

14-8.10 SIGNS

(A) Applicability

No signs intended to be read from off the premises shall be erected or constructed without a building permit, except as otherwise provided in this section. All signs in all zoning districts must conform to the requirements set forth in this section.

(B) General Provisions

(1) Sign Illumination

Sign illumination shall be either indirect with the source of light concealed from direct view or shall be through translucent light diffusing materials. There shall be no exposed electrical conduits. However, electricity activated gas tubing, including neon, is allowed.

(2) Building Permits Required

Building permits shall be secured for all signs, including signs in the Historic Districts, except where stated otherwise. (Ord. No. 2002-37 § 98)

(3) Setback Requirements Apply

The setback requirement for each district shall apply to the placement of all signs.

(4) Maximum Number of Colors and Lettering Styles

For any one sign, including frame and poles, there shall be no more than three colors and no more than two lettering styles. At least one of the colors shall match one of the predominant colors in the building.

(5) Sign Surface Area

(a) The net geometric area shall be the area enclosed by the sign, including all elements such as borders or frames, perforated or solid background;

(b) The area of double-faced signs shall be computed for one face only;

(c) The supports, uprights or structure on which any sign is supported shall not be included in determining the sign area unless such supports, uprights or structure area is designed in such a manner as to form an integral part of the background of the display; and

(d) The area of artificial illumination on a wall of any structure is to be counted as part of the total allowable sign area.

(6) Sign Removal

(a) Any sign now or hereafter existing which no longer advertises a bona fide business conducted or a product sold shall be taken down and removed by the owner, agent or person having the beneficial use of the building, lot or structure upon which sign may be found;

(b) Whenever a sign is removed from a building or structure, the building or structure shall be cleaned, painted or otherwise altered, and all sign supports, brackets, mounts, utilities or other connecting devices shall be removed so that there is no visible trace of the removed sign or the supports, brackets, mounts, utilities or other connecting devices; and

(c) Upon failure to comply with the sign regulations as set forth in this section, the City zoning administrator's office is authorized to cause immediate removal of such sign, as follows:

(i) For temporary or portable signs on the public right-of-way, verbal notification of the owner shall be given requesting removal within 48 hours. If after this time, the sign is not removed, then the City shall remove the sign at the owner's expense;

(ii) For noncomplying temporary or portable signs on private property, written notification of the owner shall be given requesting compliance or removal within 48 hours. If after this time the sign is not removed, then the City shall remove the sign at the owner's expense in an amount to be determined by the zoning administrator;

(iii) For noncomplying temporary or portable signs creating a threat to health, safety, and welfare, in a visibility triangle, on a sidewalk or for other reasons, the City shall immediately remove the sign at the owner's expense. Once the sign is removed, the City shall notify the owner;

(iv) For noncomplying temporary or portable signs for which no permit is required as set forth in [§14-8.10\(F\)](#), the City shall immediately remove the sign at the owner's expense. Once the sign is removed, the City shall notify the owner; and

(v) For noncomplying permanent signs, the regular procedure for noncompliance with the provisions of this chapter shall be followed.

(7) Nonconforming Signs

Existing signs affected by any new annexation into the City shall have five years from the effective date of the annexation to conform to the applicable sign provisions of this chapter.

(C) Prohibited Signs

(1) No off-site advertising is allowed. The advertising on any sign shall pertain only to a business, industry, or pursuit conducted on or within the premises on which such sign is erected or maintained. For the purposes of determining the number, size, location, or types of signs allowed under these sign regulations, "premises" shall include contiguous lots that comprise a unified complex of buildings or uses, such as shopping centers; or common access through easements or rights-of-way, regardless of whether the lots are under common ownership. Where contiguous lots exist that do not comprise a unified complex, but where one or more of the lots does not have vehicular access to any street except via an access easement across a parcel which does have direct access to a street, the indirect-access lot(s) may place a separate freestanding sign on the direct-access lot in accordance with the restrictions of this chapter subject to the limitations below:

(a) No more than two freestanding signs shall be permitted on any lot, regardless of the number of individual lots served by common access;

(b) The right to individual signs shall be limited to a situation where one or more of the individual lots is 200 feet or more from the primary access road where the sign for such lot is to be located to such lot; and

(c) The lot or lots in excess of 200 feet from a primary access road are comprised of not less than 10,000 square feet.

(d) No lot or access easement shall be created for the sole or primary purpose of establishing an entitlement for a separate freestanding sign.

(2) No signs shall be erected, relocated or maintained so as to prevent free ingress to or egress from any door, window or fire escape; no sign of any kind shall be attached to a standpipe or fire escape.

(3) No sign or other advertising regulated by this section or [§14-8.7](#) of this chapter shall be erected at the intersection of any street in a manner which obstructs free and clear vision; at any location where by reason of position, shape or color it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device; or which make use of the words "STOP," "LOOK," "DANGER," or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

- (4) It is unlawful for any person to display on any sign or other advertising structure any obscene, indecent or immoral matter.
- (5) No sign shall flash, blink, vary in intensity, revolve or otherwise appear to be in motion.
- (6) No sign shall have movable parts; except that those signs or marquees having design and construction features for changing of legend or inscription may be approved.
- (7) No sign shall be erected or maintained on or over public property. However, wall signs may project over a front property line where the building wall is less than one foot from the property line, providing that such a sign shall not impede or endanger pedestrian or vehicular traffic and sign projects no more than one foot from the building wall.

(D) Signs Permitted in All Districts Without a Building Permit

The following signs are permitted in any use districts without a permit, if the number or area of the signs does not exceed that which is allowed:

- (1) Signs denoting the name and address of the occupants of the premises, the number of which shall not exceed three per premises and the area of each shall not exceed one square foot.
- (2) Professional name plates that shall not exceed three in number per premises and the area of each shall not exceed one square foot.
- (3) Signs advertising the sale, lease, or rental of the premises upon which the sign is located, with a combined total surface area not exceeding four square feet, and in addition, for each 150 feet of lot line adjacent to a public street an additional four square foot sign is permitted. If such signs are found to be in violation of this chapter, the City shall immediately remove the sign at the owner's expense. Larger signs are allowed as set forth in [§14-8.10\(F\)](#), with a building permit.
- (4) Signs for home occupation, the number of which shall not exceed one and the area of which shall not exceed one square foot.
- (5) Signs for private day-care facilities and kindergartens, the number of which shall not exceed one and the area of which shall not exceed one square foot as set forth in [§14-6.2\(B\)\(5\)](#).
- (6) Signs denoting the architect, engineer, or contractor placed on the premises where construction, repair, or renovation is in progress, with a combined total

surface area not exceeding four square feet. A larger sign is allowed as set forth in [§14-8.10\(F\)](#), with a building permit. (Ord. No. 2002-37 § 99)

(7) Signs for a temporary garage or yard sale that shall be located on the premises where the sale is conducted, the number of which shall not exceed one and the area of which shall not exceed two square feet.

(E) Permanent Signs: Specific Requirements According to Class of Sign

(1) Directional or Information Signs or Historic Markers

No directional or information sign or historic marker shall exceed four square feet.

(2) Building- and Wall-Mounted Signs

For building- and wall-mounted signs where the sign bracing is above the level of the roof, the sign bracing shall be below parapet walls or screened.

(3) Canopy, Marquee, and Projecting Signs

(a) The area of a canopy or marquee sign shall be counted as a part of the total allowable sign area;

(b) All canopy, marquee and projecting signs shall be at least seven feet above grade. However, when such signs are erected over a driveway, the minimum height above grade shall be 15 feet.

(4) Free-Standing Signs

(a) Sign support structure for freestanding signs shall not exceed 50 percent of the allowable sign surface area for one sign;

(b) The premises around the freestanding sign shall be maintained by the owner of the sign in a clean, sanitary and inoffensive condition, and shall be free and clear of obnoxious substances, rubbish and weeds; and

(c) An area equal to the sign area shall be landscaped at the base of the sign. Landscaping shall be with five-gallon shrubs with a minimum mature height of 30 inches with one shrub planted for every ten square feet.

(5) Roof Signs

(a) All sign bracing for roof signs shall be behind or below the parapet walls or screened; and

(b) In no event shall a sign extend above the height limit established for the zoning district in which a sign is located.

(6) Wall Signs

(a) Shall not project more than one foot from the wall on which they are displayed. Wall signs shall not project over public property except where the building wall is less than one foot from the property line. In this case, the sign may project up to one foot from the building wall, provided that it does not impede or endanger pedestrian or vehicular traffic;

(b) Shall, in no case, exceed 20 percent of the area of the wall on which they are displayed or 80 square feet in sign area, whichever is less, even if the district permits a larger total sign area.

(7) Clocks and Thermometers

Clocks and thermometers, when constructed within or as a part of a sign or when displayed as a separate sign, shall, in addition to other regulations herein for signs, conform to the following special regulations and exceptions:

(a) The hands of the clock and the motive mechanism shall not be classed as moving parts;

(b) Illuminated numerals will not be classed as blinking or flashing lights;

(c) Clocks and thermometers shall not exceed 40 inches in either vertical or horizontal dimension; and

(d) All clock signs shall keep accurate time and all thermometer signs shall accurately record the temperature. If these conditions are not complied with, the instruments shall be promptly repaired or removed.

(8) Identification of Development

One sign for the permanent identification of a development shall be permitted, provided, it is mounted on a permanent masonry structure and the sign does not exceed 32 square feet. If a development has an additional entrance on another street, a second sign not to exceed 32 square feet is permitted.

(F) Temporary and Portable Signs

(1) Temporary and portable signs are allowed off-premises only if the signs are advertising an event, function, or activity of a civic, political or religious nature.

(2) Building and building permits shall be required to authorize the erection and maintenance of such signs for a period not exceeding 30 days or the duration of the event plus one week, whichever is shorter.

(3) No portable or temporary sign shall exceed four feet in any one of its dimensions except as otherwise set forth in this section.

(4) Advertising for one-time special events or unusual advertising media meeting the definition of a sign shall be reviewed for size, design and other characteristics on a case by case basis by the zoning administrator.

(5) Temporary signs advertising the sale, lease, or rent of commercial or multi-family residential property shall not exceed 32 square feet.

(6) Except as otherwise approved herein, no portable sign shall extend over or into any street, alley, sidewalk or other public thoroughfare, and shall not be placed to project over any wall opening. Cloth signs may extend over public property only by permission of the Governing Body and shall be subject to related laws and ordinances. Such signs when extended over a public street shall maintain a minimum clearance of 20 feet from the surface of the roadway.

(7) For temporary political signs the following requirements shall apply:

(a) No building permit is required;

(b) The owner of property on which the sign is erected must give written permission prior to erecting the sign;

(c) The sign shall be removed within five days after the election;

(d) No sign shall exceed 32 square feet; and

(e) The requirements for political signs apply to all districts including the Historic Districts.

(8) Pennants, tinsel, or fringe are not allowed.

(9) One sign for the temporary identification of a project during the active stages of construction or development, beginning with the demolition or grading permit shall be permitted. This sign shall not exceed 32 square feet.

(10) One sign for the temporary identification of the architect, engineer, or contractor for a project is allowed not to exceed 16 square feet.

(G) General Requirements for Signs According to District

(1) In residential, RAC and AC districts not more than two signs are allowed per building, with combined surface area not exceeding twenty square feet. In addition, an entrance sign is allowed as set forth in §14-8.10(E).

(2) For C-1, C-4 and HZ districts not more than two signs are allowed per building, the combined surface area of which shall not exceed thirty-two (32) square feet. In addition, an entrance sign is allowed as set forth in §14-8.10(E).

(3) In RAC, AC, C-1, C-4 and HZ districts not more than two bulletin or notice boards are allowed with combined surface area not exceeding 20 square feet and not exceeding ten square feet for one such board;

(4) No sign shall exceed ten feet in height in residential districts. No sign shall exceed 15 feet in height in RAC, AC, C-1, C-4 and HZ districts.

(5) All signs in "H" districts shall be governed by "H" zone sign regulations. However, building permits are required for signs in the "H" districts unless otherwise provided.

(6) The BCD district shall be governed by "H" zone sign regulations for that part of the BCD district included in the "H" districts.

(7) For those portions of SC, C-2, I-1, I-2 and Business and Industrial Park districts that are not located within the Cerrillos Road Highway Corridor Protection district, and that portion of the BCD district not located within the "H" districts, the following standards shall apply:

(a) For one business establishment on the premises, not more than three signs are allowed, no one of which shall exceed 80 square feet and all three of which shall not exceed 150 square feet;

(b) For two business establishments on the premises, no more than four signs total are allowed, no one of which shall exceed 80 square feet in area and all of which, for any one business establishment, shall not exceed 80 square feet;

(c) For three or more business establishments on the premises, one sign for the purpose of general identification of the entire premises, not to exceed 150 square feet is allowed. In addition, one sign is allowed with one square foot of surface area for each one lineal foot of building frontage not to exceed 80 square feet per business establishment;

(d) No such sign shall exceed 25 feet in height;

(e) For SC and Business and Industrial Park districts, in addition to one identification sign not to exceed 150 square feet, one sign for each full line

department store, junior department store and supermarket with one square foot of surface area for each one lineal foot of building frontage is permitted, providing it does not exceed 80 square feet;

(f) Only one free standing sign is allowed per premises in the SC, C-2, I-1, I-2 and Business and Industrial Park districts; and

(g) For buildings with two front facades an additional sign is allowed. The maximum sign size for one facade is 100 percent of the allowed sign size and for the second facade the maximum sign size is 50 percent of the allowed sign size.

(8) For C-2, SC, and I properties located within the Cerrillos Road Highway Corridor Protection district, the following standards shall apply:

(a) For one business establishment on a legal lot of record, not more than three signs are allowed, no one of which shall exceed 50 square feet in area in Corridor Zone One, 60 square feet in Corridor Zone Two, 70 square feet in Corridor Zone Three, and 80 square feet in Corridor Zone Four. The total allowable sign area for all three signs shall not exceed 150 square feet;

(b) For two business establishments on a legal lot of record, no more than four signs are allowed, no one of which shall exceed 50 square feet in area in Corridor Zone One, 60 square feet in Corridor Zone Two, 70 square feet in Corridor Zone Three, and 80 square feet in Corridor Zone Four. The total allowable sign area for any one business establishment shall not exceed 80 square feet;

(c) For three or more business establishments on a legal lot of record, one sign is allowed for the purpose of general identification of the entire premises not to exceed 90 square feet in area in Corridor Zone One, 110 square feet in Corridor Zone Two, 130 square feet in Corridor Zone Three, and 150 square feet in Corridor Zone Four. In addition, one wall mounted sign per business establishment is allowed having one square foot of surface area for each one lineal foot of building or lease space frontage, but in no case exceeding 80 square feet per business establishment;

(d) All free-standing signs along Cerrillos Road shall meet the building setback requirements set forth in §14-5.5(B)(3)(a). However, in the case of properties flanked on one or both sides by existing buildings that encroach into the required setback distance, the freestanding sign setback may be reduced to correspond to either the average of the adjacent building setbacks, or to the average of an adjacent building setback and the required building setback. Only one freestanding sign, meeting the area requirements in paragraphs (a) through (c) above, is allowed per legal lot of record;

(e) No freestanding sign shall exceed 14 feet in height in Corridor Zone One, 16 feet in Corridor Zone Two, 18 feet in Corridor Zone Three, and 20 feet in Corridor

Zone Four. No wall mounted sign shall exceed 25 feet in height, or the height of the wall on which it is mounted, whichever is less;

(f) Roof top, marquee type, and projecting signs mounted perpendicular to a wall plane, are prohibited; and

(g) Signs existing prior to the adoption of the Cerrillos Road Highway Corridor Protection District Ordinance shall have five years from the effective date of the Cerrillos Road Highway Corridor Protection District Ordinance to comply with the provisions of this section.

(9) Freestanding, monument style signage in MU districts shall not exceed 6 feet in height and shall be limited to one sign per street frontage of development. (Ord. No. 2005-11 § 9)

(H) Special Sign Regulations in the H Districts

(1) Purpose

(a) The purpose of the sign regulations in this section is to establish and carry into effect regulatory procedures governing signs in Historic Districts of the City. These regulations pertain to permits, colors, texture and finish, materials and design, location and size. They are set forth to preserve the special qualities inherent in the City that attract tourists and residents alike and that are the basis of the City's economic stability and growth. Signs excessive in size, illumination and of commonplace design will defeat the purpose of the preservation of characteristic areas in this, the oldest capitol in the United States.

(b) In addition to the prohibition contained in this section, approval of the display of a sign in the Historic District shall be granted by the Division only when the signs and the plans conform to the unique and distinctive character of the City, do not injuriously affect the same and do not impair the value to the community of those buildings having architectural worth.

(2) Applicability

Signs in the following areas and districts shall comply with the additional sign regulations of this section 14-8.10(H), in addition to the general sign regulations of [§14-8.10](#) above:

(a) All signs in the Historic Districts;

(b) All signs in RC districts;

(c) All signs in the RAC district; and

(d) All signs in the AC district.

(3) Number of Signs

The total number of signs allowed is as follows:

(a) For up to two business establishments on one premises, no more than three signs per business, the total area of which for any one business shall meet the size limitations for specific types of signs as set forth in this section, or 85 square feet, whichever is less, exclusive of free standing signs; and

(b) For three or more business establishments on one premises, no more than two signs per business, the total area of which for any one business shall meet the size limitations for specific types of signs as set forth in this section or 85 square feet, whichever is less, exclusive of free standing signs.

(4) Prohibited Locations

(a) No permanent signs shall be placed on a balcony, gallery, shed, roof, door or window or placed so as to disfigure or conceal any architectural features or details of any building, or painted on walls. No sign shall be displayed from any fence or wall or open lot unless it is deemed necessary to the conduct of a business by the Division, in which event a waiver of regulations can be allowed.

(b) Occupants may place notices of articles or services for sale, necessary to the conduct of their business, behind the glass of windows or doors; provided, that the signs are not more than one-third of the glass area on which they are exhibited or ten square feet, whichever is greater.

(5) Obstructing Ingress and Egress

No sign shall be erected, relocated, or maintained so as to prevent free ingress to or egress from any door, window, or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.

(6) Signs Not to Constitute Traffic Hazard

No sign or other advertising structure as regulated by this section shall be erected at the intersection of any street so as to obstruct free and clear vision; at any location where by reason of the position, shape or color it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device; or which makes use of the words "stop", "drive-in", "danger" or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

(7) Goose Neck Reflectors

Goose neck reflectors and lights shall be permitted on projecting signs; provided, that the reflectors are provided with proper glass lenses concentrating the illumination on the area of the sign to prevent glare on the street or adjacent property.

(8) Spotlights and Floodlights Prohibited

It is unlawful for any person to maintain any sign that extends over public property that is wholly or partially illuminated by floodlights or spotlights.

(9) Advertising Permitted

No sign of any character shall be displayed in the Historic District unless it advertises a bona fide business conducted in or on the premises and the advertising of products shall not exceed 25 percent of the area of the sign.

(10) Illumination Restrictions

(a) No signs that flash, blink, revolve, or are otherwise in motion, vary in intensity or seem to be in motion shall be permitted.

(b) Illumination for each side of a projecting sign, if lighted by goose neck lights, shall be evenly distributed.

(c) Wall signs to be illuminated shall be so constructed as to have all illumination from behind each letter. No visible bulbs, neon tubing or other lighting shall be allowed.

(d) Electric signs may be placed inside windows and glass doors; provided, that their proportions are not in excess of the window area so allowed under paragraph (4) above.

(e) No electric outdoor lights placed in trees, shrubs, or other types of vegetation shall be allowed when publicly visible except during the traditional holidays.

(11) Color and Design

The effort of design of signs in the Historic District is to keep a moderate, attractive and compatible styling so as not to cause erratic or disturbing distractions from the architectural beauties of the City; therefore, color and design are left to the discretion of the applicant.

(12) Signs; Awnings, Flags, Banners

Awnings shall be of cloth or of other material acceptable to the Division. There shall be no advertising on awnings. Flags, banners, awnings, and such trappings shall not be permitted as advertising within the H-District. However, the name of a business may appear along the lower edge or fringe of the awning. In such cases, the awning shall count as one sign as allowed under [§14-8.10\(H\)\(3\)](#). The color of the awning shall be compatible with Santa Fe architectural style and shall not be obtrusive. (Ord. No. 2002-37 § 100)

(13) Sign Plans for New Construction of Buildings

Applicants submitting plans for new construction of buildings containing three or more businesses on the premises shall in addition to other information, submit coordinated plan for signs. The plan shall be drawn to scale showing the proposed locations, sizes, and types of signs for the businesses. All signs shall comply with the standards set forth in this section.

(14) Street Clocks

Street clocks shall be in harmony with the old Santa Fe style or recent Santa Fe style or both.

(15) Conflicts with Zoning Regulations

In any case where there is a conflict between the specific provisions of this section [14-8.10\(H\)](#) and the general sign requirements and restrictions of the remainder of this section [14-8.10](#), this section shall prevail and shall be controlling for all purposes.

(16) Inspection of Signs

The division shall inspect, as it deems necessary, each sign regulated by this section to ascertain whether the same is secure or insecure or in need of repair.

(17) Procedure When Unsafe or Unlawful Signs Found

If the Division finds that any sign or other advertising structure regulated herein is unsafe or insecure; is a menace to the public, or has been constructed or erected or is being maintained in violation of the provisions of this section, it shall give written notice to the permittee. If the permittee fails to remove or alter the structure to comply with the standards of these sections within ten days after such notice, the sign or other advertising structure may be removed or altered to comply by the Division at the expense of the permittee or owner of the property on which it is located. The Division shall refuse to issue a permit to any permittee or owner who refuses to pay costs so assessed. The Division may cause any sign or other

advertising structure that is an immediate peril to persons or property to be removed summarily and without notice.

(18) Exempted Signs

The provisions and regulations of this section [14-8.10\(H\)](#) shall not apply to the following signs; provided, that the signs meet the provisions of [§14-8.10\(H\)\(3\)](#):

- (a) Real estate signs not exceeding six square feet in area that advertise the sale, rental or lease of the premises on which such signs are located;
- (b) One professional name plate not exceeding one square foot in area;
- (c) One bulletin board not over eight feet in area for public, charitable or religious institutions when the same is located on the premises of such institutions;
- (d) Signs denoting the architect, engineer or contractor when placed on work under construction and not exceeding 12 square feet in area;
- (e) An occupational sign denoting only the name and profession of an occupant in a commercial building, public institution building or dwelling house and not exceeding two square feet in area;
- (f) Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials; and
- (g) Traffic or other municipal signs, legal notices, railroad crossing signs, danger signs and such temporary, emergency or nonadvertising signs as may be approved by the Governing Body; and
- (h) Signs denoting whether a business is open or closed and traffic signs for private businesses, none of which exceed two square feet in area.

(19) Permits Required

(a) It is unlawful for any person to erect, repair, alter, relocate or maintain within the Historic District of the City any sign or other advertising structure as defined in this section without first obtaining an erection permit from the Inspections and Enforcement Office and making payment of the fee required. All illuminated signs shall, in addition, be subject to the provisions of the Electrical Code and the permit fees required thereunder.

(b) The text of advertising matter on signs that already conform to this section may be changed without any permit, provided all changes also conform.

(20) Permit Application; Contents

Application for permits shall be made on blanks provided by the Division and shall contain or have attached thereto the following information:

- (a) Name, address and telephone number of applicant;
- (b) Location of the building, structure or lot to which or on which the sign is to be attached or erected;
- (c) Position of the sign or other advertising structure on a building or in relation to nearby buildings or structures;
- (d) One scaled drawing with full description of material, texture and finish to be used;
- (e) Name of person erecting structure;
- (f) Written consent of the owner of the building, the structure, or land to which or on which the structure is to be erected;
- (g) Any electrical permit required and issued for such sign; and
- (h) Such other information as the Division shall require to show full compliance with the provisions of this section and all other laws and ordinances of the City.

(21) Permit Application; Approval; Period of Validity

It is the duty of the Division upon the filing of an application for a permit, to examine plans, specifications and other data and the premises upon which it is proposed to erect the sign or other advertising structure; and if it appears that the proposed structure is in compliance with all the requirements of the provisions of this section and all other laws and ordinances of the City, the Division shall then recommend approval. If the work authorized under an erection permit has not been completed within six months after date of issuance, the permit shall become null and void.

(22) Certain Signs to Be Approved by Electrical Inspector

The application for a permit for erection of a sign or other advertising structure in which electrical wiring and connections are to be used shall be submitted to the electrical inspector. The electrical inspector shall examine the plans and specifications respecting all wiring and connections to determine if they comply with the Electrical Code of the City, and he shall approve such permit if the plans

and specifications comply with the code or disapprove the application if noncompliance with the code is found.

(23) Sandwich Signs; Prohibition

Sandwich signs as defined in this section are prohibited.

(24) Freestanding Signs

(a) When Permitted

Freestanding signs shall be permitted at the discretion of the Division where a business establishment is set back from a street alignment of building façades more than two feet. A business establishment thus set back, in addition to the signs permitted on the building itself, may maintain a freestanding sign of not more than 16 square feet in area, and the sign shall relate to the conduct of the business within. If a building is on at least one acre of property and has an unencumbered front setback of at least 50 feet, a two-faced freestanding sign with a maximum of 50 square feet area on each face, with sign dimensions no greater than ten feet in length and five feet in height, and with the top of the sign not more than 14 feet from the ground will be permitted; provided, that it relates to the business conducted on the premises. Lighting on freestanding signs shall conform with this section.

(b) Location

(i) It is unlawful to erect any freestanding sign whose total height is greater than 14 feet above the level of the street on which the sign faces or above the adjoining ground level if the ground level is above the street level.

(ii) Freestanding signs shall have an open space not less than ten feet between the base line of the sign and the ground level, unless the freestanding sign is placed on the ground and does not exceed 16 square feet in area nor six feet in any dimension.

(iii) The setback of freestanding signs from the City right-of-way is regulated by the underlying zoning.

(c) Characters, Letters

All letters, figures, characters or representations in cut-out or irregular form maintained in conjunction with, attached to or superimposed on any sign shall be safely and securely built or attached to the sign structure.

(d) Construction, Condition of Premises

- (i) All freestanding signs shall be securely built, constructed and erected on posts sunk at least three feet below the natural surface of the ground.
- (ii) All wood posts shall be treated to protect them from moisture by creosoting or other approved methods when they enter into the ground.
- (iii) Premises shall be kept free of weeds and be maintained by the owner in a clean, sanitary and inoffensive condition, free and clear of all obnoxious substances, rubbish and weeds.

(25) Hanging Signs

(a) General Limitations

All hanging signs shall be at least six feet eight inches above the sidewalk or ground level, and shall be located within the central one-third of the façade length so as not to obstruct neighboring signs.

(b) Area Limitations

Hanging signs shall be limited in area as follows:

- (i) A maximum of 12 square feet, except in the AC and RAC districts where the maximum limit is six square feet;
- (ii) The maximum size of letters shall be eight inches in height;
- (iii) There shall be no restriction on the number of letters, words or lines of any sign as long as the overall area of the sign is within the maximum allowed square feet; and
- (iv) Maximum thickness of six inches.

(c) Supports and Attachments

All hanging signs shall be safely and securely attached to the building by not less than two metal chains, metal brackets or wrought iron brackets firmly secured in the roof support beams by metal anchors, bolts, or expansion screws. No excess chain shall be allowed. In no case shall any hanging sign be attached with wire, string, rope, wood, or secured by nails.

(26) Wall Signs

(a) Area Limitations

(i) A wall sign is subject to the following limitations:

A. The maximum allowable size is 15 percent of the façade on which the sign is to be placed. In no case shall the sign area exceed 20 square feet except in the AC and RAC districts where the maximum allowable size is six square feet;

B. Maximum size of letters shall be 20 inches in height, except in the AC and RAC districts where the maximum size shall be eight inches in height;

C. There shall be no restriction on the number of letters, words or lines of any sign as long as its overall area is within the maximum allowable square feet; and

D. No sign shall be permitted 15 feet or more above street grade measured in front of the façade where the sign is to appear.

(ii) Where two or more businesses are conducted on the premises of a single ownership, having a front footage of 25 feet or less, the allowable sign area shall be increased by 50 percent. Where buildings have frontage on more than one public way and entrances thereon, the maximum footage shall govern signs at each entrance, and it shall be construed to mean on any given public way.

(b) Projection Wall; Height from Ground

No wall sign shall project more than three inches beyond the building line. However, if the sign is attached to the wall at a height of not less than six feet eight inches measured from the sidewalk or ground to the bottom of the sign, it may project a maximum of ten inches, except in AC and RAC districts where the maximum projection is three inches.

(c) Supports and Attachments

All wall signs shall be safely and securely attached to the building wall by means of metal anchors, bolts or expansion screws of not less than three-eighths inch in diameter embedded in the wall at least five inches; provided, that such signs may rest in or be bolted to strong heavy metal brackets or saddles set not over six feet apart, each of which shall be securely fixed to the wall as herein provided. In no case shall any wall sign be secured with wire, strips of wood or nails.

(27) Projecting Signs

(a) General Limitations

No projecting sign shall angle in "Y", "L" or "V" fashion over the sidewalk or ground. No projecting sign may rise above the level of the roof line, fire wall or first story, whichever is construed by the Historic Design Review Board as a roof line. All

projecting signs shall be at least ten feet above the sidewalk or ground level, and shall be located within the central one-third of the façade length so as not to obstruct neighboring signs. A total of two signs may be allowed to each store, shop or bona fide place of business if one is projecting and the other considered a wall sign; in which case, the wall sign shall be reduced in allowable size by one-half the area consumed by a projecting sign. No projecting sign shall have letters exceeding eight inches in height.

(b) Area Limitations

Projecting signs shall be limited in areas as follows:

- (i) A maximum of four feet projection from the wall of the building, except for marquees that may project eight feet;
- (ii) A maximum of 16 square feet, except in an AC or RAC district where the maximum sign space is six square feet, and except for marquees where the maximum sign space is 115 square feet per face of the marquee;
- (iii) A maximum thickness of not over 12 inches except for marquees to which this section does not apply;
- (iv) Projecting signs erected over public driveways or alleys shall be placed not less than 15 feet above the level of same; and
- (v) Marquees are allowed only for theaters showing motion pictures, or dramatic, musical, or live performances and having permanent seating except in an AC or RAC district where marquees are prohibited.

(c) Construction

Projecting signs exceeding ten square feet in area or 50 pounds in weight shall not be attached to nor supported by frame buildings or the wooden framework of a building. Such signs shall be attached to masonry walls as stated in this section. The framework of any projecting sign shall be of adequate strength so as to have no need for guy wires or wire reinforcement.

(d) Illumination

Every projecting sign larger than ten square feet in area shall be illuminated between sunset and daybreak on each side, by at least five watts per square foot of sign surface. The illumination shall be restricted as provided by this section.

(28) Temporary Signs

(a) Duration of Permit; Advertising

(i) Permits for temporary signs shall authorize the erection of such signs and their maintenance for a period not exceeding 30 days, in the discretion of the historical style committee.

(ii) The advertising contained on any temporary sign shall pertain only to the business, industry, or pursuit conducted on or within the premises on which such sign is erected or maintained. This provision shall not apply to signs of a civic, political, or religious nature.

(b) Construction Requirements

No temporary sign shall exceed four feet in one of its dimensions or 50 square feet in area. Every temporary sign weighing in excess of 50 pounds shall be approved by the Inspections and Enforcement Office as conforming to the safety requirements of the Building Code.

(c) Prohibited Locations

No temporary sign shall extend over or into any street, alley, sidewalk or other public thoroughfare nor shall it be erected so as to prevent free ingress to or egress from any door, window or fire escape.

(d) Anchors and Supports

Every temporary sign shall be attached to the wall with wire or steel cables; no strings, ropes, or wood slats for anchorage or support purposes shall be permitted.

(Ord. No. 2001-38 § 2)