

Chapter 412 | Sign Regulations

412.1 | Purpose

The purpose of this chapter is to protect the safety and orderly development of the community through the regulation of signs and sign structures.

Section 412.1 | Definitions

412.1.1 | Definitions

The following words and terms shall, for the purposes of this chapter and as used elsewhere in this code, have the meanings shown herein.

ABANDONED SIGN. A sign structure that has ceased to be used, and the owner intends no longer to have used, for the display of sign copy, or as otherwise defined by state law.

ANIMATED SIGN. A sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this code, include the following types:

Electrically activated. Animated signs producing the illusion of movement by means of electronic, electrical, or electro-mechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both classifications noted in Items 1 and 2 as follows:

1. Flashing. Animated signs or animated portions of signs where the illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds 4 seconds.
2. Patterned illusionary movement. Animated signs or animated portions of signs where the illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

Environmentally activated. Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.

Mechanically activated. Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

ARCHITECTURAL PROJECTION. Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building, but that does not include signs as defined herein. See also *“Awning;” “Backlit awning;”* and *“Canopy, Attached and Free-standing.”*

AWNING. An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or nonrigid materials and/or fabric on a supporting framework that may be either permanent or retractable, including such structures that are internally illuminated by fluorescent or other light sources.

AWNING SIGN. A sign displayed on or attached flat against the surface or surfaces of an *awning*. See also *“Wall or fascia sign.”*

BACKLIT AWNING. An *awning* with a translucent covering material and a source of illumination contained within its framework.

BANNER. A flexible substrate on which copy or graphics may be displayed.

BANNER SIGN. A sign utilizing a banner as its display surface.

BILLBOARD. See *“Off-premise sign”* and *“Outdoor advertising sign.”*

BUILDING ELEVATION. The entire side of a building, from ground level to the roofline, as viewed perpendicular to the walls on that side of the building.

CANOPY (Attached). A multisided overhead structure or architectural projection supported by attachments to a building on one or more sides and either cantilevered from such building or supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light. See also *“Marquee.”*

CANOPY (Free-standing). A multisided overhead structure supported by columns, but not enclosed by walls. The surface(s) and or soffit of a free-standing canopy may be illuminated by means of internal or external sources of light.

CANOPY SIGN. A sign affixed to the visible surface(s) of an attached or free-standing canopy. For reference, see Section 412.2.

CHANGEABLE SIGN. A sign with the capability of content change by means of manual or remote input, including signs that are:

Electrically activated. Changeable sign where the message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light source designed to reflect off the changeable component display. See also "*Electronic message sign or center.*"

Manually activated. Changeable sign where the message copy or content can be changed manually.

COMBINATION SIGN. A sign that is supported partly by a pole and partly by a building structure.

COPY. Those letters, numerals, figures, symbols, logos, and graphic elements comprising the content or message of a sign, excluding numerals identifying a street address only.

DEVELOPMENT COMPLEX SIGN. A free-standing sign identifying a multiple-occupancy development, such as a shopping center or planned *industrial* park, that is controlled by a single owner or landlord, approved in accordance with Section 412.8.2 of this chapter.

DIGITAL BILLBOARD. A digital billboard is an Outdoor Advertising Sign and is a Changeable Sign that changes its message or copy by programmable electronic or mechanical processes.

DIRECTIONAL SIGN. Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

DOUBLE-FACED SIGN. A sign with two faces, back-to-back.

ELECTRIC SIGN. Any sign activated or illuminated by means of electrical energy.

ELECTRONIC MESSAGE SIGN OR CENTER. An electrically activated changeable sign where the variable message capability can be electronically programmed.

EXTERIOR SIGN. Any sign placed outside a building.

FASCIA SIGN. See "*Wall or fascia sign.*"

FLASHING SIGN. See "*Animated sign, electrically activated.*"

FREE-STANDING SIGN. A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or on the ground. For visual reference, see Section 412.2.

FRONTAGE (Building). The length of an exterior building wall or structure of a single premise orientated to the *public way* or other properties that it faces.

FRONTAGE (Property). The length of the property line(s) of any single premise along either a *public way* or other properties on which it borders.

GROUND SIGN. See “ *Free-standing sign.*”

ILLUMINATED SIGN. A sign characterized by the use of artificial light, either projecting through its surface(s) (internally illuminated); or reflecting off its surface(s) (externally illuminated).

INTERIOR SIGN. Any sign placed within a building, but not including “window signs” as defined by this ordinance. Interior signs, except for window signs as defined, are not regulated by this chapter.

MANSARD. An inclined decorative roof-like projection that is attached to an exterior building facade.

MARQUEE. See “*Canopy (attached).*”

MARQUEE SIGN. See “*Canopy sign.*”

MENU BOARD. A free-standing sign orientated to the drive-through lane for a restaurant that advertises the menu items available from the drive-through window, and which has not more than 20 percent of the total area for such a sign utilized for business identification.

MULTIPLE-FACED SIGN. A sign containing three or more faces.

OFF-PREMISE SIGN. See “*Outdoor advertising sign.*”

ON-PREMISE SIGN. A sign erected, maintained, or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

OUTDOOR ADVERTISING SIGN. A permanent sign erected, maintained, or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

PARAPET. The extension of a building facade above the line of the structural roof.

POLE SIGN. See “*Free-standing sign.*”

POLITICAL SIGN. A temporary sign intended to advance a political statement, cause, or candidate for office. A legally permitted *outdoor advertising sign* shall not be considered to be a political sign.

PORTABLE SIGN. Any sign not permanently attached to the ground or to a building or building surface.

PROJECTING SIGN. A sign other than a wall sign that is attached to or projects more than 18 inches (457 mm) from a building face or wall or from a structure where the primary purpose is other than the support of a sign. For visual reference, see Section 412.2.

REAL ESTATE SIGN. A temporary sign advertising the sale, lease or rental of the property or premises on which it is located.

REVOLVING SIGN. A sign that revolves 360 degrees (6.28 rad) about an axis. See also “*Animated sign, mechanically activated.*”

ROOF LINE. The top edge of a peaked roof or, in the case of an extended facade or parapet, the uppermost point of said facade or parapet.

ROOF SIGN. A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and that is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves, and architectural projections such as canopies or marquees shall not be considered to be roof signs. For a visual reference, and a comparison of differences between roof and fascia signs, see Section 412.2.

SIGN. Any device visible from a public place that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any flags displayed from flagpoles or staffs will not be considered to be signs.

SIGN AREA. The area of the smallest geometric figure, or the sum of the combination of regular geometric figures, that comprise the sign face. The area of any double-sided or “V” shaped sign shall be the area of the largest single face only. The area of a sphere shall be computed as the area of a circle. The area of all other multiple-sided signs shall be computed as 50 percent of the sum of the area of all faces of the sign.

SIGN COPY. Those letters, numerals, figures, symbols, logos, and graphic elements comprising the content or message of a sign, exclusive of numerals identifying a street address only.

SIGN FACE. The surface on, against or through which the sign copy is displayed or illustrated, not including structural supports, architectural features of a building or sign structure, nonstructural or decorative trim, or any areas that are separated from the background surface on which the sign copy is displayed by a distinct delineation, such as a reveal or border. See Section 412.2.

1. In the case of panel or cabinet-type signs, the sign face shall include the entire area of the sign panel, cabinet, or face substrate on which the sign copy is displayed or illustrated, but not open space between separate panels or cabinets.
2. In the case of sign structures with routed areas of sign copy, the sign face shall include the entire area of the surface that is routed, except where interrupted by a reveal, border, or a contrasting surface or color.
3. In the case of signs painted on a building, or individual letters or graphic elements affixed to a building or structure, the sign face shall comprise the sum of the geometric figures or combination of regular geometric figures drawn closest to the edge of the letters or separate graphic elements comprising the sign copy, but not the open space between separate groupings of sign copy on the same building or structure.
4. In the case of sign copy enclosed within a painted or illuminated border, or displayed on a background contrasting in color with the color of the building or structure, the sign face shall comprise the area within the contrasting background, or within the painted or illuminated border.

SIGN STRUCTURE. Any structure supporting a sign.

TEMPORARY SIGN. A sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or sign structure that is permanently embedded in the ground, are considered temporary signs.

UNDER CANOPY SIGN OR UNDER MARQUEE SIGN. A sign attached to the underside of a canopy or marquee.

V SIGN. Signs containing two faces of approximately equal size, erected on common or separate structures, positioned in a "V" shape with an interior angle between faces of not more than 90 (1.57 rad) degrees with the distance between the sign faces not exceeding 5 feet (1524 mm) at their closest point.

WALL OR FASCIA SIGN. A sign that is in any manner affixed to any exterior wall of a building or structure and that projects not more than 18 inches (457 mm) from the building or structure wall, including signs affixed to architectural projections from a building provided that the copy area of such signs remains on a parallel plane to the face of the building facade or to the face or faces of the architectural projection to which it is affixed. For a visual reference and a comparison of differences between wall or fascia signs and roof signs, see Section 412.2.

WINDOW SIGN. A sign affixed to the surface of a window with its message intended to be visible to and readable from the *public way* or from adjacent property.

Section 412.2 | General Sign Types

412.2.1 | General

Sign types and the computation of sign area shall be as depicted in the Figures within this section. 412.2.1(1) through 412.2.1(4).

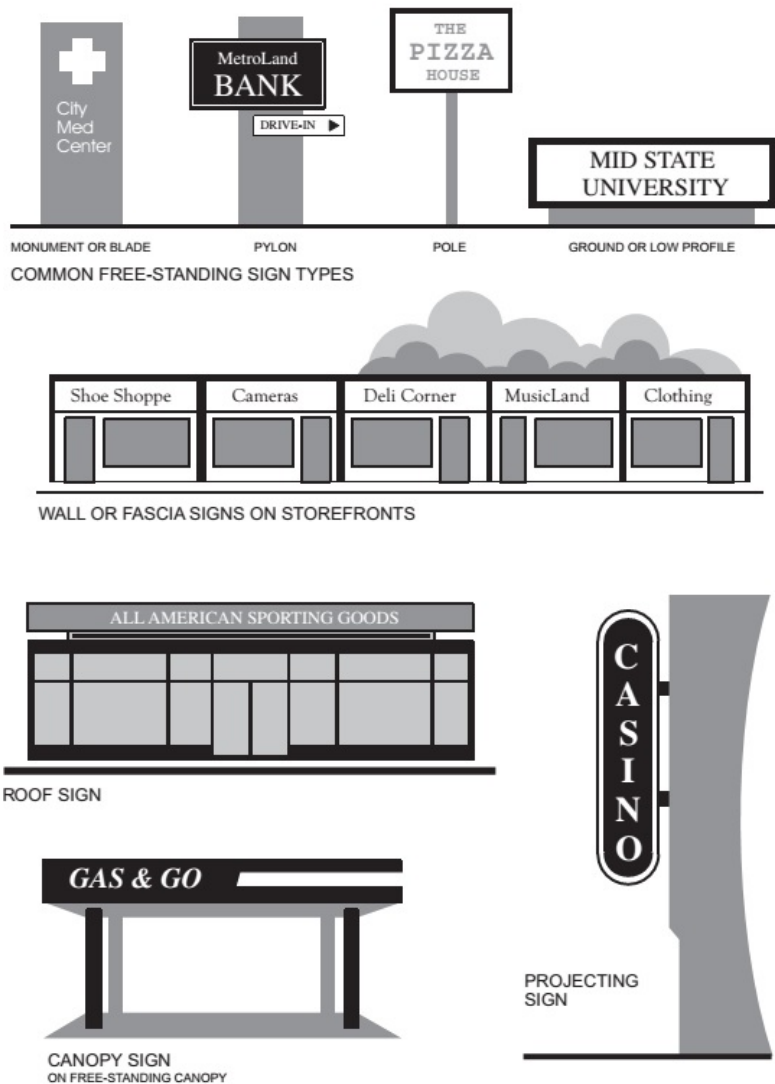


FIGURE 412.2.1(1) | GENERAL SIGN TYPES

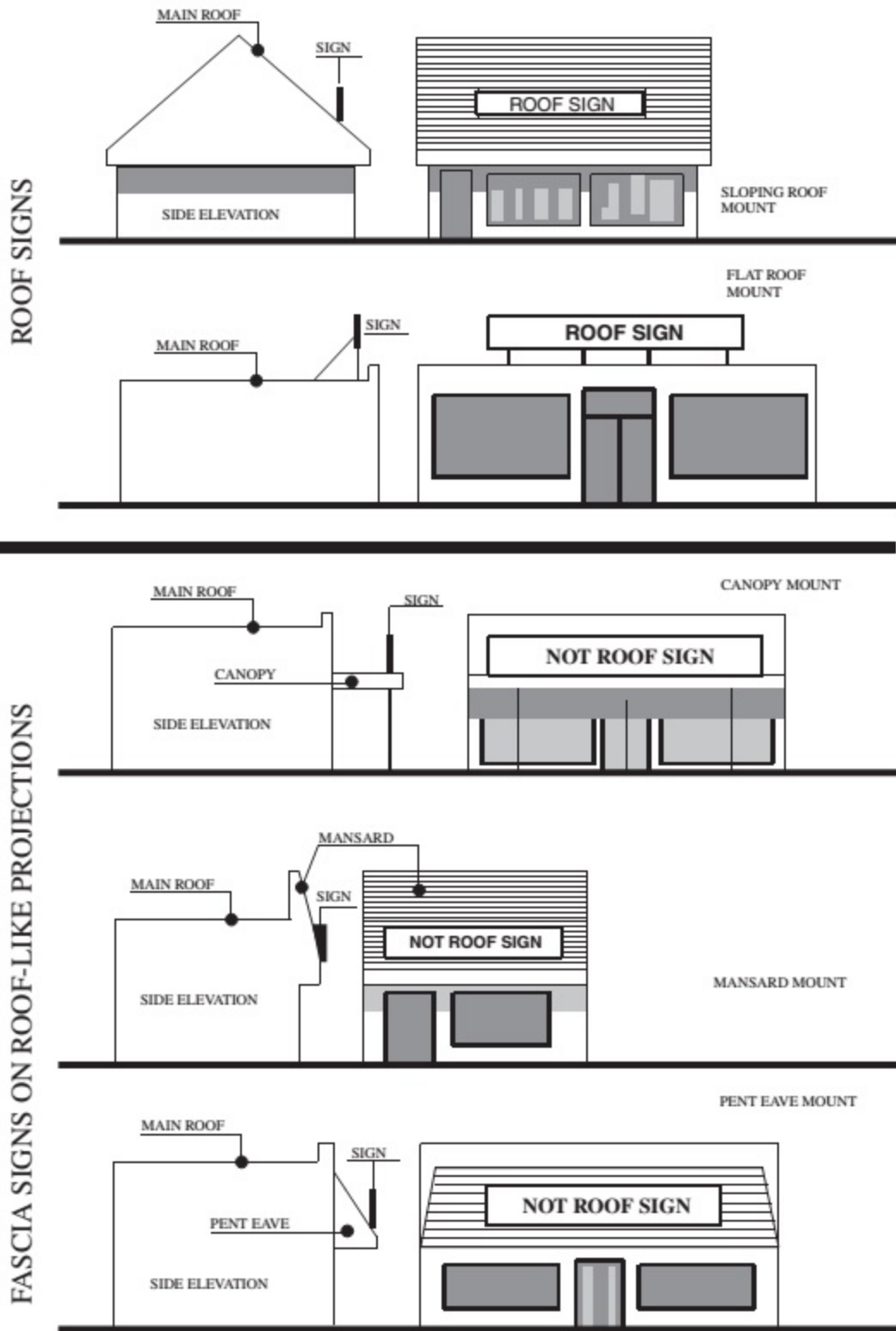
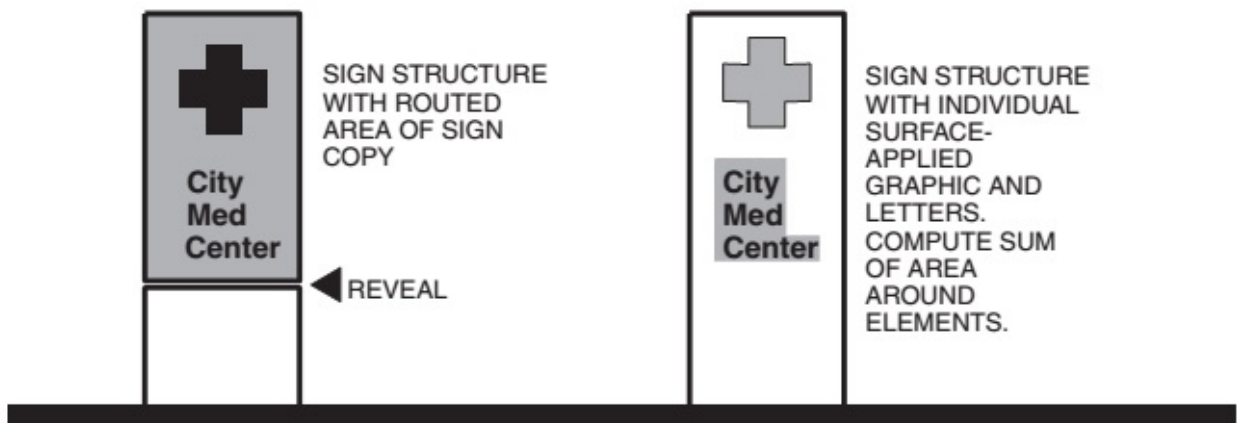


FIGURE 412.2.1 (2) COMPARISON—ROOF AND WALL OR FASCIA SIGNS

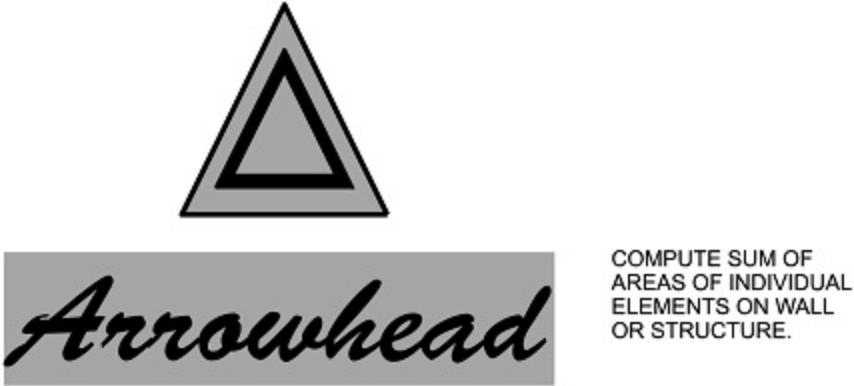


SIGN STRUCTURES



Notes: Sum of shaded areas only represents sign area. Sign constructed with panels or cabinets.

FIGURE 412.2.1 (3) | SIGN AREA—COMPUTATION METHODOLOGY



Notes: Sum of shaded areas only represents sign area for code compliance purposes. Examples of signs consisting of individual letters, elements or logos placed on building walls or structures.

FIGURE 412.2.1 (4) SIGN AREA—COMPUTATION METHODOLOGY

Section 412.3 | General Provisions

412.3.1 | Conformance to codes

Any sign hereafter erected shall conform to the provisions of this ordinance and the provisions of the *International Building Code* and of any other ordinance or regulation within this jurisdiction.

412.3.2 | Signs in rights-of-way

Signs other than an official traffic sign or similar sign shall not be erected within 2 feet (610 mm) of the lines of any street, or within any *public way*, unless specifically authorized by other ordinances or regulations of this jurisdiction or by specific authorization of the code official.

412.3.3 | Projections over public ways

Signs projecting over public walkways shall be permitted to do so only subject to the projection and clearance limits either defined herein or, if not so defined, at a minimum height of 8 feet (2438 mm) from *grade* level to the bottom of the sign. Signs, architectural projections, or sign structures projecting over vehicular access areas must conform to the minimum height clearance limitations imposed by the jurisdiction for such structures.

412.3.4 | Traffic visibility

Signs or sign structures shall not be erected at the intersection of any street in such a manner as to obstruct free and clear vision, nor at any location where by its position, shape, or color it may interfere with or obstruct the view of or be confused with any authorized traffic sign, signal, or device.

412.3.5 | Computation of frontage

If a premises contains walls facing more than one property line or encompasses property frontage bounded by more than one street or other property usages, the sign area(s) for each building wall or property frontage will be computed separately for each building wall or property line facing a different frontage. The sign area(s) thus calculated shall be permitted to then be applied to permitted signs placed on each separate wall or property line frontage.

412.3.6 | Animation and changeable messages

Animated signs, except as prohibited in Section 412.5, are permitted in commercial and *industrial* zones only. Changeable signs, manually activated, are permitted for nonresidential uses in all zones. Changeable signs, electrically activated, are permitted in all nonresidential zones.

412.3.7 | Maintenance, repair, and removal

Every sign permitted by this ordinance shall be kept in good condition and repair. Where any sign becomes insecure, in danger of falling or is otherwise deemed unsafe by the code official, or if any sign shall be unlawfully installed, erected or maintained in violation of any of the provisions of this ordinance, the owner thereof or the person or firm using same shall, upon written notice by the code official forthwith in the case of immediate danger, and in any case within not more than 10 days, make such sign conform to the provisions of this ordinance, or shall remove it. If within 10 days the order is not complied with, the code official shall be permitted to remove or cause such sign to be removed at the expense of the owner and/or the user of the sign.

412.3.8 | Obsolete sign copy

Any sign copy that no longer advertises or identifies a use conducted on the property on which said sign is erected must have the sign copy covered or removed within 30 days after written notification from the code official; and upon failure to comply with such notice, the code official is hereby authorized to cause removal of such sign copy, and any expense incident thereto shall be paid by the owner of the building, structure or ground on which the sign is located.

412.3.9 | Nonconforming signs

Any sign legally existing at the time of the passage of this ordinance that does not conform in use, location, height, or size with the regulations of the zone in which such sign is located, shall be considered to be a legal nonconforming use or structure, and shall be permitted to continue in such status until such time as it is either abandoned or removed by its owner, subject to the following limitations:

1. Structural *alterations*, enlargement or re-erection are permissible only where such alterations will not increase the degree of nonconformity of the signs.
2. Any legal nonconforming sign shall be removed or rebuilt without increasing the existing height or area if it is damaged, or removed if allowed to deteriorate to the extent that the cost of repair or restoration exceeds 50 percent of the replacement cost of the sign as determined by the code official.
3. Signs that comply with either Item 1 or 2 need not be permitted.

Section 412.4 | Exempt Signs

412.4.1 | Exempt signs

The following signs shall be exempt from the provisions of this chapter. Signs shall not be exempt from Section 412.3.4.

1. Official notices authorized by a court, public body, or public safety official.
2. Directional, warning or information signs authorized by federal, state, or municipal governments.
3. Memorial plaques, building identification signs and building cornerstones where cut or carved into a masonry surface or where made of noncombustible material and made an integral part of the building or structure.
4. The flag of a government or noncommercial institution, such as a school.
5. Religious symbols and seasonal decorations within the appropriate public holiday season.
6. Works of fine art displayed in conjunction with a commercial enterprise where the enterprise does not receive direct commercial gain.
7. Street address signs and combination nameplate and street address signs that contain no advertising copy and that do not exceed 6 square feet (0.56 m²) in area.

Section 412.5 | Prohibited Signs

412.5.1 | Prohibited signs

The following devices and locations shall be specifically prohibited:

1. With the exception of lawfully existing billboard signs, and those properly-permitted pursuant to the provisions of Section 412.6.5 below, and except as is otherwise specifically set forth in this Ordinance, off premises business or commercial signs are prohibited. A sign shall be deemed to be a business or commercial sign if it advertises a business, commercial establishment, product, or service.
2. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal, or device, or obstruct or interfere with a driver's view of approaching, merging, or intersecting traffic.
3. Except as provided for elsewhere in this code, signs encroaching on or overhanging public right-of-way. Signs shall not be attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.
4. Signs that blink, flash or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.
5. Portable signs except as allowed for temporary signs.
6. Any sign attached to, or placed on, a vehicle or trailer parked on public or private property, except for signs meeting the following conditions:

- A. The primary purpose of such a vehicle or trailer is not the display of signs.
 - B. The signs are magnetic, decals or painted on an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
 - C. The vehicle or trailer is in operating condition, currently registered and licensed to operate on public streets where applicable, and actively used or available for use in the daily function of the business to which such signs relate.
7. Vehicles and trailers are not used primarily as static displays, advertising a product or service, nor utilized as storage, shelter or distribution points for commercial products or services for the general public.
 8. Balloons, streamers, or pinwheels except those temporarily displayed as part of a special sale, promotion, or community event. For the purposes of this subsection, “temporarily” means not more than 20 days in any calendar year.
 9. Illuminated signs are prohibited in residential zoning districts.

Section 412.6 | Permits

412.6.1 | Permits required

Unless specifically exempted, a permit must be obtained from the code official for the erection and maintenance of all signs erected or maintained within this jurisdiction and in accordance with other ordinances of this jurisdiction. Exemptions from the necessity of securing a permit, however, shall not be construed to relieve the owner of the sign involved from responsibility for its erection and maintenance in a safe manner and in a manner in accordance with all the other provisions of this ordinance.

412.6.2 | Construction documents

Before any permit is granted for the erection of a sign or sign structure requiring such permit, construction documents shall be filed with the code official showing the dimensions, materials and required details of construction, including loads, stresses, anchorage, and any other pertinent data. The permit application shall be accompanied by the written consent of the owner or lessee of the premises on which the sign is to be erected and by engineering calculations signed and sealed by a *registered design professional* where required by the *International Building Code*.

412.6.3 | Changes to signs

Signs shall not be structurally altered, enlarged, or relocated except in conformity to the provisions herein, nor until a proper permit, if required, has been secured. The changing or maintenance of movable parts or components of an approved sign that is designed for such changes, or the changing of copy, business names, lettering, sign faces, colors, display and/or graphic matter, or the content of any sign shall not be deemed a structural *alteration*.

412.6.4 | Permit fees

Permit fees to erect, alter or relocate a sign shall be in accordance with the fee schedule adopted within this jurisdiction.

412.6.4 | Electronic Billboards

Outdoor Advertising Signs, consisting of digital billboards are permitted in the B-3, B-4 (Highway Commercial), I-1 and 1-2 (Industrial) zones but only upon approval by the Board of Adjustments as to location and subject to such conditions as the Board may deem appropriate as to such location. No digital billboard shall be constructed, placed, or erected within 1,000 feet of any existing digital billboard. The Board of Adjustments shall require a light study to be submitted with any application for a digital billboard.

An Applicant for a digital billboard must demonstrate its ability and willingness to remove and abandon one existing static billboard (off premises sign) within the City of Richmond upon issuance of the permit for the requested digital billboard. Upon approval of the application by the Board of Adjustments, and approval by the City of the necessary structural plans for the digital billboard (see 412.6.2) the City shall issue any necessary permits for installation and operation of the digital billboard.

If applicable, a copy of any required State Permit shall be submitted to the Codes Enforcement department after issuance of the City Permit, but prior to commencement of construction of the billboard.

Section 412.7 | Specific Sign Requirements

412.7.1 | Identification signs

Identification signs shall be in accordance with Sections 412.7.1.1 through 412.7.1.3.

412.7.1.1 | Wall signs

Every single-family residence, multiple-family residential complex, commercial or *industrial* building, and every separate nonresidential building in a residential zone may display wall signs per street frontage subject to the limiting standards set forth in Table 412.7.1.1(1). For shopping centers, planned *industrial parks* or other multiple-occupancy nonresidential buildings, the building face or wall shall be calculated separately for each separate occupancy.

TABLE 412.7.1.1(1) | IDENTIFICATION SIGN STANDARDS—WALL SIGNS

LAND USE	AGGREGATE AREA (square feet)
Single-family residential	10
Multiple-family residential	20
Nonresidential in a residential zone	20
Commercial and industrial	See Table 412.7.1.1(2)

TABLE 412.7.1.1(2) | SIGN AREA

DISTANCE OF SIGN FROM ROAD OR ADJACENT COMMERCIAL OR INDUSTRIAL ZONE	PERCENTAGE OF BUILDING ELEVATION PERMITTED FOR SIGN AREA
0 to 100 feet	15
101 to 300 feet	20
Over 301 feet	25

412.7.1.2 | *Free-standing signs*

In addition to any allowable wall signs, every single-family residential subdivision, multiple-family residential complex, commercial or *industrial* building, and every separate nonresidential building in a residential zone shall be permitted to display free-standing or combination signs per street frontage subject to the limiting standards set forth in Table 412.7.1.2.

TABLE 412.7.1.2 | IDENTIFICATION SIGN STANDARDS—FREE-STANDING SIGNS a,b,c

LAND USE	NUMBER OF SIGNS	HEIGHT (feet)	AREA (square feet)	SPACING
Single-family residential	1	5	20	1 per subdivision entrance ^a
Multiple-family residential	1	5	20	1 per driveway ^a
Nonresidential in a residential zone ^{d,e}	1	10	30	300 ^{a,f}
Commercial and industrial	1	See Figures 412.7.1.2(1), (2) and (3)	See Figures 412.7.1.2(1), (2) and (3)	150 ^{b,f}

- A. For subdivision or apartment identification signs placed on a decorative entry wall approved by the code official, two identification signs shall be permitted to be placed at each entrance to the subdivision or apartment complex, one on each side of the driveway or entry drive.
- B. For shopping centers or planned *industrial parks*, two monument-style free-standing signs not exceeding 50 percent each of the permitted height and area, and spaced not closer than 100 feet to any other free-standing identification sign, shall be permitted to be allowed in lieu of any free-standing sign otherwise permitted in this table.
- C. For any commercial or industrial development complex exceeding 1,000,000 square feet of gross leasable area, or 40 acres in size, such as regional shopping centers, auto malls or planned *industrial parks*, one free-standing sign per street front shall be permitted to be increased in sign area by up to 50 percent.
- D. Excludes home occupation
- E. Excludes existing-nonconforming
- F. Must be 50 feet from residential lot line

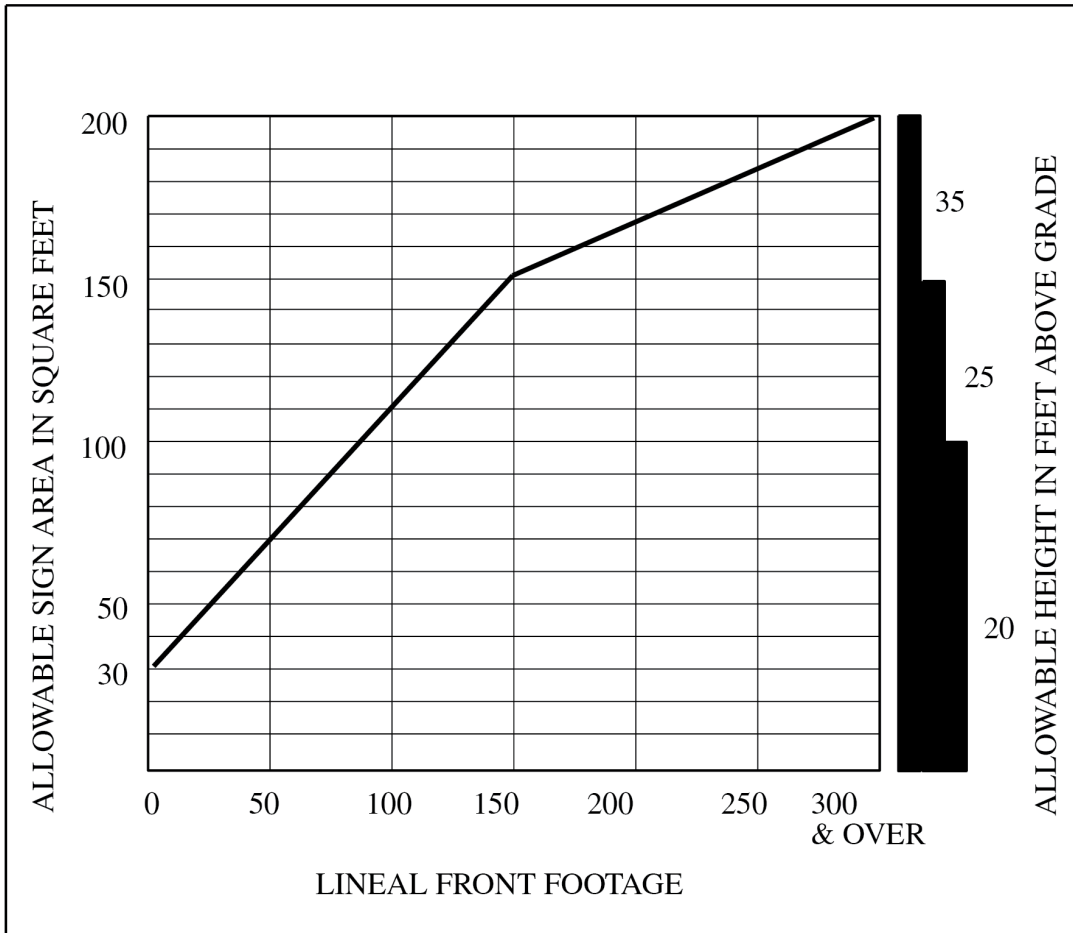


FIGURE 412.7.1.2(1) | ON-PREMISE FREE-STANDING SIGNS/COMMERCIAL AND INDUSTRIAL ZONES VEHICULAR SPEED SUBJECT TO POSTED LIMITS UNDER 35 MILES PER HOUR

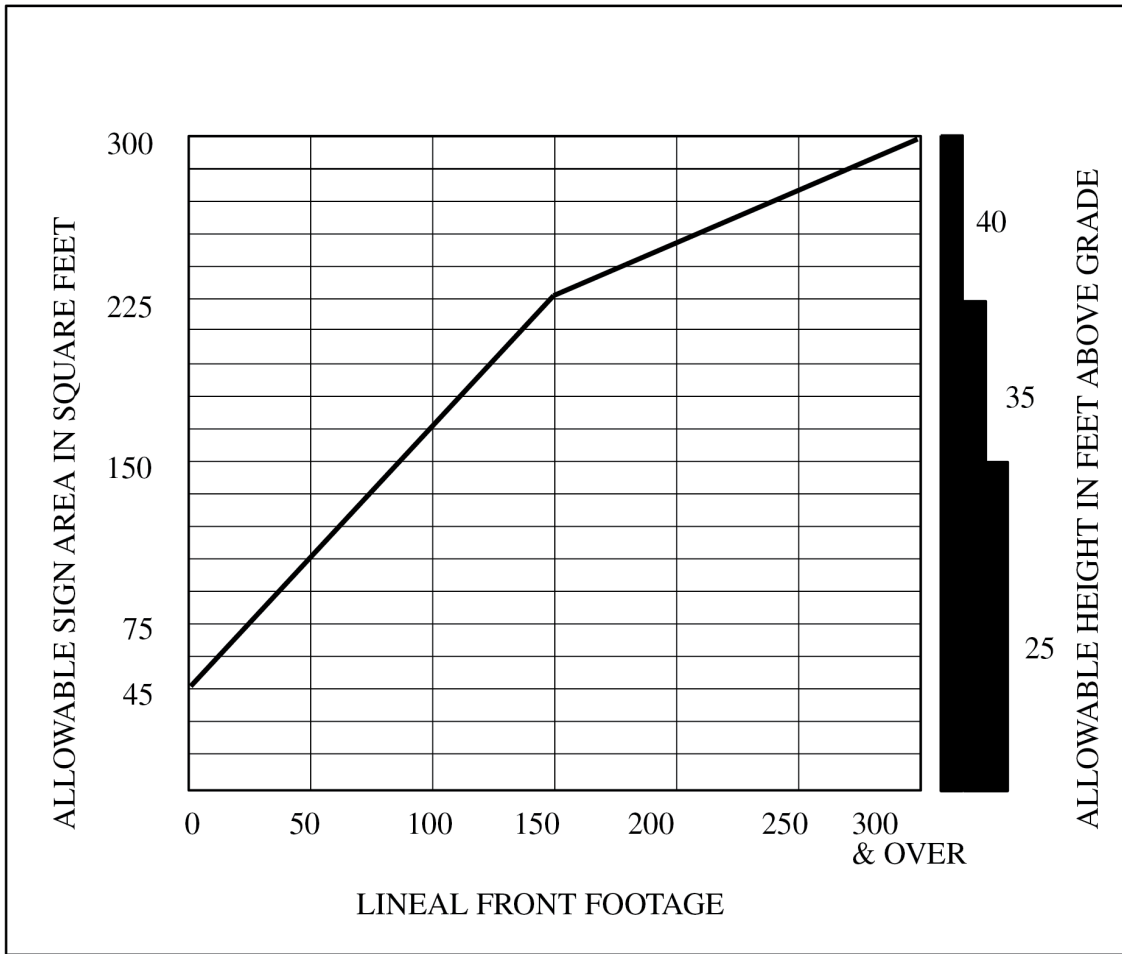


FIGURE 412.7.1.2(2) | ON-PREMISE FREE-STANDING SIGNS/COMMERCIAL AND INDUSTRIAL ZONES VEHICULAR SPEED SUBJECT TO POSTED LIMITS BETWEEN 35 AND 55 MILES PER HOUR (INCLUSIVE)

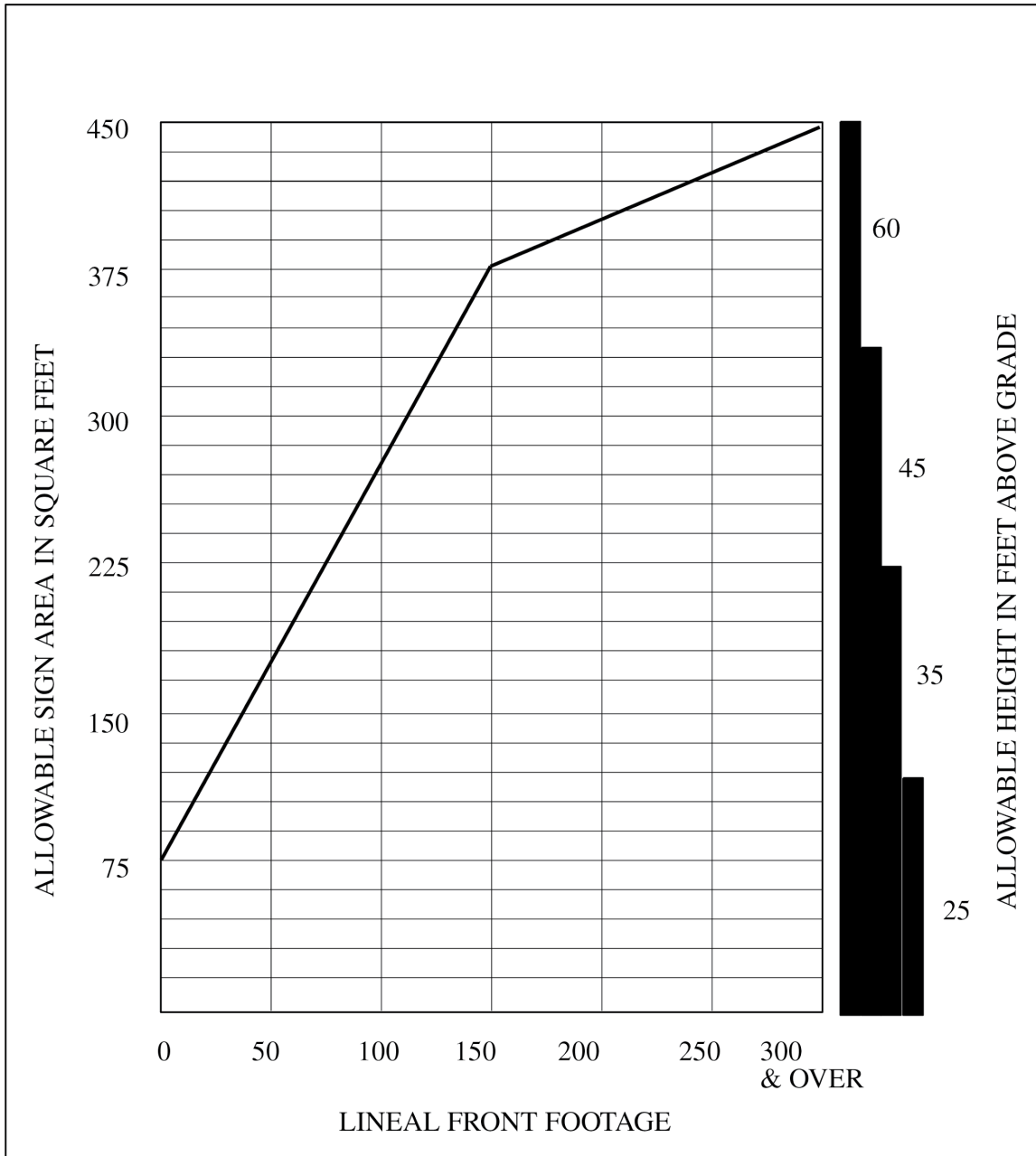


FIGURE 412.7.1.2(3) | ON-PREMISE FREE-STANDING SIGNS/COMMERCIAL AND INDUSTRIAL ZONES VEHICULAR SPEED SUBJECT TO POSTED LIMITS ABOVE 55 MILES PER HOUR

412.7.1.3 | Directional signs

Not more than two directional signs shall be permitted per street entrance to any lot. There shall be no limit to the number of directional signs providing directional information interior to a lot. In residential zones, the maximum area for directional signs shall be **4** square feet. For all other zones, the maximum area for any directional sign visible from adjacent property or rights-of-way shall be **6** square feet. Not more than 25 percent of the area of any directional sign shall be permitted to be devoted to business identification or logo, which area shall not be assessed as identification sign area. In all zones, the maximum height of a directional sign shall be 3 feet.

412.7.2 | Temporary signs

Temporary signs shall be in accordance with Sections 412.7.2.1 through 412.7.2.6.

412.7.2.1 | Real estate signs

Real estate signs shall be permitted in all zoning districts, subject to the following limitations:

1. Real estate signs located on a single residential lot shall be limited to one sign, not greater than 6 feet in height and 12 square feet in area.
2. Real estate signs advertising the sale of lots located within a subdivision shall be limited to one sign per entrance to the subdivision, and each sign shall be not greater than 32 square feet in area nor 6 feet in height. Signs permitted under this section shall be removed within 10 days after sale of the last original lot.
3. Real estate signs advertising the sale or lease of space within commercial or *industrial* buildings shall be not greater than 32 square feet in area nor 8 feet in height, and shall be limited to one sign per street front.
4. Real estate signs advertising the sale or lease of vacant commercial or *industrial* land shall be limited to one sign per street front, and each sign shall be not greater than 15 feet in height, and 50 square feet for property of 10 acres (40 470 m²) or less, or 100 square feet (9.3 m²) for property exceeding 10 acres (40 470 m²).
5. Real estate signs shall be removed not later than 10 days after execution of a lease agreement in the event of a lease, or the closing of the sale in the event of a purchase.

412.7.2.2 | Development and construction signs

Signs temporarily erected during construction to inform the public of the developer, contractors, architects, engineers, the nature of the project or anticipated completion dates, shall be permitted in all zoning districts, subject to the following limitations:

1. Such signs on a single residential lot shall be limited to one sign, not greater than 6 feet in height and 12 square feet in area.
2. Such signs for a residential subdivision or multiple residential lots shall be limited to one sign, at each entrance to the subdivision or on one of the lots to be built on, and shall be not greater than 6 feet in height and 32 square feet in area.
3. Such signs for nonresidential uses in residential districts shall be limited to one sign, and shall be not greater than 6 feet in height and 32 square feet in area.
4. Such signs for commercial or *industrial* projects shall be limited to one sign per street front, not to exceed 8 feet in height and 32 square feet for projects on parcels 5 acres (20 235 m²) or less in size, and not to exceed 8 feet in height and 50 square feet for projects on parcels larger than 5 acres (20 235 m²).
5. Development and construction signs shall not be displayed until after the issuance of construction permits by the building official, and must be removed not later than 24 hours following issuance of an occupancy permit for any or all portions of the project.

412.7.2.3 | *Special promotion, event, and grand opening signs*

Signs temporarily displayed to advertise special promotions, events and grand openings shall be permitted for nonresidential uses in a residential district, and for all commercial and *industrial* districts subject to the following limitations:

1. Such signs shall be limited to one sign per street front.
2. Such signs shall be displayed for not more than 30 consecutive days in any 3-month period, and not more than 60 days in any calendar year. The signs shall be erected not more than 5 days prior to the event or grand opening, and shall be removed not more than 1 day after the event or grand opening.
3. The total area of all such signs shall not exceed 10 square feet in any single-family residential district, 15 square feet in any multiple family residential district and 32 square feet in any commercial or *industrial* district.

412.7.2.4 | *Special event signs in public ways*

Signs advertising a special community event shall not be prohibited in or over public rights-of-way, subject to approval by the code official as to the size, location, and method of erection. The code official may not approve any special event signage that would impair the safety and convenience of use of public rights-of-way, or obstruct traffic visibility.

412.7.2.5 | *Portable signs*

Portable signs shall be permitted only in the C, CR and FI districts, as designated in this code, subject to the following limitations:

1. Not more than one such sign shall be displayed on any property, and shall not exceed a height of 6 feet nor an area of 32 square feet.
2. Such signs shall be displayed not more than 20 days in any calendar year.
3. Any electrical portable signs shall comply with NFPA 70, as adopted in this jurisdiction.
4. Portable signs shall not be displayed prior to obtaining a sign permit.

412.7.2.6 | *Political signs*

Political signs shall be permitted in all zoning districts, subject to the following limitations:

1. Such signs shall not exceed a height of 6 feet nor an area of 32 square feet.
2. Such signs for election candidates or ballot propositions shall be displayed only for a period of 60 days preceding the election and shall be removed within 10 days after the election, provided that signs promoting successful candidates or ballot propositions in a primary election may remain displayed until not more than 10 days after the general election.
3. Such signs shall not be placed in any public right-of-way or obstruct traffic visibility.

412.7.3 | Requirements for specific sign types

Signs of specific type shall be in accordance with Sections 412.7.3.1 through 412.7.3.7.

412.7.3.1 | Canopy and marquee signs

1. The permanently-affixed copy area of canopy or marquee signs shall not exceed an area equal to 25 percent of the face area of the canopy, marquee, or architectural projection on which such sign is affixed or applied.
2. Graphic striping, patterns, or color bands on the face of a building, canopy, marquee, or architectural projection shall not be included in the computation of sign copy area.

412.7.3.2 | Awning signs

1. The copy area of *awning* signs shall not exceed an area equal to 25 percent of the background area of the *awning* or *awning* surface to which such a sign is affixed or applied, or the permitted area for wall or fascia signs, whichever is less.
2. Neither the background color of an *awning*, nor any graphic treatment or embellishment thereto such as striping, patterns or valances, shall be included in the computation of sign copy area.

412.7.3.3 | Projecting signs

1. Projecting signs shall be permitted in lieu of freestanding signage on any street frontage limited to one sign per occupancy along any street frontage with public entrance to such an occupancy, and shall be limited in height and area to 1.5 square feet per each 1 lineal feet of building frontage, except that no such sign shall exceed an area of 100 square feet.
2. Such sign shall not extend vertically above the highest point of the building facade on which it is mounted by more than 5 percent of the height of the building facade.
3. Such signs shall not extend over a public sidewalk in excess of 50 percent of the width of the sidewalk.
4. Such signs shall maintain a clear vertical distance above any public sidewalk of not less than 8 feet.

412.7.3.4 | *Under canopy signs*

1. Under canopy signs shall be limited to not more than one such sign per public entrance to any occupancy, and shall be limited to an area not to exceed 6 square feet.
2. Such signs shall maintain a clear vertical distance above any sidewalk or pedestrian way of not less than 8 feet.

412.7.3.5 | *Roof signs*

1. Roof signs shall be permitted in commercial and *industrial* districts only.
2. Such signs shall be limited to a height above the roofline of the elevation parallel to the sign face of not more than 5 percent of the height of the roofline in commercial districts, and 10 percent of the height of the roofline in *industrial* districts.
3. The sign area for roof signs shall be assessed against the aggregate permitted area for wall signs on the elevation of the building most closely parallel to the face of the sign.

412.7.3.6 | *Window signs*

Window signs shall be permitted for any nonresidential use in a residential district, and for all commercial and *industrial* districts, subject to the following limitations:

1. The aggregate area of all such signs shall not exceed 25 percent of the window area on which such signs are displayed. Window panels separated by muntins or mullions shall be considered to be one continuous window area.
2. Window signs shall not be assessed against the sign area permitted for other sign types.

412.7.3.7 | *Menu boards*

Menu board signs shall not be permitted to exceed 50 square feet (4.6 m²).

Section 412.8 | Signs for Development Complexes

412.8.1 | Master sign plan required

Landlord or single owner controlled multiple-occupancy development complexes on parcels exceeding 8 acres (32 376 m²) in size, such as shopping centers or planned *industrial* parks, shall submit to the code official a master sign plan prior to issuance of new sign permits. The master sign plan shall establish standards and criteria for all signs in the complex that require permits, and shall address, at a minimum, the following:

1. Proposed sign locations.
2. Materials.
3. Type of illumination.
4. Design of *free-standing sign* structures.
5. Size.
6. Quantity.
7. Uniform standards for nonbusiness signage, including directional and informational signs.

412.8.2 | Development complex sign

In addition to the freestanding business identification signs otherwise allowed by this ordinance, every multiple-occupancy development complex shall be entitled to one free-standing sign per street front, at the maximum size permitted for business identification free-standing signs, to identify the development complex. Business identification shall not be permitted on a development complex sign. Any free-standing sign otherwise permitted under this ordinance may identify the name of the development complex.

412.8.3 | Compliance with master sign plan

Applications for sign permits for signage within a multiple-occupancy development complex shall comply with the master sign plan.

412.8.4 | Amendments

Any amendments to a master sign plan must be signed and approved by the owner(s) within the development complex before such amendment will become effective.