

ARTICLE V. SIGNS

Section 40-60. Signs Permitted by District.

Section 40-60.1. Signs Permitted in all RS Districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in all RS districts:

- (1) Signs permitted without city approval:
 - a. Name Plate sign
 - b. Residential Freestanding sign
 - c. Temporary sign, including temporary banner signs
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Historic and Memorial Marker
 - b. Institutional Canopy sign
 - c. Institutional Freestanding sign
 - d. Noncommercial sign

Section 40-60.2. Signs Permitted in all RT and RM Districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in all RT and RM districts:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Name Plate sign
 - c. Residential Freestanding sign
 - d. Temporary sign, including temporary banner signs
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Canopy sign
 - b. Freestanding sign up to four feet in height
 - c. Historic and Memorial Marker
 - d. Institutional Canopy sign
 - e. Institutional Freestanding sign
 - f. Noncommercial sign

Section 40-60.3. Signs Permitted in the OR-75 District.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the OR-75 district:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Name Plate sign
 - c. Residential Freestanding sign
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Canopy sign
 - b. Freestanding sign up to eight feet in height
 - c. Historic and Memorial Marker
 - d. Institutional Canopy sign
 - e. Institutional Freestanding sign

- f. Noncommercial sign
- g. Projecting sign
- h. Wall sign
- i. Window sign

Section 40-60.4. Signs Permitted in the C-1 and C-2 Districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the C-1 and C-2 districts:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Name Plate sign
 - c. Residential Freestanding sign
 - d. Window sign
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Banner sign, permanently mounted
 - b. Canopy sign
 - c. Changeable copy sign
 - d. Freestanding sign; up to eight feet in height in the C-1 district, up to twenty-six feet in height in the C-2 district
 - e. Historic and Memorial Marker
 - f. Institutional Canopy sign
 - g. Institutional Freestanding sign
 - h. Marquee sign; in the C-2 district only
 - i. Noncommercial sign
 - j. Off-Premises Advertising sign; in the C-2 district only and only when the lot is unimproved
 - k. Projecting sign
 - l. Temporary sign, including temporary banner signs
 - m. Wall sign

Section 40-60.5. Signs Permitted in the W-1 District.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the W-1 district:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Name Plate sign
 - c. Residential Freestanding sign
 - d. Window sign
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Banner sign, permanently mounted
 - b. Canopy sign
 - c. Freestanding sign; up to eight feet in height
 - d. Historic and Memorial Marker
 - e. Institutional Canopy sign
 - f. Institutional Freestanding sign
 - g. Noncommercial sign
 - h. Projecting sign
 - i. Wall sign

Section 40-60.6. Signs Permitted in the POP, BP and CP Districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the POP, BP and CP districts:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Name Plate sign
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Canopy sign
 - b. Freestanding sign; up to eight feet in height
 - c. Historic and Memorial Marker
 - d. Institutional Canopy sign
 - e. Institutional Freestanding sign
 - f. Noncommercial sign
 - g. Wall sign

Section 40-60.7. Signs Permitted in the M-1, M-2 and M-1-R Districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the M-1, M-2 and M-1-R districts:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Name Plate sign
 - c. Residential Freestanding sign
 - d. Window sign
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Banner sign, permanently mounted
 - b. Canopy sign
 - c. Changeable copy sign
 - d. Freestanding sign; up to twenty-six feet in height
 - e. Historic and Memorial Marker
 - f. Institutional Canopy sign
 - g. Institutional Freestanding sign
 - h. Noncommercial sign
 - i. Off-premises Advertising sign
 - j. Projecting sign
 - k. Temporary sign, including temporary banner signs
 - l. Wall sign
- (3) Provided however, in the M-1-R District, a permanently mounted banner sign, changeable copy sign, freestanding sign, off-premises advertising sign, projecting sign or wall sign shall only be granted a Certificate of Compliance after a Use Permit has been approved by the governing body.

Section 40-60.8. Signs Permitted in Downtown districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the D-1 and D-2 districts:

- (1) Signs permitted without city approval:
 - a. Incidental sign: in the P&O, C, M&CB, and I subdistricts only.
 - b. Name Plate sign: in all subdistricts
 - c. Residential Freestanding sign: in the R, C, M&CB subdistricts only.
 - d. Temporary sign: in the R subdistrict only
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Banner sign, permanently mounted: in the P&O, C, M&CB, and I subdistricts only.
 - b. Canopy sign: in the P&O, C, M&CB, and I subdistricts only.
 - c. Changeable copy sign: in the P&O subdistrict only.
 - d. Freestanding sign; up to eight feet in height: in the P&O, C, M&CB, and I subdistricts only.
 - e. Freestanding sign; up to twenty six feet in height: in the D-2-C and D-2-I subdistricts only.
 - f. Historic and Memorial Marker: in all subdistricts
 - g. Institutional Canopy sign: in the R subdistrict only
 - h. Marquee: in the C, M&CB and I subdistricts only
 - i. Noncommercial sign: in all subdistricts
 - j. Projecting sign: in the P&O, C, and M&CB subdistricts
 - k. Temporary sign, including temporary banner signs: in the P&O, C, M&CB, and I subdistricts only.
 - l. Wall sign: in the P&O, C, M&CB, and I subdistricts only.
 - m. Window sign: in the C, M&CB and I subdistricts only.

Section 40-60.9. Signs Permitted in Historic districts.

In addition to the General Regulations applicable to all signs set forth in this article, the following signs shall be permitted in the Historic districts:

- (1) Signs permitted without city approval:
 - a. Incidental sign
 - b. Residential Freestanding sign
- (2) Signs permitted after a Certificate of Compliance is issued:
 - a. Canopy sign: in the LO and LB subdistricts only.
 - b. Historic and Memorial Marker: in all subdistricts
 - c. Noncommercial sign: in all subdistricts
 - d. Projecting sign: in the LO & LB subdistricts only
 - e. Temporary sign, including temporary banner signs: in the R & LB subdistricts only.
 - f. Wall sign: in the LO & LB subdistricts only.
 - g. Window sign: in the LO & LB subdistricts only.

Section 40-61. General Regulations Applicable to all Signs.

The following general regulations shall apply to all permitted signs:

- (a) *Advertising--General.* Notwithstanding any other provision of this chapter, no sign except a permitted off-premises advertising sign or a permitted real estate sign shall advertise any service or product which if offered on the zone lot where the sign is located would constitute a violation of this chapter or a permit granted hereunder or condition imposed.
- (b) *Building code compliance.* The requirements of this section are supplemental to the building, electrical and other applicable codes. Nothing herein shall exempt any sign from compliance with such codes.
- (c) *Signs to be permanent.* Except for real estate signs, yard sale signs, window signs, permitted temporary signs and noncommercial signs utilizing the dimensional requirements applicable to any of those, all signs shall be permanently installed as defined by the Uniform Statewide Building Code. Installation using ropes, cords, and the like is not considered permanent.
- (d) *Illumination.* Illumination, where permitted, shall be designed, installed and maintained in a manner that avoids glare on adjoining property and that avoids glare or reflection which in any way interferes with traffic safety. In the OR, RM, RT and historic districts, signs other than name plates shall be illuminated only by the reflector method.
- (e) *Maintenance.* All signs, including those exempt from this Code, shall be maintained in good condition at all times. All signs shall be kept free of holes or tears or fraying, and neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant material. The building official or his designee shall have the authority to order the painting, repair, alteration or removal of a sign which is defective, damaged or deteriorated and to remove any sign not brought into compliance with his order.

Section 40-62. Streets having Special Sign Restrictions.

In order to restrict the use of off-premises signs beyond the restrictions imposed by the zoning district, the city council may from time to time designate certain streets as having special sign restrictions. Off-premises signs are prohibited from being erected along or oriented towards streets or portions thereof which have been designated by the city council as streets having special sign restrictions.

- (a) In making such designation, the city council may consider any or all of the following factors:
 - (1) The promotion of highway safety;
 - (2) The convenience and enjoyment of public travel;
 - (3) The protection of pedestrians;
 - (4) The attraction of tourism;
 - (5) Any general purpose of this chapter.
- (b) The following streets are hereby designated as streets having special sign restrictions:
 - (1) London Boulevard between its intersection with Effingham Street and its intersection with High Street;

- (2) West Norfolk Road;
- (3) Western Freeway;
- (4) Martin Luther King Expressway. Any nonconforming off-premises sign on the Martin Luther King Expressway (the "Expressway") between London Boulevard and the Midtown Tunnel that would be required to be removed as a result of a state or federal road project may be physically relocated to a point on the same side of the roadway as the sign's original location. The new location shall be at approximately the same point laterally along the Expressway as the original location of the sign, or of any other sign which is relocated pursuant to this section, and oriented in the same direction as the sign which had been at that location. Each sign which is relocated shall be subject to setback and height requirements applicable to off-premises signs, other than setback requirements applicable to expressways, as set forth in section 40-65, plus any other requirements imposed by state or federal authorities of competent jurisdiction.

Section 40-63. Signs Exempted from Regulations.

The following signs are exempted from the regulations of this article:

- (a) Signs less than two square feet in size, containing only property numbers, names of occupants or buildings or hours of operation;
- (b) Memorial signs, names of buildings or commemorative plaques when cut into masonry or made of a noncombustible material;
- (c) Signs erected by public agencies; however a sign permit application shall be completed and submitted for review and approval;
- (d) Signs denoting the entrance to residential areas, if not in excess of 18 square feet in area nor six feet in height;
- (e) Real estate signs less than four square feet in area in residential districts, less than eight square feet in commercial districts, and less than 16 square feet in industrial districts, one per street frontage; provided that such signs shall be permitted for on-premises sale, lease or rentals only and provided that such sign is removed within 7 days of consummating such sale, lease or rental. No signs advertising off-premises sale, lease or rentals are permitted;
- (f) One construction sign per street frontage indicating the name of the developer, builder, contractor, architect, engineer or lending institution; provided, that the advertising display area does not exceed 32 square feet per zone lot in commercial or industrial zoning districts and 24 square feet per zone lot in any other zoning district. Such signs shall be removed no later than 14 days after the city has issued a certificate of occupancy for the final building in the development;
- (g) Signs erected in connection with elections or political campaigns; provided, that such signs are erected no more than 90 calendar days before and removed within 15 days after the election date. After expiration of said time, such remaining signs may be removed by the city and the cost of such removal shall be charged to the candidate;
- (h) Works of art containing no commercial message.

Section 40-64. Prohibited Signs.

The following signs are expressly prohibited:

- (a) *Roof signs.* Roof signs, as defined in section 40-65.8, are prohibited.
- (b) *Signs confusing traffic.* Signs which are of a size, location, movement, content, coloring or manner of illumination which may be construed as traffic-control devices or signs or which hide from view any traffic or street sign or signal or which obstruct the view at a street or road intersection are prohibited.
- (c) *Pennants.* Pennants as defined in section 40-65.8.
- (d) *Tethered balloons* containing a commercial message. For the purpose of this article, balloons greater than two feet in diameter with a tether more than two feet long extending from the roof or structure by means of a rope, string, or other device shall be prohibited.
- (e) *Portable or nonstructural signs* not otherwise exempted or permitted. For the purposes of this article, a sign shall be considered nonstructural if it has no permanently mounted, self-supporting structure or is not an integral part of a building. This section shall include signs mounted on wheels and otherwise constructed to be used as a temporary sign display.
- (f) *Obsolete signs containing sign copy, print, or graphics which advertise an activity, business, product, or service no longer produced or conducted.* An exception to the immediate removal of obsolete sign copy, print or graphics will occur where the owner or lessor of the premises on which the sign is located is seeking a new tenant, then the sign copy, print or graphics shall be removed by the owner or lessor no more than 90 days from the date of vacancy of the premises on which the obsolete sign is located.
- (g) *Animation.* Animation of signs is prohibited, except as provided in this subsection. Animation shall include any form of movement or the appearance of movement of the sign or any part thereof, whether such movement or appearance is mechanical, windblown, electrical or electronic. However, for the purposes of this article, revolving signs and changeable copy signs, where permitted, are not considered animated signs.

Section 40-65. Administration and Enforcement.

Section 40-65.1. Purpose.

The purpose of these sign regulations is to encourage the effective use of signs as a means of communication in the city, to maintain and enhance the aesthetic environment and the city's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety, to minimize the possible adverse effect of signs on nearby public and private property, and to enable the fair and consistent enforcement of these sign restrictions. This sign ordinance is adopted under the zoning authority of the city in furtherance of the more general purposes set forth in the zoning ordinance.

Section 40-65.2. Applicability.

Signs shall be permitted on private property in the city in accordance with this article.

Section 40-65.3. Computations related to signs; Maximum sign area totals.

Computations related to the interpretation and construction of this article shall be made in accordance with the following principles:

(a) *Advertising display area.* The advertising display area shall be computed as the area encompassed by one continuous line connecting the extreme points or edges of a sign. The structural supports for a sign, whether they be columns, pylons or a building or part thereof, shall not be included in the advertisement area unless they are designed as integral parts of the display for the purpose of illustration or attraction.

(b) *Height.* The height of a sign shall be measured from the top edge of the sign to the ground level measured at the edge of the pavement of the public street on which the sign faces.

(c) *Maximum display area: Off-premises signs.* The maximum advertising display area shall be 672 square feet in M-1, M-1-R and M-2 districts and 300 square feet in C-2 districts.

(d) *Maximum display area: On-premises signs.*

(i) The maximum advertising display area for on-premises signs located on any property zoned OR, RM, RT, RMH or Historic District shall be 18 square feet per sign face.

(ii) The maximum advertising display area in the C-1, C-2, M-1, M-1-R, M-2, W-1, CP zoning districts and in the O, C, CB, I, M and P subdistricts of the D-1 and D-2 zoning districts shall be the larger of the following:

a. One square foot per linear foot of street footage of the zone lot; provided, that no individual on-premises sign may exceed 125 square feet per sign face; or

b. Ten percent of the area (square footage) of the front building facade, not to exceed 40 square feet per sign face, for on-premises signs located on zone lots with street frontages of 40 feet or less.

Section 40.65.4. Nonconforming signs.

The following additional restrictions shall apply to signs which were legally erected prior to October 11, 1983, but which do not conform to provisions of this article:

(a) Any nonconforming on-premises sign shall be removed or brought into conformance with this chapter if for any period of 90 days it does not advertise a business or service located on the same zone lot with the sign;

(b) Any nonconforming off-premises sign shall be removed or brought into conformance with this chapter if for any period of 60 days it does not contain copy or messages on the advertising display area;

(c) If a nonconforming sign is destroyed by natural causes, it may not thereafter be repaired, reconstructed or replaced except in conformity with all the provisions of this chapter and the remnants of the former sign structure shall be cleared from the land. For purposes of this section, a nonconforming sign is "destroyed" if damaged to the extent that the cost of repairing the sign to its former stature or replacing it with an equivalent sign equals or exceeds the value of the sign so damaged.

Section 40.65.5. Sign permit and certificate review; appeals thereof.

(a) An application for a certificate of compliance for a sign shall be submitted to the director and reviewed by the zoning administrator to determine whether it conforms with the requirements of this article. If he determines that it does conform to the applicable requirements, he shall issue the certificate of compliance.

(b) The board of zoning appeals shall hear and decide appeals from any order, requirement, decision or determination made by the zoning administrator or other city official in the administration or enforcement of this article, in accordance with the procedures established in article XVI.

Section 40.65.6. Applications for sign certificates and permits.

An application for a use permit or a certificate of compliance for a sign shall include the following:

(a) A legal description of the zone lot on which the sign is located or will be located;

(b) A plot plan of reasonable scale and accuracy to show the location of the sign on the zone lot;

(c) A photograph or line diagram or other graphic representation showing the proposed sign or existing sign to be altered, repaired or relocated;

(d) For a sign use permit, all of the information required by article VIII.

Section 40-65.7. Sign Overlay Districts.

Section 40-65.7.1. Generally.

Certain large scale land uses with common design elements, including but not limited to office parks, corporate centers, and medical centers having a multi-building campus, or land uses that are unique in their design, operating characteristics, and presence in the city, including but not limited to outdoor performing arts centers, may present unique development opportunities of special value to the community. In order to ensure that the economic, social, and cultural benefits of those land uses are optimized, the establishment of one or more localized alternative sign overlay districts is authorized to address the unique signage needs and opportunities associated with the land use.

Sec. 40-65.7.2 Same--Application process and elements.

(1) A property owner, a developer, or the city manager may apply to the planning commission for the establishment of a localized alternative sign overlay district. Properties located within a localized alternative sign overlay district shall be subject to such signage requirements, as the planning commission shall establish at the time of the application's approval.

(2) The application for creation of a district shall include the following:

(a) A description of the boundaries of the proposed district;

(b) A statement of the reasons for the request; and

(c) A comprehensive set of signage standards proposed to be applied within the district.

(3) The planning commission shall observe all notice and public hearing requirements set forth in Article VII prior to approval of an application.

Sec. 40-65.7.3. Same--Required planning commission findings.

A localized alternative sign overlay district with alternative signage standards may be established by the planning commission upon a finding that the following conditions exist:

(1) The proposed land use in the district is consistent with the comprehensive plan;

(2) The value of the proposed use to the community will be optimized by the approval of an alternative set of signage standards; and

(3) The signage standards for the proposed district are consistent with section 40-65.1.

Section 40-65.8. Definitions and Conditions; size and height limitations; setbacks.

Historic and Memorial Marker. Historic or memorial markers include memorial signs or tablets indicating the names of buildings and/or date of erection, when cut into a masonry surface or made of bronze or other noncombustible material, and any historic marker approved by the city. Such markers shall not be illuminated and shall not exceed four square feet in surface area.

Nonconforming signs. Any sign which does not conform to the regulations of the related codes and ordinances of the city.

Pennant. Any lightweight plastic, fabric, paper or 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.

Sign. Any surface, fabric, display, device, figure, painting, drawing, message, placard, poster, billboard, or other structure which is designed, intended or used to advertise or inform, any part of the advertising or informative contents of which is visible from any public street or from any public or private property other than the zone lot on which it is located.

Sign, banner, permanently mounted. Any sign or display constructed of cloth, canvas, fabric, paper, or other light materials, hung either with or without frames possessing characters, letters, illustrations, or ornamentations applied to paper, plastic or fabric of any kind, and installed in a permanent fashion per Section 40-61 of this Article. National flags, military flags, flags of the commonwealth, city or symbolic flags of any institution or business shall not be considered banners or signs for the purposes of this chapter. There shall be no more than one permanent banner sign per establishment per zone lot.

Sign, canopy. Any sign that is part of or is attached to an awning, canopy, or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not a canopy. The advertising display area shall be confined to the vertical surface of any canopy or awning and shall consist only of the name and/or logo of the business or institution sewn, painted, stenciled or otherwise placed on the surface.

Sign, changeable copy. A sign that is designed so that characters, letters or illustrations can be changed or rearranged, mechanically, manually, electrically or electronically, without altering the face or the surface of the sign. Changeable copy signs shall not be considered to be animated or flashing simply because the copy is changed electrically or electronically. Changing time and temperature or stock market indicator signs shall be considered changeable copy signs.

Sign, freestanding. Any sign which is supported by a structure or supports in or upon the ground and which is independent of support from any building or other structure. Freestanding signs shall be allowed in the districts indicated, subject to the height limits indicated. Any parts of any freestanding signs shall be setback a minimum seven feet from the front property line. The minimum sign setback from interstate highways and expressways designated by city council shall be 100 feet. Freestanding signs on property adjoining property which is included in any RS, RT, RM or historic zoning district shall be set back from the property line adjoining such residential property by a distance at least equal to the height of the sign. There shall not be more than one freestanding sign per zone lot or, if the zone lot has frontage on more than one public street, one additional freestanding sign shall be allowed for each such street in excess of one. One freestanding sign may contain advertising messages for any number of businesses. National flags, military flags, flags of the commonwealth, city or symbolic flags of any institution or business shall not be considered banners or signs for the purposes of this chapter.

Sign, incidental. Any sign which has no independent purpose but which has a purpose incidental to the use of the zone lot. Not by way of limitation but by way of example, "no parking, entrance, loading only" and other similar signs on private property are incidental signs. Incidental signs shall not exceed two square feet in area. Such signs shall not be illuminated. If freestanding, such signs shall not exceed four feet in height. Incidental signs include signs with parking and on-site traffic information and signs identifying entrances, public telephones, restrooms and other generic information not including an advertising or non-commercial message. Such signs if freestanding shall be set back from the property line by a distance equal to the height of the sign; there shall be no setback for such signs if attached to a building or fence. Such signs shall not be included in the "maximum advertising area" computation.

Sign, institutional canopy. A religious, educational or other public or quasi-public institutions shall be entitled to a certificate of compliance for one canopy sign per street frontage, subject to all other applicable requirements of this chapter, except that such signs may be up to 12 feet in height.

Sign, institutional freestanding. Notwithstanding the requirements of section 40-65.3, a religious, educational or other public or quasi-public institution in any zoning district shall be entitled to a certificate of compliance for one institutional sign, or bulletin board for each separate street frontage; provided, that each such sign must be located on the same zone lot with the institution; and provided further, that the sign shall not have an advertising display area of more than 18 square feet or a height of more than six feet. Such signs shall be illuminated only by the reflector method. Such signs shall be set back from each property line by a distance at least equal to the height of the sign. In districts allowing larger or taller on-premises signs for business, such institutions shall comply with the district regulations.

Sign, marquee. Any sign attached to and made a part of a marquee. A marquee is defined as a permanent roof-like structure projecting beyond a building or extending along and projecting beyond the building's wall and generally designed and constructed to provide protection against weather. Marquee signs shall maintain a minimum vertical distance between the bottom of the sign and the grade at the right-of-way line of eight feet.

Sign, name plate. Name plates may include the name of the building, the name of the occupants, the address and the hours of operation for any business which is operated on the premises. Name plates shall not exceed two square feet in area and may be lighted by a single incandescent bulb.

Sign, noncommercial. A sign that is intended to display a religious, charitable, cultural, governmental, informational, political, educational, or artistic message, that is not primarily associated with a good, product, or service offered for sale or trade. Noncommercial signs include signs advertising incidental and temporary commercial activities conducted by churches and nonprofit businesses, clubs, groups, associations or organizations. Noncommercial signs shall be permitted in each district, subject to the same restrictions, permit requirements, conditions and other standards as would apply to a commercial sign similarly situated, including real estate signs.

Sign, off premises. Any sign that draws attention to or communicates information about a business, service, commodity, product, event or any good or activity that is conducted, sold or offered at a location other than the premises on which the sign is located. Off-premises signs shall be only single-faced. Off-premises signs shall be set back at least 25 feet from the right-of-way of any public street and 660 feet from any expressway designated by city council. Such signs shall be set back 15 feet from any other property line, or, if the property line adjoins property zoned RS, RM or RT, by a distance at least equal to the height of the sign. The maximum height of any off-premises sign shall be 50 feet in M-1, M-1-R and M-2 districts and 26 feet in C-2 districts. No off-premises sign shall be erected within 500 feet of any other off-premises sign on the same side of the same street. Off-premises signs within 660 feet of the right-of-way of any highway classified as an interstate highway or as a federal aid primary highway shall also comply with chapter 7, Code of Virginia, § 33.1-351 et seq. No off-premises sign shall be permitted within the C-2 district on any zone lot upon which improvements have been constructed. Notwithstanding the zone, no off-premises signs shall be allowed along or oriented towards any street or highway or portion thereof which has or have been designated by the city council as streets having special sign restrictions.

Sign, on premises. Any sign which is not an off-premises, incidental or real estate sign or which does not qualify under the standards for name plates and historical markers as defined in this article.

Sign, portable. Portable signs shall include:

- (i) Any sign not permanently attached to the ground or to a permanent structure;
- (ii) Any sign designed to be transported, including, but not limited to, a sign designed to be transported by means of wheels;
- (iii) Any sign with chassis or support construction without wheels;
- (iv) Any sign converted to or constructed as an A-frame or a T-frame except as permitted as a temporary sign, defined below; or
- (v) Any sign attached to or painted on a motor vehicle parked and visible from the public right-of-way, where said motor vehicle is left in the same area for a length of time in excess of 60 days so that said motor vehicle has ceased to be used as a means of transportation in the normal operation of the business.

Sign, projecting. Any sign other than a wall sign affixed to any building or wall having a principal function other than support of the sign whose leading edge extends beyond such building or wall. Projecting signs shall not extend more than six feet from a building to which they are attached. Such signs shall maintain a minimum vertical distance of eight feet between the bottom of the sign and the grade at the right-of-way line. Projecting signs in the Downtown and Historic Zoning Districts, shall extend no more than six feet from a building to which they are attached and shall be perpendicular to the building. Such signs shall maintain a minimum vertical distance of eight feet between the bottom of the sign and the grade directly below the bottom of the sign. Projecting signs shall not exceed 12 square feet in area per face and shall be nonilluminated, constructed of natural materials, and consist primarily of graphics or symbols with a minimum of lettering. Projecting signs located within the public right-of-way shall comply with the provisions of section 32-7 pertaining to street encroachments.

Sign, roof. Any sign erected or constructed wholly upon and over the roof of any building and supported solely on the roof structure.

Sign, residential free standing. Residential freestanding signs shall contain no commercial message except one advertising the premises for sale or lease. Residential freestanding signs shall not exceed three square feet per side in area.

Sign, temporary. A temporary sign or display is a sign constructed of cloth, canvas, fabric, paper, plywood or other light materials. There shall be no more than one temporary sign per establishment per zone lot.

(i) Such signs shall be subject to the limitations as to size, height, and location requirements of the district in which they are located.

(ii) Temporary signs may include A-frame or T-frame signs in the Downtown D-1 zoning district and such signs shall require the issuance of an annual certificate of compliance and depositing with the city manager and keeping current a policy of liability insurance covering bodily injury and property damage in the amount of \$1,000,000.00 which names the city as a co-insured.

(iii) Temporary inflatable signs may, if affixed to the roof of a building or structure, project no more than 30 feet above the roof line or top of the building or structure, or if affixed to the ground, have a height not exceeding 30 feet above ground level. Such signs shall be displayed no more than once per year per zone lot, for a period of time not to exceed seven days.

(iv) Temporary signs must be removed on the day after the last day of the advertised event or promotion or upon expiration of the required certificate of compliance or termination of the required insurance coverage.

(v) Temporary real estate signs shall be permitted for on-premises sale, lease or rentals only and provided that such sign is removed within 7 days of consummating such sale, lease or rental. No temporary signs advertising off-premises sale, lease or rentals are permitted.

(vi) Banner signs that are mounted with rope or straps or other temporary means shall be considered temporary signs. In no case shall any establishment display a temporary banner sign for a cumulative period of time longer than 30 days in any calendar year.

(vii) National flags, military flags, flags of the commonwealth, city or symbolic flags of any institution or business shall not be considered banners or signs for the purposes of this chapter.

Sign, wall. Any sign painted on or attached to the outside wall of any building and supported by such wall or building and which displays only one advertising surface. Wall signs shall be subject to the general regulations, except that where groupings of office or commercial businesses share a common zone lot, additional wall signs shall be permitted based upon the actual building frontage as related to the requirements of section 40-65.3.

Sign, window. Any sign or letters, pictures, symbol or combination thereof to communicate information about a business, service, commodity, event, sale or other activity placed inside a window or upon window panes or glass and which is intended to be seen from the exterior. Window signs shall be permitted on the ground floor only shall not cover more than 20 percent of any window area, except that where groupings of office or commercial businesses share a common zone lot, additional window signs shall be permitted based upon the actual building frontage as related to the requirements of section 40-65.3. Window signs in conformance with this article are not counted towards the maximum display area calculations contained within section 40-65.3.