

CHAPTER 12

ARTICLE 06

SIGN STANDARDS

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9-12-06-1: PURPOSE

Recognizing the interdependence of sign design and placement to site and building design provides a method by which the city may regulate this interdependence to preserve the scenic and environmental quality of the community.

9-12-06-1: DEFINITIONS

If conflict arises between any definition in this article and any other definition within this title, the definition with the more specific and/or more restrictive definition shall control. Any other words or phrases not specifically defined shall be interpreted to give this chapter its most reasonable application.

- ADVERTISING STRUCTURE: A structure of any kind or character, erected or maintained for outdoor advertising purposes, upon which any poster, bill, printing, painting or other advertisement of any kind whatsoever may be placed including statuary for advertising purposes.
- ANIMATED SIGN: Any sign, which is designed and constructed to give its message through a sequence or progressive changes or parts or lights or degree of lighting.
- BANNER SIGN: Any sign made of lightweight fabric, plastic, or similar material placed at a site in view of the public. Governmental flags or emblems shall not be considered banner signs.
- CABINET SIGN: A sign consisting of one or more translucent panels containing sign copy, which are interchangeable and which are affixed to a box or cabinet. Cabinet signs are prohibited.
- CITY ENTRY SIGN: A permanent sign identifying the city of Sugar City or the central business district. No advertising is permitted on city entry signage.

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CONSTRUCTION SIGN:	An informational sign which identifies the architect, engineer, contractor, or other individual or firms involved with the construction of a building, or announcing the character of the building or enterprise.
DIRECTIONAL SIGN:	A sign which foremost contains words such as "entrance", "enter", "exit", "in", "out", or other similar words or a sign containing arrows or characters indicating traffic directions and used either in conjunction with such words or separately. This sign shall not include business identification.
FREEHANGING SIGNBOARD:	A sign attached underneath a canopy, awning or colonnade.
FREESTANDING SIGN:	A single or multiple faced sign, supported from the ground by one or more columns, uprights or braces.
FRONTAGE:	The length of a lot along a street or other principal public thoroughfare, but not including such length along an alley, watercourse or railroad.
GRADE:	The relative ground level in the immediate vicinity of the sign.
HEIGHT OF SIGN:	The vertical distance from the grade (measured from the centerline of the adjacent roadway) to the highest point of a sign or any vertical projection thereof, including its supporting columns.
ILLUMINATION, EXTERNAL:	A sign that is affected by an artificial light source that is not contained within the sign itself.
ILLUMINATION, INTERNAL:	Illumination of a sign from a light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. This includes characters, letters, figures, designs or outline, which is illuminated by gas, filled luminous tubes, such as neon, argon or fluorescent.
MASTER SIGN PLAN:	A plan designed to show the relationship of signs for any cluster of buildings or any single building housing a number of users or in any arrangement of buildings or shops which constitute a visual entity as a whole.
MONUMENT SIGN:	A freestanding sign with a solid base, including rock signs, or with supports that are designed to be structurally similar to the sign construction, and which incorporate architectural features which complement the sign construction. Pole type supports are not permitted.
MURAL:	A painting, other than a sign, on the outside wall of a building.
NONCONFORMING SIGN:	Any sign, which does not comply with the provisions of this code.
OFF PREMISES SIGN:	Signs located on a separate parcel of land or a separate site from the place where the product, service or business is located.

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ON PREMISES SIGN:	Signs located on the same parcel of land or a site as the place where the product, service or business is located.
PENNANT SIGN:	Any lightweight plastic, fabric, or other material, whether or not containing a message of any kind, suspended from a rope, wire, or string, usually in series, designed to move in the wind. The display of a single pennant, unattached to another, may be regarded as a type of decorative flag.
POLE SIGN:	A freestanding sign that is supported by one or more poles.
PORTABLE SIGN:	Any sign not designed to be attached to a building or anchored to the ground.
READER BOARD:	A sign or part of a sign on which the letters are readily replaceable such that the copy can be changed from time to time.
REAL ESTATE SIGN:	A sign advertising the sale, rental or lease of the premises upon which the sign is maintained; not including a subdivision sign.
ROOF SIGN:	A sign that is erected on or above the roof of a building and which derives its principal support from the roof or from columns or supports extending through the roof.
ROOFLINE:	The upper edge of any building wall or parapet for any flat roof structure; or, the ridgeline at the top of the roof for any gabled or hip roof structure.
SIGN:	Any letters, figures, design, symbol, trademark or device intended to attract attention to any activity or service, place, subject, person, firm, corporation, public performance, article, machine or merchandise whatsoever, including the display of merchandise. Excluded from the definition are official traffic signs or signals, sheriff's notices, court notices or official public notices and the flag of the government or noncommercial institution, and signs not visible from the street or sidewalks.
SURFACE AREA, OF BUILDING:	Actual surface area of the single building face to which a sign is attached, including doors and windows, but excluding the "roof area", as defined in this subsection, and excluding structures for elevators or air conditioning equipment on the roof.
SURFACE AREA, OF SIGN:	The entire area within a single, contiguous perimeter enclosing the extreme limits of writing, representation, emblem or any figure or similar character, together with any form or other material or color forming an integral part of the display, or used to differentiate such sign from the background against which it is placed.
TEMPORARY SIGN:	A nonpermanent sign intended for use for a short period of time. Includes any banner, pennant or advertising display constructed of canvas, fabric, wood, plastic, cardboard or wallboard, with or without frame. Examples

of temporary signs included in this category are construction signs, grand opening displays, real estate signs, "open house" signs, subdivision signs and subdivision directional signs.

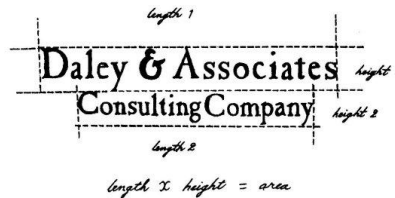
- VEHICLE SIGN: Any sign, logo or advertisement placed, painted, attached, or displayed on a vehicle.
- WALL SIGN (FLAT): A sign attached to or erected against the wall of a building or structure with the face of the sign parallel to the plane of said wall, and not extending from over twelve inches (12") from the wall of the building or structure.
- WALL SIGN (PERPENDICULAR): A sign attached to or erected against the wall of a building or structure with the face(s) of the sign perpendicular to the plane of said wall, and not extending over thirty-six inches (36") from the wall of the building or structure.
- WINDOW SIGN: All signs located inside and affixed to, painted on or within three feet (3') of windows of a building, whether temporary or permanent, lighted or unlighted, which may be viewed from the exterior of the building. The term does not include merchandise located within three feet (3') of the window.

9-12-06-2: SIGNAGE STANDARDS

- A. General Signage Requirements: It is the intent of these requirements to encourage interesting, quality signs. Sign materials and overall appearance shall complement building architecture and colors.
1. Monument signs, wall signs, and free hanging signboards shall be the approved sign styles.
 2. Sign illumination shall be in accordance with the provisions of this Title. Internal illumination is prohibited for all signs.
 3. A wall sign may be flat or perpendicular to the wall.
 4. A freestanding single tenant business shall be allowed two (2) wall signs, provided that, each sign is placed on a different side of the building. The entire building shall be permitted one monument sign for every street it fronts.
 5. Any business within a multi-tenant building that is located on a street corner or which fronts two (2) streets shall be allowed two (2) wall signs.
 6. A home occupation or home business in a residential zone shall be allowed one (1) wall sign attached to the front or side wall of the dwelling. The sign shall not exceed four (4) square feet.
- B. Wall Signs:
1. The total area of any wall sign attached parallel to, or painted on the face of a building shall not exceed ten percent (10%) of the total area of the building face to which it is attached or painted.
 2. The total area of each side of any wall sign attached perpendicular to the face of a building shall not exceed ten percent (10%) of the total area of the

building face to which it is attached.

3. In determining the total area of a sign created with individual letters only, an imaginary vertical line shall be drawn before the first and after the last letter of each word in the sign. Imaginary horizontal lines shall be drawn above and below each word in the sign. The sum of the areas within these intersecting lines shall equal the total area of the individual letter sign. An example of this formula is shown in the following drawing:



4. When graphics are used in combination with letters to create the sign message the graphics shall be included as part of the formula in determining total area. An example of this formula is shown in the following drawing:



C. Monument Signs:

1. Monument signs located within the CD district shall not exceed four feet (4') in height (including the solid base).
2. Other monument signs located within the city shall not exceed eight feet (8') in height (including the solid base).
3. A freestanding single tenant building, not in a commercial/business center, shall be permitted to construct, erect and maintain one monument sign per street that it abuts to identify the business to which it pertains. The exposed surface of any such sign shall not exceed fifty (50) square feet per exposed surface except that the exposed surface of any such sign within forty feet (40') of a building shall not exceed six feet (6') in height and thirty (30) square feet per exposed surface.
 - a. A double-faced monument sign is permitted.
 - b. The minimum distance between any monument sign for an individual business, not in a shopping center, shall be one hundred feet (100'). No monument sign shall be any closer than twenty feet (20') from a monument or other freestanding sign on an adjacent property.
4. A commercial/business center shall be allowed one monument sign per street that it abuts. If the commercial/business center has a single address, the

address shall be located on the monument sign and shall be a size that is readable from the street. The height of any such sign, including the base to which it is attached, shall not exceed twenty feet (20'). The surface area of any such sign shall not exceed one hundred (100) square feet per exposed surface, including any reader board sign or surface.

5. Subdivision monument signs shall be a maximum of eight feet (8') high and shall have a maximum surface area of fifty (50) square feet. A sign may be permitted on each side of any entry road into a subdivision and at the intersection of any collector and/or arterial streets abutting the subdivision.
- D. Directional Signs: Directional signs for an individual business or within the boundaries of a shopping center are permitted only with the approval of the planning and zoning commission. Directional signs shall be three feet (3') high maximum. Business identification is prohibited on directional signs.
- E. Free Hanging Signboards: Free hanging signboards attached under covered porches or canopies, are permitted, but no such sign may exceed eight (8) square feet nor shall any such sign extend beyond the porch or canopy to which it is attached. A minimum distance of seven feet six inches (7'6") shall be required between a walkway and the bottom of a free hanging signboard.
- F. Fuel Island Signs: Fuel island canopies shall be permitted to have a maximum of three (3) signs for the fuel logo only. The signs shall be attached to, or painted on, the canopy face. The height and width of the sign shall be reviewed with regard to its proportional relationship to the height and width of the canopy face to which it is attached or painted. The sign shall be a maximum of twenty (20) square feet but in no case shall the sign cover more than one-third (1/3) of the area of the face of the canopy to which it is attached or painted.
- G. Special Portable Signs: Special portable signs, which are used on an ongoing daily basis throughout the year may be permitted by the city if the following criteria is complied with:
 1. Special portable signs shall require a design review application and planning and zoning commission approval.
 2. Special portable signs shall be unique in character. Materials shall be weatherproofed and shall be properly maintained.
 3. Illumination for special portable signs is prohibited.
 4. No more than one special portable sign shall be permitted for any business.
 5. Special portable signs shall be a maximum of sixteen (16) square feet.
 6. Special portable signs shall be a maximum of five feet (5') in height.
 7. Signs shall only be permitted on, or on the sidewalk adjacent to, the parcel on which the business is located and shall not be permitted on any other parcel except that any multitenant site shall have the sign on the site and not on any other site.
 8. Special portable signs on a public sidewalk abutting the business's parcel may be permitted if a minimum of five feet (5') of unobstructed walkway for pedestrians is provided.
 9. Any sign in a driveway or street sight vision triangle shall be a maximum of thirty two inches (32") high measured from the driveway or street.

10. Special portable signs shall be moved inside of the building at the end of each business day.

H. Sign Illumination: The planning and zoning commission shall find that any illuminated sign permitted under the specific regulations within this article is designed such that brightness levels are controlled to assure a soft, subtle effective light.

9-12-06-3: NONCONFORMING SIGNS

All signs in the entire city on the effective date hereof shall conform to this article upon any structural change to the sign, sign base, or building to which it is attached, or upon any change in the face of the sign for the business to which such sign pertains.

9-12-06-4: PROHIBITED SIGNS

A. The following types and styles of signs shall be prohibited within the entire city and city impact area. Prohibited signs are subject to removal by the city at the owner or user's expense.

1. Moving, revolving, intermittent, oscillating, animated, or flashing signs.
2. Portable, interior illuminated, exterior signs.
3. Roof signs.
4. Wall signs that extend above the parapet wall.
5. Permanent reader board signs in excess of twenty (20) square feet are prohibited.
6. Signs purported to be, or which are, an imitation of, or resemble an official traffic sign or signal, or which bear the words "stop", "danger", "warning", or similar words in a manner potentially causing confusion with such official signs or signals.
7. Signs which by reason of their size, location, movement, content, coloring or manner of illumination may be confused with or construed as a traffic control sign, signal or device, or the light of an emergency or radio equipment vehicle, or signs which obstruct the visibility of any traffic or street sign or signal device.
8. Signs or displays, chasing or scintillating lights, flares, bubble machines and similar devices containing elements creating sound or smell.
9. A-frame, sandwich board, sidewalk, banner, pennant and similar signs except as may be permitted on a temporary basis as approved by the planning and zoning commission.
10. Signs (including window signs) identifying, or advertising activities, products, businesses or services, which have been discontinued, shall be prohibited.
11. Signs or posters, which are visible from a public way and are tacked, pasted, or otherwise affixed to or upon the walls of buildings, trees, poles, posts, fences, hydrants, bridges, or other structures.
12. Signs identifying a home occupation or home business in a multifamily dwelling consisting of three (3) or more units.
13. Portable signs, including A-frame signs, banners, sandwich signs, curb signs,

pole attachments, mobile signs, but not including real estate open house signs .

14. No sign shall be permitted which is not related to the property upon which it is located, or to the activity being conducted thereon.
15. Searchlights.
16. Billboards.
17. Beacons and strobe lights.

9-12-06-5: TEMPORARY SIGNS

- A. Signs for temporary vendors shall comply with all the requirements herein except that any temporary vendor sign shall be permitted for the entire length of time that the temporary vendor is in operation.
- B. A business identification banner, or similar sign, may be permitted on a temporary basis, not to exceed one hundred twenty (120) days, during approval and construction of any wall sign for a new business.
- C. A business identification A-frame, sandwich board or similar sign, may be permitted on a temporary basis, not to exceed one hundred twenty (120) days, during approval and construction of any monument sign for a new business.
- D. Political signs shall be permitted on private property and may be placed or erected no sooner than sixty (60) days before the election and must be removed within ten (10) days after the date of the election.

9-12-06-6: SIGNS ON CITY OWNED PROPERTY

- A. No person shall erect a sign upon any property owned or controlled by the city without first having procured a lease of the property from the city. Before any lease shall be granted for the erection and maintenance of a sign upon property of the city, a site review application shall be required with any additional information, which the zoning administrator shall deem necessary to carry out the purposes and intent of this article.
- B. In the event that any sign is erected or maintained in violation of the provisions of this section, the city may direct the removal of such sign. In the event the lessee deems such removal to be without cause, they may, within thirty (30) days after such direction, make written appeal to the city council. The findings of the city council, after notice to the lessee and due hearing, shall be final.