

# 6: SIGNS

## 6.1: PURPOSE

### 6.1.1 PURPOSE

The purpose of this section is to regulate the time, place and manner in which signs shall be permitted. In furtherance of these purposes, standards are provided that are designed to protect and promote the public health, safety, and welfare, and to enhance the physical appearance, natural beauty, and historical significance of the city.

It is the desire of the city to allow business owners the opportunity to post adequate signage that contributes to the public realm, while preventing distractions and obstructions to motor vehicle operators and pedestrians that might lead to accidents or traffic congestion, removing obstructions to light, air and open space, and reducing the accumulation of clutter.

## 6.2: ADMINISTRATION AND MASTER SIGN PLANS

### 6.2.1 APPLICABILITY

- A. **Applicability:** The regulations of this article shall apply to all districts.
- B. **Permit Required:** A Project Permit (Section 9.5) shall be required for the erection, placement, alteration, or reconstruction of any sign unless otherwise noted.
- C. **Historic District:** In addition, signs erected in the Beaufort Historic District are also subject to the conditions and procedures for erection and change of structures required in the Beaufort Historic District Sign Guidelines (Section 6.4).
- D. **Home Occupation Signage:** Home Occupation signage is permitted as specified in Section 3.3.2.D.

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## 6.2.2 MASTER SIGN PLANS

- A. **Applicability:** Master Sign Plans are required for the following development types:
1. New multi-tenant or multi-building development with 5 or more occupiable spaces.
  2. Existing multi-tenant or multi-building development when the primary tenant proposes signage changes — the owner/manager of the multi-tenant/multi-building center shall be responsible for preparing the Master Sign Plan. For existing multi-tenant/multi-building centers where there is no clear primary tenant (for example, when there are several tenant spaces of equal size,) a Master Sign Plan shall not be required, but is highly encouraged.
- B. **Approval Required:** No permit shall be issued for an individual sign requiring a permit unless and until a Master Sign Plan for the lot has been reviewed and approved by the appropriate body.
- C. **Conformance with Plan:** After approval of a Master Sign Plan, no sign shall be erected, placed, painted, or maintained, except in conformance with such plan.
- D. **Amending a Master Sign Plan:** A Master Sign Plan may be amended by filing a new plan that conforms with all requirements of the Code then in effect.
- E. **Voluntary Restrictions:** The Master Sign Plan may contain such other restrictions as the owners of the parcels may reasonably determine.
- F. **Design:** The design, material, color, location, and illumination of signage shall be compatible with the overall design of the development.
- G. **Size:** The size of all signs must be equal to or less than the amount indicated in Sections 6.5 and 6.6 with the exception of monument signs. Sizes for monument signs are as follows:
1. Where 5-10 occupiable spaces are located on one parcel, a 125% increase in monument sign area is permitted.
  2. Where 11-20 occupiable spaces are located on one parcel, a 150% increase in monument sign area is permitted.
  3. Where 21 or more occupiable spaces are located on one parcel, a 200% increase in monument sign area is permitted.
  4. **Contiguous Parcels:** When the owners of 2 or more contiguous parcels (disregarding intervening streets and alleys) file for a Master Sign Plan, 1 freestanding sign shared between all parcels shall be permitted an increased area based on the number of occupiable spaces listed above.
- H. **Sign Types:** All sign types listed in Sections 6.5 and 6.6 may be included in a Master Sign Plan. In addition, other types of signage may be permitted at the discretion of the administrator, provided that it is compatible with the overall design of the development and does not result in signage in excess of the overall allowances listed in this Article.

## 6.3: GENERAL PROVISIONS

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### 6.3.1 PLACEMENT AND DESIGN

- A. **Placement:** Except as permitted specifically in this article, signs shall not be posted in the public right-of-way, on trees, or utility poles, except where encroachments are specifically permitted by this article.)
- B. **Materials:** Sign structures shall be constructed of durable materials such as wood, concrete, metal, brick, or other similar materials. Unfinished wood, cardboard, styrofoam, and similar materials are not permitted. Plastic and plastic substrates are permitted outside of the Historic District.

- C. **Design:** The design, color, location, and illumination of signage shall be compatible with the overall design of the development.

### 6.3.2 SIGN ILLUMINATION

- A. **Location:** No illuminated sign, other than signs permitted on church property, shall be permitted within 100 feet of any T3 district. No sign located within 300 feet of a T3 district shall be illuminated between the hours of 10:00pm and 6:00am
- B. **Internal Illumination:** The background of internally illuminated cabinet signs shall be completely opaque. This provision does not apply to internally illuminated channel letters.
- C. **Shielding:** Unless otherwise expressly prohibited, signs may be illuminated provided that any lighting illuminates only the surface area of a sign and is shaded, shielded, or directed so that the light intensity or brightness does not interfere with the safe vision of motorists or bicyclists, as determined by the administrator based on real-time evaluation and/or review of a photometric plan. Around external lighting, landscaping shall be designed to conceal the base of the light fixture to the extent feasible.

### 6.3.3 COMPUTATION OF SIGN AREA

- A. The area of a sign shall be deemed to be the area of the sign face formed by a perimeter consisting of a series of straight lines enclosing all parts of the sign. With respect to signs that are composed of individual symbols, letters, figures, illustrations, message, forms, or panels, sign area shall be considered to include all lettering, wording, and accompanying designs and symbols. Sign area shall also include any background material, panel, trim, color, and direct or self-illumination used that differentiates the sign from the building, structure, backdrop surface, or object upon which or against which it is placed. The sign structure shall not be included as a portion of the sign face, provided that no message, symbol, or any of the aforementioned sign face criteria are displayed on, or designed as part of, the sign structure.
- B. Corporate or brand colors, to the extent that the paint color or pattern is not consistent with the design standards of the district, shall also be considered signage and shall count towards the permitted area calculation.

### 6.3.3 COMPUTATION OF SIGN HEIGHT

- A. Height shall be measured either from the edge of the adjoining sidewalk or street or from the base of the sign if the sign is located on the natural grade, to the highest point on the sign. Architectural elements related to the support structure may extend up to 1 foot over the permitted height.

### 6.3.4 CONSTRUCTION

- A. **Installation:** With the exception of portable and temporary signs as permitted in this article, signs shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame, or structure.
- B. **Electrical Components:** Signs with internal electrical wiring or lighting equipment, and all external lighting equipment, shall be inspected and approved by the city in accordance with existing and prevailing electrical codes. All wiring to electrical signs or to lighting equipment directed to ground signs shall be underground and Ground Fault Circuit Interrupter (GFCI) protected.

### 6.3.5 MAINTENANCE REQUIREMENTS

The following maintenance requirements shall be observed for all signs visible from any public street, and any deficiency shall be corrected within 30 days of being detected unless otherwise determined by the administrator:

- A. No sign shall have more than 10% of its surface area covered with disfigured, cracked, ripped or peeling paint or poster paper.
- B. No sign shall stand with bent or broken sign facings, broken supports, loose appendages or struts, or be allowed to stand more than 15 degrees away from the perpendicular.
- C. No sign shall have weeds, trees, vines, or other vegetation growing upon it or obscuring its view from the street from which it is to be viewed.
- D. No internally illuminated sign shall stand with only partial illumination.
- E. Whenever the use of a building or premises by a business or occupation is discontinued for at least 30 days, then the signs pertaining to that business or occupations shall be removed, with the following exceptions:
  1. Businesses who are relocating within the city shall be permitted to retain signage for up to 6 months unless the building is reoccupied.
  2. An extension, for up to 6 months, shall be permitted upon written request.

## 6.4: BEAUFORT HISTORIC DISTRICT SIGN GUIDELINES

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### 6.4.1 APPLICABILITY

The requirements for this section apply to all signs within the Historic District Overlay as established in Section 2.7.1.

### 6.4.2 DESIGN RECOMMENDATIONS

- A. Style of sign will not be restricted as long as it is in conformance with guidelines appropriate for each separate district.
- B. Signs that are designed to be historically appropriate shall not predate the facade to which they are applied — for example, an early 1900's building should not have a reproduction of a colonial or 1700's sign.
- C. Numbers of colors shall not be restricted; however, color selection shall be compatible with the building in question, as well as other buildings within the block.
- D. Lettering styles and combinations shall not be restricted.
- E. Illuminated signs are permitted. Backlit and internally lit signs are not allowed. Only shielded, incandescent external lights or concealed incandescent lighting will be allowed.

### 6.4.3 LOCATION

The placement of signs shall follow these general guidelines.

- A. Signs shall not obscure architectural details.
- B. Space on the building facade specifically designed to contain signage shall be the most appropriate location for signs.
- C. Signs shall be placed so as to be sensitive to signage of adjacent businesses.
- D. The scale and proportions of the sign shall take into account the scale and proportions of the building on which it is mounted.

- E. Size of individual signs shall be limited to the extent necessary to prevent them from obscuring or competing with other elements of the building.

#### 6.4.4 SIGN MATERIALS

- A. Inappropriate materials and finishes generally include: interior-grade wood, unfaced plywood, plastic and plastic substrates, and unfinished wood.
- B. Sign materials shall complement but not necessarily match the building's materials — for example, high-gloss plastic lettering would be acceptable for an enameled metal gas station, but not appropriate for a clapboard frame structure.
- C. Sign brackets shall be constructed of painted wood or prefinished, prepainted metal. Guywires, if needed, shall be as inconspicuous as possible.
- D. Signs shall be mounted in a way that minimizes damage to historic materials. On masonry buildings, bolts shall extend through mortar joints and not through masonry units. On frame buildings, mounting brackets and bolts shall be the minimal amount necessary to assure adherence to the surface and prevent excessive wood penetration.

#### 6.4.5 NEON SIGNS

- A. Neon signs displaying business name or logo only shall be allowed only within the interior of the building and shall not exceed 10% of window area or 3 square feet – whichever is less – per business.
- B. The total area of neon signs shall not exceed 20% of the area of the display window.
- C. A sign may also display the word “Open” provided it does not exceed 2 square feet in size.
- D. Product advertising signs located on the interior of the structure shall not be prominently visible from the street.

#### 6.4.6 NUMBER OF SIGNS

Each lot shall be allowed 1 freestanding sign per street frontage, if such sign can be set back from the edge of the street right-of-way a minimum of 18 inches, provided further that clear sight distance requirements can be met.

- A. Each tenant space shall be allowed 2 different attached signs per street frontage, subject to the provisions in Section 6.5. If a freestanding sign is present on a street frontage, only one additional fixed sign per business shall be permitted on that street frontage. A third sign will be allowed if it is a window sign and in keeping with Section 6.5.
- B. If it is more compatible with the architecture, a tenant space may be permitted multiple wall signs, at the discretion of the administrator, provided that the total square footage does not exceed the maximum square footage permitted.
- C. A building with more than 1 storefront shall have similar sign and mounting treatments so as to provide balance and unity to the building.

## 6.5: FREESTANDING SIGNS

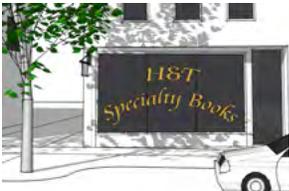
**6.5.1 APPLICABILITY:** The following chart applies to all types of developments as stated except for individual single-family or 2-3 unit building lots, or subdivisions containing fewer than 30 units.

SIGN TYPE AND PERMITTED LOCATION	MAX. AREA	MAX. HEIGHT	MIN. SETBACK	ADDITIONAL REQUIREMENTS	
 <p><b>A. Monument Sign:</b> A sign constructed on the ground, typically with a continuous footing or foundation with the base of the sign at grade — the size of the support structure for any monument sign shall be a maximum of 50% of the size of the sign face. When sign is less than 24 square feet, it is not required to be have a continuous footing, but it may be supported by 2 side posts.</p>	T1 T3 MH  T4 T5  RMX LI IC	32 ft <sup>2</sup>  10 ft <sup>2</sup> (5 ft <sup>2</sup> in HD)  48 ft <sup>2</sup>	10 ft  8 ft  10 ft	3 ft from ROW (18 inches in HD)  3 ft from ROW (18" in HD)  10 ft from ROW	<ol style="list-style-type: none"> <li>Maximum Number: 1 per parcel; if frontage is greater than 500 feet then 2 are permitted (spaced at least 300 feet apart).</li> <li>Encroachment: No encroachment allowed.</li> <li>For lots or combinations of lots serving 5 or more tenant spaces, see Section 6.2.2.G.</li> <li>In RMX, LI and IC : Lots with 150-500 feet of road frontage are permitted to have a 60 square foot sign; parcels with greater than 500 feet of frontage are permitted to have an 80 square foot sign.</li> <li>Landscaping, not including grass, shall be required for all monument signs. Such landscaping shall equal the total surface area of the sign face.</li> <li>Monument signs are not permitted for new buildings in the Boundary Street Redevelopment District.</li> </ol>
 <p><b>B. Post and Arm Sign:</b> A sign that is supported by a single post</p>	T35 T4 T5	10 ft <sup>2</sup> (5 ft <sup>2</sup> in HD)	6 ft	3 ft from ROW (18" in HD)	<ol style="list-style-type: none"> <li>Maximum Number: 1 per lot</li> <li>Encroachment: No encroachment is allowed.</li> <li>Post and Arm signs are not permitted on Boundary Street for new buildings from Neil Road to Ribaut Road, or on Robert Smalls Parkway from Neil Road to Boundary Street.</li> </ol>
 <p><b>C. Sandwich Board Sign:</b> A portable sign shaped like an A-frame with a sign panel on one or both sides, where the sign panel is integral to the structure of the sign</p>	T3 T4 T5	8 ft <sup>2</sup> (6 ft <sup>2</sup> in HD)	4 ft (3.5 ft <sup>2</sup> in HD)		<ol style="list-style-type: none"> <li>Maximum Number: 1 per tenant</li> <li>Encroachment: May be located on a public sidewalk, but must maintain at least 48 inches of unobstructed pedestrian space</li> <li>Shall not be located in a planting strip between the sidewalk and the travel lane.</li> <li>Shall be located as close to the building as possible</li> <li>Shall be displayed only when the establishment is open for business</li> </ol>
 <p><b>D. Easel Sign:</b> A sign or message board displayed on a portable, open frame, such as a tripod</p>	T3 T4 T5	3.5 ft <sup>2</sup>	6 ft		<ol style="list-style-type: none"> <li>Maximum Number: 1 per tenant</li> <li>Encroachment: May be located on a public sidewalk, but must maintain at least 48 inches of unobstructed pedestrian space</li> <li>Shall not be located in a planting strip between the sidewalk and the travel lane.</li> <li>Shall be located as close to the building as possible</li> <li>Shall be displayed only when the establishment is open for business</li> </ol>

Note: For signs A and B, square footage indicated is the amount permitted per side.

## 6.6: ATTACHED SIGNS

**6.6.1 APPLICABILITY:** The following chart applies to all types of developments as stated except for individual single-family or 2-3 unit building lots, or subdivisions containing fewer than 30 units.

SIGN TYPE AND PERMITTED LOCATION	MAX. AREA*	ADDITIONAL REQUIREMENTS
<p><b>A. Wall Sign</b> A sign mounted parallel to or painted on a building facade or other vertical building surface.</p> 	<p>T1 T3 T4 T5</p> <p>1 ft<sup>2</sup> per linear ft of building frontage — in the Boundary Street Redevelopment District, signage is permitted to be a maximum of 10% of square footage of the facade area</p>	<ol style="list-style-type: none"> <li>Maximum Number: 1 per building frontage or tenant space</li> <li>No sign shall extend above the roof line.</li> <li>Sign shall not project more than 18 inches from the wall surface.</li> <li>Not permitted for residences with 3 or fewer dwelling units</li> </ol>
<p><b>B. Canopy/Awning Sign</b> A sign that is suspended from, attached to, supported from or forms a part of a canopy</p> 	<p>T4 T5</p> <p>1 ft<sup>2</sup> per linear ft of building or tenant space</p>	<ol style="list-style-type: none"> <li>Maximum Number: 1 per building Frontage per tenant</li> <li>Must allow 8 feet clearance above sidewalk</li> <li>Shall not be placed above 2nd floor window sill or cornice of building, whichever is higher</li> <li>May encroach over sidewalk area no closer than 18 inches from curb</li> <li>Only the valance area of the awning/canopy may be used as a message area. The valance shall be a maximum of 1 ft tall with lettering a maximum of 9 inches tall. The valance shall be made of the same material and shall be the same color as the awning/canopy.</li> </ol>
<p><b>C. Window/Door Sign</b> Any sign that is painted on, applied to, attached to, or projected upon or within the exterior or interior of a building glass area, including doors or windows — may include a message, symbol, insignia, visual representation, logotype, or any other form that communicates information — can be read from off-premises contiguous property or public right-of-way</p> 	<p>T4 T5</p> <p>25% of glass area per window/door</p>	<ol style="list-style-type: none"> <li>Applied plastic or vinyl cut letters are prohibited.</li> <li>No permit is necessary for temporary promotional signs posted on the interior side of the glass; these signs shall count toward the 25% maximum window coverage.</li> </ol>
<p><b>D. Projecting/Suspended Sign</b> Any sign other than a wall sign that is attached to and projects from the wall or face of a building or is suspended from the underside of a horizontal plane</p> 	<p>T1 T3 T4 T5-UC</p> <p>8 ft<sup>2</sup></p> <p>T5-DC</p> <p>5.25 ft<sup>2</sup></p> <p>RMX IC ID</p> <p>10 ft<sup>2</sup></p>	<ol style="list-style-type: none"> <li>Maximum Number: 1 per tenant</li> <li>Must allow 8 feet clearance above sidewalk</li> <li>May project no more than 4 feet from building face and no closer than 18 inches from curb</li> <li>Not permitted for residences with 3 or fewer dwelling units</li> <li>Projecting signs shall not be higher than the fascia and/or cornice and shall not extend above the eave line.</li> <li>For multi-story buildings, sign brackets shall be mounted no higher than the sill of the second floor window.</li> </ol>
<p><b>E. Marquee Sign</b> A vertically-oriented sign supported solely by the building to which it is attached and projecting horizontally over part of the public right-of-way — may project perpendicular to the facade or at 45 degree angle from the corner of the building.</p> 	<p>T4 T5 RMX IC</p> <p>24 ft<sup>2</sup>, with maximum width of 2 ft</p>	<ol style="list-style-type: none"> <li>Maximum Number: 1 per building</li> <li>May project no more than 3 feet from building face</li> <li>Shall not extend more than 10 feet above cornice; shall allow 12 feet clearance above sidewalk</li> <li>Sign thickness shall not exceed 10 inches.</li> <li>Shall not extend above the eave of a pitched roof</li> </ol>

\*The total area of all attached signs for a business shall be no more than 1.5 times the linear frontage of the building, or in the case of multi-tenant buildings, than the individual tenant space.

## 6.7: OTHER SIGNS THAT REQUIRE A PERMIT

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### 6.7.1 CHANGEABLE COPY SIGNS

- A. **Permitted Location:** Changeable copy signs are permitted for businesses or institutions that require sign messages to change on a regular basis. These include, but are not limited to, restaurants, theaters, churches, schools, non-profit organizations, and gasoline service stations.
- B. **Maximum Area**
  - 1. **Fuel Sales:** For fuel sales establishments, the changeable copy area shall not be more than 40% of the sign face of any freestanding sign. This does not include the fuel price numerals, which also shall not exceed 40% of the sign face of any freestanding sign. See Section 6.7.4 for exceptions to this provision.
  - 2. **Churches, Schools and Theaters:** The changeable copy area may be up to 12 square feet in addition to the signage permitted by district.
  - 3. **Digital Signs:** Changeable copy is not permitted to be digital with the following exceptions:
    - a. Time and temperature signs in the LI and RMX districts are permitted to be digital. The changeable copy area shall not be more than 25% of the maximum freestanding signage allowed.
    - b. For fuel sales establishments in the LI and RMX Districts, the portion of the freestanding sign displaying fuel prices may be digital with the following conditions:
      - i. The ambient light output shall not exceed 0.3 footcandles, as determined by a photometric plan presented at the submission of a sign application.
      - ii. If a site contains multiple signs with LED numerals, only one sign shall be visible at any given time.

### 6.7.2 TENANT DIRECTORY SIGNS

- A. **Applicability:** Tenant directory signs listing only the name and address of the business shall be permitted in multi-building, multi-tenant professional, office, and/or business centers.
- B. **Maximum Area:** 32 square feet in surface area shall be permitted per street frontage.
- C. **Maximum Height:** 10 feet
- D. **Maximum Number:** 1 per lot — lots with more than 1,000 feet of street frontage and more than one Department of Transportation-approved driveway or street entrance shall be permitted an additional directory sign on the condition that such driveways are spaced at least 1,000 feet apart.
- E. **Location:** Tenant directory signs shall be located within the buildable area and outside of any required buffer. The tenant directory sign must be located at least 25 feet from any adjacent right-of-way.

### 6.7.3 DIRECTIONAL SIGNS

- A. **Applicability:** A directional sign has a directional message in symbols or words and may be a private, unofficial traffic signs, designate private parking, or be placed at a site entrance to warn the public against trespassing. It may also contain the name of a business on the site, and/or its address.
- B. **Permitted Location:** All districts

- C. **Maximum Number:** 1 per direction per entrance
- D. **Maximum Area:** 2 square feet
- E. **Maximum Height:** 2.5 feet
- F. **Off-Premises Signs:** Off-premises signs are not permitted.

#### 6.7.4 SERVICE STATION SIGNS

- A. **Applicability:** Fuel Sales establishments shall be permitted the following additional signs:
  1. **Pump Island Signs:** One gasoline and/or self-service/full-service sign per pump island is permitted. The sign shall have a maximum of 10 square feet in surface area and shall be attached to the pump island.
  2. **Pumps:** Each gasoline pump shall be permitted to display only the brand name or logo of the gasoline, which shall not exceed the face of the pump.
  3. **Canopies:** Only height-warning signs shall be permitted on gasoline canopies.
  4. **In T4 and T5:** Where Monument Signs are limited to 10 square feet or fewer, gas stations may increase the size of their Monument Signage by 10 square feet provided that the area containing the logo is limited to the allowed signage per Section 6.5.1.A. The additional 10 square feet may contain the gasoline prices and/or a reader board.

#### 6.7.5 OUTDOOR DRIVE-THROUGH MENU BOARDS

- A. **Applicability:** Outdoor drive-through menu boards are signs associated with drive-through establishments.
- B. **Maximum Area:**
  1. Transect-based districts: 24 square feet
  2. Conventional districts: 32 square feet
- C. **Number:** 2 — 1 menu board and 1 pre-order board are permitted.
- D. **Canopies:** Drive-thru canopies shall be permitted, provided they do not contain any signage or corporate/trademark colors, to the extent that the paint color or pattern is not consistent with the design standards of the district. They shall be painted to be coordinated with the building, and shall be a maximum of 10.5 feet tall.
- E. **Location and Screening:** Menu boards may be located to the rear of the establishment with no screening required. If located on a public right-of-way or side yard, screening is required in the form of a wall or fence and/or an appropriate amount of landscape planting to effectively screen the menu board from view.

#### 6.7.6 LIMITED INDUSTRIAL - ADDITIONAL SIGNAGE:

Additional on-premises directional and safety signage for lots zoned Limited Industrial shall be permitted where there are multiple changes of direction and/or multiple buildings.

## 6.8: TEMPORARY SIGNS

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### 6.8.1 TYPES OF TEMPORARY SIGNS

#### A. Promotional Banners:

1. **Maximum Number:** 1 per tenant
2. **Maximum Area:** 30 square feet, with a vertical dimension no greater than 3 feet
3. **Minimum Height:** Must be placed a minimum of 7 feet above sidewalk grade
4. **Location:** Attached to building (must be secured along all 4 sides of banner)
5. **Time Period:** Maximum of 30 days
6. **Additional Requirements:** Application for a permit for promotional banners may be made only 4 times during any calendar year with no permits being approved consecutively. A minimum of 30 days shall expire before an application for a permit for a promotional banner can be accepted.

#### B. Construction Signs:

1. **Maximum Number:** 1 per street frontage
2. **Maximum Area:** 32 square feet
3. **Maximum Height:** 6 feet
4. **Location:** Minimum of 10 feet from the street right of way.
5. **Time Period:** The sign permit shall be valid for the duration of the construction period.

#### C. Grand Opening Signs: Signs or displays calling attention to a new business shall be permitted as follows:

1. **Location:** A minimum of 3 feet from the right-of-way; 18 inches from the right-of-way in the Historic District.
2. **Maximum Number:** Up to 3 types of signs are permitted for grand openings.
3. **Type:** Free-standing and attached signs are permitted at the discretion of the administrator.
4. **Time Period:** A maximum of 30 days.

#### D. Special Event Signs: Governmental, nonprofit, school, church or civic club-sponsored signs related to special events shall meet the following standards:

1. Signs shall be permitted 14 days prior to a function and shall be removed within 3 days after the function.
2. Signs shall be located on private property.

## 6.9: SIGNS EXEMPT FROM A SIGN PERMIT

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No sign permit is required for the following signs:

#### A. Government Signs: Includes signs required by any law, order or governmental regulation

#### B. Address Signs: Signs or plates on structures or premises bearing the address

1. Single-family, 2- and 3-family, and multi-family dwellings shall have address numbers a minimum of 4 inches in height that conspicuously located and visible from the street.
2. Nonresidential structures shall have address numbers a minimum of 6 inches in height that are conspicuously located to be visible from the street on which the structure fronts.

- C. **Private Residence Signs:** The following can be affixed to a private residence or dwelling:
  - 1. One personal identification sign not exceeding 2 square feet in area
  - 2. One non-illuminated “For Sale” or “For Rent” sign not exceeding 6 square feet in area
- D. **Historic Designations:** Historical markers, historical monuments or signs as recognized by local, state or federal authorities
- E. **Utilities:** Signs denoting the location of underground utilities
- F. **Decorations:** Holiday decorations
- G. **Interior Signs:** Signs on interior windows that are not permanently affixed to the glass and do not exceed 25% of the gross glass area on any side of the building.
- H. **Political Signs:** Within 60 days of an election, political signs are permitted on private property.
- I. **Real Estate Signs:** For sale or lease of the premises signs shall meet the following standards:
  - 1. **Lots with Less than 500 feet of Road Frontage**
    - a. One on-site sign per street frontage is permitted. The maximum size shall be 6 square feet, and the maximum height shall be 3.5 feet.
    - b. In the RMX and IC Districts, the maximum size shall be 24 square feet, and the maximum height shall be 10 feet.
  - 2. **Lots with 500 feet or More of Road Frontage**
    - a. One sign per 1,000 feet of street frontage is permitted. The maximum size shall be 24 square feet, and the maximum height shall be 10 feet.
    - b. In the RMX and IC Districts, the maximum size shall be 48 square feet, and the maximum height shall be 10 feet.
  - 3. **Time Period:** The signs shall be removed once the property is occupied by the new tenant, or when the property is sold by transfer of title to the same.
- J. **Flags:** Flags bearing the official design of a government, educational institution, church, fraternal organization, or ornamental/decorative in design shall be allowed as follows:
  - 1. Flags bearing the official design of a government, educational institution, church, fraternal organization shall not exceed 60 square feet in area.
  - 2. A commercial establishment or residence may have 2 flags depicting these official designs, plus one additional ornamental or decorative flag.
  - 3. Ornamental or decorative flags shall be no greater than 15 square feet in area and shall not contain any commercial message such as the name or logo of a business.
  - 4. Generic flags containing terms such as “Open” or “Gallery” are permitted. They shall be no greater than 15 square feet.
  - 5. Spotlighting of flags at nonresidential uses shall be permitted, provided the light is less than 5500 lumens and does not shine on or into adjacent property(ies).

## 6.10: PROHIBITED SIGNS

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### 6.10.1 THE FOLLOWING SIGNS ARE PROHIBITED

- A. **General:** Signs violating any provision of any law of the state relative to outdoor advertising.
- B. **Location**
  - 1. Off-premises except signs, flags, and banners erected by the city, county, or state government
  - 2. In the public rights-of-way, except those posted by a public agency
  - 3. In any manner or place that constitutes a hazard to pedestrian or vehicular traffic
  - 4. In a manner that obstructs free ingress to or egress from a required door, window, fire escape, or other required exit
  - 5. In any salt marsh areas or on any land subject to periodic inundation by tidal saltwater
  - 6. Affixed to a private residence or dwelling, or displayed upon the grounds thereof, except as permitted in Section 6.9
  - 7. Attached to or painted onto the following
    - a. Trees, rocks or other natural features
    - b. Fence posts, telephone or utility poles
    - c. Roofs of buildings visible from any public thoroughfare
- C. **Moving, Flashing or Audible Signs:** Signs with the following features that can potentially distract drivers:
  - 1. Signs that move — fully or partially — by any means regardless of whether they contain written messages
  - 2. Signs set in motion by movement of the atmosphere or by mechanical, electrical, or other means, including, but not limited to: flags (other than those listed in Section 6.9.J), adversails, feathers, pennants, posters, propellers, discs, ribbons, balloons, streamers, strings of light bulbs, and spinners
  - 3. Flashing signs, or devices displaying flashing or intermittent lights or lights of changing degrees of intensity, except for signs displaying time and temperature in accordance with Section 6.7.1.B.4.
  - 4. Signs that emit audible sound, odor, or visible matter.
- D. **Movable or Towed Signs**
  - 1. Any sign constructed so as to permit its being used as a conveyance upon public streets, and usually parked in public places or private property primarily for the purpose of public display
    - a. **Exception:** Commercial vehicles, including standard passenger vehicles, that are fully operable may bear a permanently-adhered commercial message. They must be parked in a typical parking space and may not be located on landscaped areas or at angles to the street so as to increase visibility.
  - 2. Any vehicle, which bears a commercial message and is parked in public view, but is not in operating condition or lacks current registration
  - 3. Any sign on or towed behind a boat, raft, or aircraft

- E. **Sign Copy Limitations:**
1. Signs copying or imitating official government signs, or that purport to have official government status
  2. Any sign and/or sign structure that obstructs the view of, may be confused with, or purports to be a governmental or traffic direction/safety sign
  3. Signs using the words “Stop,” “Danger,” or any word, phrase, symbol, or character in a manner that misleads, confuses, or distracts a vehicle driver
  4. Signs containing statements, words, or pictures of, obscene, pornographic, or immoral character that is not considered protected speech
- F. **Impermanent and Unsubstantial Sign Types:** Signs that are constructed of impermanent and unsubstantial materials, including, but are not limited to, inflatable signs, snipe signs, and feather signs/banners — this prohibition shall not apply to signs approved as temporary signs in accordance with Section 6.8.
- G. **Abandoned or Deteriorated Signs or Businesses:**
1. Sign structures no longer containing signs
  2. Signs made structurally sound by unsightly bracing
  3. Abandoned or dilapidated sign
  4. Signs referencing businesses which have been out of business for more than 30 days
- H. **Neon:** Outlining of buildings, canopies, windows, and doors with neon lighting is prohibited.
- I. **Digital Signs:** All types of digital signage— including LED, scrolling, changeable copy, and static signs — except for signs in accordance with Section 6.7.1.B.3.
- J. **Billboards:** Existing billboards shall be removed within 5 years of the adoption of this code, or during the development of the parcel on which it is located, whichever comes first.

## 6.11: VIOLATIONS

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### 6.11.1 IMPOUNDMENT OF SIGNS

- A. The administrator shall have the authority to remove all signs that are posted in violation of this Code, and to impound them for a period of 10 days.
- B. The owner of an impounded sign may pay a fee to recover the sign prior to the expiration of the 10-day impoundment period. If the impounded sign is not claimed within 10 days, then the administrator shall have authority to dispose of such sign.