet in display surface.
9. Flags or banners bearing the official design of a nation, state, municipality, educational institution and organization.

SECTION 1403 SIGNS PERMITTED IN RESIDENTIAL DISTRICTS

- A. The following signs are permitted in zoning districts where residential use and development is a permitted use.
 1. One free-standing residential development identification sign is permitted for each public street frontage of a subdivision, site condominium, multiple-family development, or a manufactured housing community.
 - a. Each free-standing residential development identification sign shall not exceed twenty-four (24) square feet in area and shall not exceed five (5) feet in height from ground level to top edge of display. Gross height of the sign, including decorative masonry or fencing shall not exceed eight (8) feet from ground level.
 - b. One (1) additional sign advertising "For Rent" or "Vacancy" may be placed on each public street frontage of a rental development, provided that such sign shall not exceed eight (8) square feet in area.
 - c. Pole mounted signs are not permitted.
 2. For approved or legally non-conforming home occupations, one (1) non-illuminated name plate, not more than four (4) square feet in area, may be attached to the structure. The sign shall contain only the name, occupation, and address of the premises.
 - a. If the structure housing the home occupation is more than fifty (50) feet from the road right-of-way, the sign for the home occupation may be mounted on a pole no less than fifteen (15) feet from the road right-of-way. The gross height of signage shall not exceed four (4) feet from ground level.
 3. One identification sign shall be permitted for each public street frontage having a curb cut for vehicle entrance for a school, church building, park, municipal buildings, civic organizations, quasi public uses, or other authorized use or legal nonconforming use is a residential district.
 - a. Each sign shall not exceed eighteen (18) square feet in area. Signs

shall not exceed five (5) feet in height from ground level to top edge of display. Gross height of the sign, including decorative masonry or fencing shall not exceed eight (8) feet from ground level.

SECTION 1404 SIGNS PERMITTED IN NON-RESIDENTIAL DISTRICTS

A. The following signs are permitted in association with single lot developments in zoning districts where non-residential use and development is a permitted use.

1. Each structure is permitted a maximum signage area for one or more wall signs no greater than one (1) square foot of sign area for each one (1) linear foot of building length which faces one public street.
2. Each developed lot that is not part of an overall development that would constitute a business center is permitted a free-standing identification sign subject to the following provisions:
 - a. A free-standing identification sign shall not exceed thirty-two (32) square feet in area and shall not exceed six (6) feet in height from ground level to top edge of display. Gross height of the sign, including decorative masonry or fencing shall not exceed eight (8) feet from ground level.
 - b. The leading edge of a free-standing identification sign shall be located no closer than ten (10) feet from a public road right-of-way, or from a structure. A free-standing identification sign may not be located in or closer than three (3) feet from a planned or established pedestrian way.
 - c. An automobile fueling station may have one additional free-standing identification sign for each public street frontage having a driveway for the purpose of advertising gasoline prices and other services provided on the premises.

B. A business center is a planned grouping of two (2) or more businesses or establishments on one (1) or more parcels of property that share parking and access. The structures are linked architecturally or otherwise present the appearance of a unified grouping of businesses. A business center shall be considered one (1) use for the purposes of determining the maximum number and area of identification signs. Examples of such business centers include shopping centers, office parks, industrial parks, or other integrated group of stores, commercial buildings, office buildings or industrial buildings. The following signs are permitted in association with a business center:

1. Each business center shall be permitted one free-standing identification sign identifying the primary tenants in a business center, office park or an industrial park at the entrance(s) of the business center with the public road.

- a. The name of the business center and the major tenants located therein are permitted on the sign. Each lot or unit in a business center shall have one (1) available space on each free-standing identification sign available for use.
 - b. The maximum permitted sign area for a free-standing identification sign servicing a business park shall be eighty (80) square feet. Each space for tenant identification shall be no larger than twelve (12) inches by forty-eight (48) inches.
 - c. The leading edge of a free-standing identification sign shall be located no closer than ten (10) feet from a public road right-of-way, or from a structure. The leading edge of a free-standing identification sign may not be located in or closer than three (3) feet from a planned or established pedestrian way.
 2. Individual tenants within a business center are not permitted free-standing signs in addition to the business free-standing identification sign.
 3. Each business in a business center with ground floor frontage shall be permitted one exterior wall sign. The sign area for such an exterior wall sign shall be computed as one (1) square foot for each one (1) linear foot of building frontage occupied by the business.
- C. Window signs shall be permitted and shall not be included in total sign area computation if said signs do not occupy more than twenty-five (25) percent of the total window area of the floor level on which displayed or exceed a total of twenty (20) square feet. Windows signage shall not be permitted to exceed these thresholds unless such area of sign is counted toward the maximum requirements for a wall sign.
- D. Manual and electronic changeable copy signs shall be permitted when incorporated into a permitted wall or free-standing identification sign provided that the area devoted to changeable copy does not exceed fifty (50) percent of the permissible sign area. See Section 1402.C as it pertains to the use of electronic display.
- E. One (1) menu board for a drive-in or drive-through establishments shall be permitted in addition to other signs permitted under these regulations, provided such sign does not exceed sixteen (16) square feet in area or six (6) feet in height from finished grade.
- F. On-premise directional signs that direct traffic for purposes of ingress and egress, type of vehicle parkings, and to specific uses area, such as for drive-through, are permitted. Such signs shall not exceed six (6) square feet in size and four (4) feet in height. Such signs shall display no more than a directional arrow, appropriate text as to the item being directed to, and the logo of the establishment.

G. Folding and portable sandwich board signs shall only be permitted in the C-1, Central Business district and in compliance with Section 54-104 of the City of Laingsburg General Code of Ordinances. In addition to Section 54-104, sandwich board signs are to meet the following standards:

1. Shall be located as to not interfere with pedestrian and vehicular traffic and adjacent to an existing improvement such as the principal structure, lamp post or street tree;
2. Shall only be located and displayed in front of business the such signage is advertising;
3. Shall only be placed outside during normal business hours; and
4. Shall not exceed fifteen (15) square feet in area.

SECTION 1405 TEMPORARY SIGNS

A. The following temporary signs shall be permitted in accordance with the following provisions and by issuance of a permit by the Zoning Administrator.

1. One (1) non-illuminated sign used for advertising land or buildings for rent, lease, or sale of residential property shall be permitted provided such signs are located on the property intended to be rented, leased, or sold.
 - a. Such signs shall not exceed an area of six (6) square feet and a height of four (4) feet.
 - b. If the lot or parcel has more than one (1) frontage, one (1) additional sign shall be permitted on the property on each frontage.
 - c. Such sign(s) shall be removed within seven (7) days after sale, lease or rent of subject residential property.
2. One (1) non-illuminated sign used for advertising land or buildings for rent, lease, or sale of non-residential property shall be permitted provided such signs are located on the property intended to be rented, leased, or sold.
 - a. Such signs shall not exceed an area of twelve (12) square feet and a height of ten (10) feet.
 - b. If the lot or parcel has more than one (1) frontage, one (1) additional sign shall be permitted on the property on each frontage.
 - c. Such sign(s) shall be removed within seven (7) days after sale, lease or rent of space subject to advertisement.

3. Temporary real estate directional signs, not exceeding six (6) square feet in area and four (4) in number, showing a directional arrow and placed outside of the right-of-way, shall be permitted on approach routes to an open house. The height of such signs shall not exceed three (3) feet.
4. Signs identifying building contractors, excavators, professional design firms and lending institutions are permitted temporarily on sites under construction. Each sign not to exceed six (6) square feet overall, with not more than a total of four (4) such signs permitted on each site.
 - a. The sign shall be confined to the site of construction, construction shed or construction trailer and shall be removed within fourteen (14) days of completion of services, construction or a certificate of occupancy has been issued.
5. Banners, pennants, search lights, balloons, or other gas filled figures shall be permitted at the opening of a new business in a commercial or industrial district for a period not to exceed fourteen (14) consecutive days. Such signs shall not obstruct pedestrian or vehicular view and shall not interfere in any way with safe traffic flow.
6. One (1) portable temporary sign shall be permitted for a period not to exceed fourteen (14) consecutive days, and not for more than four (4) times per year.
 - a. The placement of a portable temporary sign shall be approved at the discretion of the Zoning Administrator in order to ensure safe and efficient pedestrian and vehicular traffic movement.
 - b. A portable temporary sign shall not exceed thirty-two (32) square feet in size and have a height no greater than four (4) feet in height.
 - c. The sign shall be placed at least ten (10) feet from the road-right-of-way.
7. Temporary signs are not permitted within or allowed to overhang a public right-of-way or to occupy public property.

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