

TITLE 4  
CHAPTER 7

SIGN REGULATIONS

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**4-7-1: PURPOSE:**

- A. The purposes of this chapter are to:
1. Protect the health, safety, property and welfare of the public,
  2. Provide a neat, clean, orderly and attractive appearance of the City,
  3. Improve the effectiveness of signs,

4. Provide for safe and orderly construction, location, erection and maintenance of signs,
  5. Prevent proliferation of signs and sign clutter, minimize adverse visual safety factors to travelers on public rights-of-way and on private areas open to public travel, and
  6. Achieve these purposes consistent with state and federal constitutional limits on the regulation of speech.
- B. To achieve these purposes, it is necessary to regulate the design, quality of materials, construction, location, electrification, illumination, and maintenance of signs that are visible from public property, public rights-of-way and private areas open to public travel.

**4-7-2: DEFINITIONS:**

For the purposes of the Florence Sign Code, unless the context indicates otherwise: words in the present tense include the future; the singular number includes the plural and the plural number includes the singular; undefined words have their ordinary accepted meaning; and, the following words and phrases mean:

A-FRAME SIGN	A double-faced temporary sign composed of two sign boards attached at the top and separate at the bottom, not permanently attached at the ground.
ABANDONED SIGN	A sign structure that has been damaged, and repairs and restoration are not started within 180 days of the date the sign was damaged, or are not diligently pursued, once started.
ALTER	To make a change to a sign or sign structure, including but not limited to, changes in area, height, projection, illumination, shape, materials, placement and location on a site. Altering a sign does not include ordinary maintenance or repair, repainting an existing sign surface, including changes of message or image, or exchanging the display panels of a sign.
ATHLETIC SCOREBOARD	A sign erected next to an athletic field by the owner or operator of the field and which is visible to spectators.
AUTOMOBILE SERVICE STATION	A retail place of business engaged primarily in the sale of motor fuels.
AWNING	A shelter projecting from and supported by the exterior wall of a building constructed of rigid or non-rigid materials on a supporting framework.
AWNING SIGN	A sign attached to or incorporated into an awning.
BALLOON SIGNS	A sign consisting of a membrane that relies on internal gaseous pressure or a semi-rigid framework for maintaining its form.
BANNER	A sign made of fabric or other non-rigid material with no enclosing framework designed for temporary use.
BENCH SIGN	A sign on an outdoor bench.
BILLBOARD	A sign on which any sign face exceeds two hundred square feet in area.

BLANKETING	Blocking a pedestrian's or motorist's view of a projecting sign by another projecting sign.
BOUNDARIES OF A SITE	The area inside the legal lot lines of a site, not including any property in a public right-of-way.
BUILDING ELEVATION AREA	The area of a single side of a building, measured in square feet and calculated by multiplying the length of the side of the building by the height of the building to the roof line. If the roof line height varies along the side of the building, the average of the lowest and highest roof line height on that side shall be used in the calculation.
BUILDING FRONTAGE, PRIMARY	The ground floor lineal length of a building wall that faces a street, driveway, parking lot, courtyard or plaza and has an entrance or exit open to the general public.
BUILDING FRONTAGE, SECONDARY	The ground floor lineal length of a building wall that faces a street, driveway, parking lot, courtyard or plaza and does not have an entrance or exit open to the general public.
BUILDING OFFICIAL	The Building Official or his or her designee.
CANOPY	A permanent roofed structure which may be freestanding or attached to a building, but which is not a completely enclosed structure or awning.
CHANGING IMAGE SIGN	Any sign that changes message or image through the use of any automated, mechanical or electronic method.
CLEARANCE	The distance between the average grade below a sign to the lowermost portion of the sign.
CITY	The City of Florence.
CITY ENGINEER	The City Engineer or his or her designee.
CITY MANAGER	The City Manager or his or her designee.
CITY RECORDER	The City Recorder or his or her designee.
COMMUNITY DEVELOPMENT DIRECTOR	The Community Development Director or his or her designee.
COMMUNITY EVENT	An activity or event identified as such by the City Council.
DWELLING	Any building or portion thereof that contains living facilities, including provisions for sleeping, eating, cooking and sanitation.
ENTERPRISE	Any legal business or other defined entity with an established purpose and scope.
FILING	Depositing a document in the United States mail, postage prepaid and accurately addressed to the city, or leaving a copy with the city recorder at City Hall during work hours. For purposes of this chapter, a document is "filed" on the date it is received at City Hall.
FIRE MARSHAL	The Fire Marshal or his or her designee.

FLAG	A rectangular piece of fabric of distinctive design that is displayed hanging free from a staff, halyard or building to which it is attached. A flag is often used to display the symbol of the United States, a nation, state, local government, business, organization or a person. If any dimension of the flag is more than three times as long as any other dimension, it is classified and regulated as a banner regardless of how it is anchored or supported.
FLASHING SIGN	A sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source.
FREESTANDING SIGN	A sign wholly supported by integral pole(s), post(s), or other structure or frame that is not affixed to a building, the primary purpose of which is to support the sign and connect it to the ground. A freestanding sign does not include a portable sign.
GRADE	For freestanding signs, "grade" is the average level of the ground measured five feet from either end of the base of the sign, parallel to the sign face. For signs mounted on buildings, the grade is the average level of the sidewalk, alley or ground below the mounted sign measured five feet from either end of the sign face.
HANDHELD SIGN	A hand-carried sign of six square feet or less in area, worn or carried by a person when being displayed.
HEIGHT	The vertical distance measured from grade to the highest attached component of a sign including the supporting structure.
HISTORICAL OR LANDMARK MARKER	A sign constructed in close proximity to a historic place, object, building, or other landmark recognized by an official historical resources entity, where the sign is constructed by the owner of the historic property and does not exceed twenty square feet in size.
HISTORICAL SIGN	A sign designated as a historic or cultural resource under city, state or federal law or a sign that is an historical element of an historical landmark.
ILLUMINATED SIGN	A sign illuminated by an internal light source or an external light source primarily designed to illuminate the sign. The illumination is "external" when the light source is separate from the sign surface and is directed to shine upon the sign and "internal" when the light source is contained within the sign, but does not include signs where the text or image is composed of dot matrix or LEDs. External illumination is "direct" when the source of light is directly seen by the public, such as a floodlight, and "indirect" when the source of light is not directly seen by the public, such as cove lighting.

INTERIOR SIGN	A sign erected and maintained inside of a building, including, but not limited to, a sign attached to or painted on the inside of windows. This definition does not include text, pictures, graphics, or similar representations in display windows.
LAWN/YARD SIGN	A temporary freestanding sign made of lightweight materials such as cardboard or vinyl that is supported by a frame, pole or other structure placed directly in or upon the ground without other support or anchor.
LED	A semiconductor diode that converts applied voltage to light and is used in digital displays.
LOT	A single unit of land that is created by a subdivision of land.
MAINTENANCE	Normal care or servicing needed to keep a sign functional or perpetuate its use, such as cleaning, replacing or repairing a part made unusable by ordinary wear, and changing light bulbs.
MARQUEE	A permanent roofed structure attached to or supported by a building.
MENU BOARD	A sign placed at the beginning of a drive-up service lane of a food service establishment that includes a two-way speaker system for taking food orders.
MONUMENT SIGN	A freestanding sign that is placed on a solid base that extends a minimum of twelve inches (12") above the ground and extends at least seventy-five percent (75%) of the length and width of the sign with a support structure that is incorporated into the overall design of the sign. The above ground portion of the base is considered part of the total allowable height of a monument sign.
NAME PLATE	A permanent wall sign located on the front facade of a residential structure.
NEON SIGN	A sign internally illuminated by a light source consisting of neon or other gas contained in a tube, except for fluorescent lights.
NONCONFORMING SIGN	A sign that was lawful when it was constructed but does not meet the requirements of the Florence Sign Code. When a sign permit is granted prior to the effective date of the ordinance codified in this chapter that complies with then existing requirements, the sign is conforming if it is erected within ninety days of the effective date of the ordinance codified in this chapter.
NUMERIC INFORMATION SIGN	A sign only displaying current numeric measurements such as time, date, temperature, or stock indices.
OWNER	The person owning title to real property on which a sign is located, or the contract purchaser of the real property as shown on the last available complete assessment roll in the office of county assessor. "Owner" also includes the owner of a sign who has a continuing lease of the real property on which the sign is located.

PENNANT	A sign device made from a strip of flexible material intended to wave in the wind.
PERSON	Every person, firm, partnership, association, Tribe or Tribal Council, or corporation.
PLANNED UNIT DEVELOPMENT	A tract or tracts of land developed as a planned unit development under city zoning / development ordinances.
POLE SIGN	A sign that is a freestanding sign connected to the ground by one or more supports with the lower edge of the sign separated vertically from the ground by a distance of nine feet or greater as measured from grade.
PORTABLE SIGN	A sign which is not affixed to a building or other structure, or the ground in a permanent manner and is designed to be moved from place to place.
PRINCIPAL USE	A nonresidential use of property by an owner or lessee. Multiple principal uses may be located on a lot or development.
PROJECTING SIGN	A sign, other than a wall sign, that projects from, and is supported by or attached to a roof or wall of a building or structure.
PUBLIC RIGHT-OF-WAY	Travel area dedicated, deeded or under control of a public agency, including but not limited, to highways, public streets, bike paths, alleys and sidewalks.
PUBLIC SIGN	A sign erected, constructed, or placed within the public right-of-way or on public property by or with the approval of the governmental agency having authority over, control of, or ownership of the right-of-way or public property.
READER BOARD	A permanent sign providing information in a horizontal linear format, that can be changed either manually through placement of letters or symbols on tracks mounted on a panel, or electronically, through use of an array of lights in a dot matrix configuration, from which characters can be formed.
REPAIR	Mending or replacing broken or worn parts with comparable materials.
ROOF ELEVATION AREA	The area of a single plane of a roof, measured in square feet and calculated by multiplying the difference between the height of the ridge and the height of the eave by the distance between opposing rakes.
ROOF LINE	The ridge of a roof or the top edge of a building parapet, whichever is higher, excluding any cupolas, chimneys or other minor projections.
ROOF SIGN	A sign erected upon, against, or over the roof of any building or structure.
SEASONAL HOLIDAY DECORATIONS	Every type of decoration displayed during and around a federally recognized holiday or local festival on a seasonal basis, whether illuminated or not, and buildings or any other structure. For the purposes of this section, local festivals include but are not limited to Rhododendron Days and the Chowder Blues and Brew Festival.

SETBACK	The horizontal distance from the property line to the sign, measured at the closest points of the sign to the property line.
SIGN	<p>Any writing, video projection, illumination, pictorial representation, illustration, decoration, emblem, symbol, design, trademark, banner, flag, pennant, captive balloon, streamer, spinner, ribbon, sculpture, statue, or any other figure or character that is used to communicate an informational message and:</p> <p>A. Is a structure or any part thereof (including the roof or wall of a building); <u>or</u></p> <p>B. Is written, printed, projected, painted, constructed, or otherwise placed or displayed upon or designed into a structure or an outdoor screen or monitor, or a board, plate canopy, awning, marquee, or a vehicle, or upon any material object, device, or surface whatsoever.</p> <p>The scope of the term “sign” does not depend on the content of the message or image being conveyed.</p> <p>Building design elements (such as decorative design features, sculpture, and fountains and art work) that do not communicate an informational message are not “signs.”</p>
SIGN AREA	The projected area of the sign measured within lines drawn between the outermost points of a sign or the sign frame/cabinet if present, but excluding essential sign structure, such as foundations, or supports. For the purposes of this code, measurements shall be determined as further specified in Section 4-7-15 of this chapter.
SIGN BAND	A continuous horizontal band located on a facade where there are no doors, windows or other architectural features.
SIGN COPY	The message or image conveyed by a sign.
SIGN FACE	A surface of the sign containing copy as seen in one elevation view.
SIGN HEIGHT	The average level of the grade below the sign to the topmost point of the sign including the supporting sign structure, foundations, and supports.
SITE	A lot or parcel or group of adjacent lots or parcels. Multiple uses with a common parking area or common structure(s), or both shall be considered one site. A single use occupying one or more detached structures with its own parking area(s) shall be considered one site. A site can be vacant.
STREET FRONTAGE	The length or width of a site, measured along a line separating the site from a street or public right-of-way.
STRUCTURE	That which is built or constructed. An edifice or building of any kind or any piece of work artificially built up or composed of parts joined together in some definite manner and which requires location on the ground or which is attached to something having a location on the ground.

SUBDIVISION	A site with four or more lots.
SUPPORTING STRUCTURE	A structure specifically intended for supporting or containing a sign.
SUSPENDED SIGN	A sign suspended from the underside of a canopy, awning, eve, or marquee.
TEMPORARILY ATTACHED	Attached to a building, structure, vegetation or the ground in a manner than is easily removable.
TEMPORARY BUSINESS	A temporary business as defined by the city of Florence Municipal Code.
TEMPORARY SIGN	A sign that is temporarily attached to a building, structure, vegetation, or the ground. Temporary signs include, but are not limited to, A-frames, banners, flags, pennants, balloons, blimps, streamers, lawn signs and portable signs.
TRANSPORTATION SYSTEM PLAN (TSP)	That portion of the city of Florence Comprehensive Plan that implements the State of Oregon Transportation Planning Rule OAR 660-012.
TRI-VISION SIGN	A sign that contains display surfaces composed of a series of three-sided rotating slates arranged side by side, either horizontally or vertically, that are rotated by an electro-mechanical process, capable of displaying a total of no more than three separate and distinct messages, one message at a time, provided that the rotation from one message to another message is no more frequent than once every hour and the actual rotation process is accomplished in four seconds or less. <u>A tri-vision sign is a type of changing image sign.</u>
UNLAWFUL SIGN	A sign that does not conform to the provisions of this Code and is not a non-conforming sign.
UTILITY SIGN	A sign constructed or placed by a public utility on or adjacent to a pole, pipe, or distribution facility of the utility and within the public right-of-way or utility easement.
VEHICLE SIGN	A sign placed in or attached to a motor vehicle or trailer, currently registered with the Department of Motor Vehicles and legal to travel on public roadways that is used for either personal purpose or is regularly used for purposes other than the display of signs.
VIDEO SIGN	A sign providing information in both a horizontal and vertical format (as opposed to linear), through use of pixel and sub-pixel technology having the capacity to create continuously changing sign copy in a full spectrum of colors and light intensities. A video sign is a type of changing image sign.
VISION CLEARANCE AREA	A triangular area on lot at the intersection of two streets or a street and a railroad, alley, or driveway as defined and measured in the Florence City Code Title 10.



WALL SIGN	A sign that is painted on a wall of a building, or a sign attached to the wall of a building and extending no more than twelve inches from a wall, or attached to or erected against a roof with a slope not more than twenty degrees (20°) from vertical, with the exposed face of the sign in a plane that is vertical or parallel to the plane of that roof, and which does not project more than eighteen inches (18") from the wall or roof. Window signs that are permanently attached to the outside of a window are wall signs.
WINDOW SIGN	A sign attached to, or painted on a window, or displayed inside the building within six inches (6") of a window or building openings so that it is viewable from the outside of the building.
ZONING/DEVELOPMENT ORDINANCE	The Florence City Code Title 10.

To the extent a term used in this chapter is not defined in this Section, the term shall be interpreted to the extent possible using the Oregon Structural Specialty Code and State Electrical Code for context, when appropriate.

**4-7-3: GENERAL REQUIREMENTS:**

Except as provided in Section 4-7-7 of this chapter, no person shall erect, construct or alter a sign, or permit the same to be done, unless a sign permit has been issued by the city. A sign permit for the construction and continued use of a sign is subject to the terms and conditions stated in the permit and to the Florence Sign Code. Re-facing an existing sign, with no structural changes or change in size or type of the sign, does not constitute an alteration of a sign and does not require a sign permit.

**4-7-4: EXEMPT SIGNS:**

Except for signs prohibited by this chapter, the following signs are exempt from the provisions of the Florence Sign Code, but may be subject to other portions of the City Code:

- A. All signs which are placed inside a structure or building, and which are either not visible through windows or building openings, or are not intended to be visible from outside of the structure or building.
- B. Signs not visible from the public right-of-way or from public property.
- C. Permitted Murals, as defined and regulated in Title 10 Chapter 26.

**4-7-5: PROHIBITED SIGNS:**

Except for nonconforming signs, the following signs are unlawful and are nuisances:

- A. Abandoned signs;
- B. Billboards;
- C. Any sign constructed, maintained or altered in a manner not in compliance with the Florence Sign Code;
- D. Any nonpublic sign constructed or maintained which, by reason of its size, location, movement, coloring or manner of illumination may be confused with or construed as a traffic control device or which hides from view any traffic control device;

- E. Any sign constructed in such a manner or at such a location that it will obstruct access to any fire escape or other means of ingress or egress from a building or an exit corridor, exit hallway or exit doorway. No sign or supporting structure shall cover, wholly or partially, any window or doorway in any manner that it will substantially limit access to the building in case of fire;
- F. Any sign located in a manner which could impede traffic on any street, alley, sidewalk, bikeway or other pedestrian or vehicular travel way;
- G. Any sign equipped with moving, rotating or otherwise animated parts, except athletic scoreboards permitted under Section 4-7-7;
- H. Any sign that is wholly or partially illuminated by a flashing or intermittent light, lights, lamps, bulbs, diodes or tubes. Rotary beacon lights, zip lights, strobe lights, or similar devices shall not be erected or maintained, or attached to or incorporated in any sign;
- I. Any nonpublic sign within the vision clearance area provisions contained in Title 10 of the Florence City Code;
- J. Any sign attached to a tree or a plant, fence or a utility pole within public right-of-way, except as otherwise allowed or required by the Florence Sign Code or other chapters of the City Code;
- K. Any sign within or over any public right-of-way, or located on private property less than two feet from any area subject to vehicular travel, except for:
  - 1. Public signs, (includes banners over the public right-of-way, with the approval of the controlling jurisdiction).
  - 2. Temporary signs specifically allowed within the public right-of-way under Section 4-7-8 of this chapter;
- L. Temporary signs, including banners, pennants, and wind signs, except as authorized by Section 4-7-7 or 4-7-8 of this chapter.
- M. Unlawful signs.
- N. Any sign which is judicially determined to be a public nuisance.

**4-7-6: NONCONFORMING SIGNS:**

- A. Nonconforming permanent signs lawfully installed prior to adoption of this code may continue in use, subject to the restrictions in this subsection:
  - 1. Removal Required for Specific Nonconforming Signs. All non-conforming signs shall be brought into compliance if the following occur:
    - a. Structural alteration of more than 50% of the replacement value of the sign, or
    - b. Replacement of a sign structure.
  - 2. General Requirements for Nonconforming Signs.
    - a. A non-conforming sign shall not be:
      - 1) Modified, unless the modification brings the sign into compliance with this Chapter. A change of copy is allowed.
      - 2) Expanded.
      - 3) Relocated, unless the modification brings the sign into compliance with this Chapter.
    - b. A non-conforming sign may undergo normal maintenance, except:

- 1) "Normal maintenance" excludes major structure repairs designed to extend the useful life of the non-conforming sign.
  - 2) If a non-conforming sign is damaged by wind, fire, neglect or by any other cause, and such damage exceeds fifty (50) percent of its replacement value, the non-conforming sign shall be removed.
- c. Vacant Businesses: A sign frame shall not be left empty, and a blank sign face shall be installed if necessary.
  - d. No additions or enlargements may be made to a nonconforming sign except those additions or enlargements that are required by law.
  - e. A sign that is replaced, or structurally altered more than 50% of the replacement value shall be brought into conformance with this chapter, except that:
    - 1) Nonconforming signs may be repaired and maintained and may have the sign copy changed. A sign may be removed from its sign structure for repair or maintenance if a permit is obtained under this chapter.
    - 2) Nonconforming signs may be structurally altered when the alteration is necessary for structural safety.
    - 3) Nonconforming signs may be reconstructed if required to be moved for construction or repair of public works or public utilities and the sign reconstruction is completed within one hundred and eighty (180) days after the completion of the public works or public utility construction or repair.
  - f. A nonconforming sign that is damaged shall not be repaired if the estimated expense to repair the sign exceeds fifty (50) percent of the replacement cost of the sign as of the day before the sign was damaged. A damaged nonconforming sign that cannot be repaired shall be removed within one hundred and eighty (180) days. As used herein, "nonconforming sign" includes the sign structure, foundation and supports.
  - g. Whenever a nonconforming sign is damaged and the estimated cost to repair the sign is fifty (50) percent or less of its replacement value, it may be repaired and restored to the condition it was in before it was damaged and may continue to be used as a nonconforming sign, provided that such repairs and restoration are started within one hundred and eighty (180) days of the date the sign was damaged and are diligently pursued thereafter.
  - h. Whenever repairs and restoration of a damaged nonconforming sign are not started within one hundred and eighty (180) days of the date the sign was damaged or are diligently pursued once started, the sign shall be deemed abandoned.
  - i. Abandoned signs shall not be permitted as nonconforming signs.
  - j. No nonconforming sign shall be permitted to remain unless properly repaired and maintained as provided in this chapter. A sign maintained in violation of this provision shall be removed as provided in Section 4-7-30-2 of this chapter. Any nonconforming sign that is determined by the building official to be an unsafe sign shall be removed as provided by Section 4-7-31 of this chapter. Any nonconforming sign determined by the Community Development Director to be an abandoned sign shall be removed as provided in Section 4-7-32 of this chapter.

- B. Nothing in this section shall be deemed to prevent the maintenance of any sign, or regular manual changes of sign copy on a sign.
- C. Continuation of Non-Conforming Sign as Public Nuisance; Removal and Abatement.
  - 1. The continuation of any nonconforming sign that is inconsistent with the standards set forth in Subsection A of this Section is hereby declared to be a public nuisance, which may be abated as provided by this section.
  - 2. Any non-conforming sign that that is inconsistent with the standards set forth in Subsection A of this Section, shall be removed within ninety (90) days after a written notice for removal has been posted on the property upon which the sign is located, and a copy sent by certified mail, postage prepaid, to the sign owner and land owner, if different. Such notice shall state the particulars of the violation and require removal of the sign upon or before a date specified in the notice, but not less than thirty days after such posting and mailing, and that written objections to such removal may be filed with the Community Development Director on or before such date. If the non-conforming sign is not removed on or before the date specified in the notice, and if no written objections to such removal are filed, the Community Development Director may cause the removal thereof at the expense of the owner of the real property upon which such sign is located.
  - 3. Upon receipt of timely filing of objections, the non-conforming sign shall remain in place. Hearing upon the objections shall be held before the City Council. Notice of the time, date and place of the hearing shall be personally delivered, or mailed by certified mail, postage prepaid, to the person filing such objections at the address provided in the objections, at least ten (10) days prior to the hearing. Any non-conforming sign ordered removed by the City Council shall be removed within ninety (90) days after notice of the removal order has been mailed to such objector, and if not removed within such time, the Community Development Director shall cause the removal to be made at the expense of the owner of the real property upon which such sign is located.

**4-7-7: EXEMPTIONS FROM REQUIREMENT FOR PERMIT:**

The following signs are allowed in all sign districts without a permit. Use of these signs does not affect the amount or type of signage otherwise allowed by this chapter. The painting, repainting, cleaning, maintenance and repair of an existing sign shall not require a permit, unless a substantial structural alteration or repair is made. The changing of a sign copy or message shall not require a permit. All signs listed in this section are subject to all other applicable requirements of the Florence Sign Code.

- A. Signs (including name plates and dates of erection of buildings) on multifamily residential, commercial, industrial, or institutional buildings when the sign is cut into the surface or the facade of a building, or when it is constructed of stone, masonry, bronze or other material and projects no more than two (2) inches from a building, so long as the cumulative sign face(s) are eight (8) square feet or less in area;
- B. One indirectly illuminated or non-illuminated sign not exceeding one and one-half (1 ½) square feet in area placed on any non-multifamily residential lot. This type of sign is typically used as a name plate;
- C. Flags as defined in Section 4-7-2 are permitted at any time under the provision (1) and (2). Flag poles shall not exceed twenty-eight feet (28') in height in the residential sign district and no more than forty feet (40') in height in all other sign districts, as measured from the ground. All flags and poles shall adhere to regulations of the airport overlay district. A flag that is tattered or faded is no longer within this exemption and must be removed;
  - 1. Flags located on private property shall be limited to limited to three (3) per site. Public or quasi-public property (e.g. library, school, college or fire station), or at

memorials or museums are not limited in the number of flags located per site. The total area for all flags on residential sign district properties on a site are limited to a sum total of forty (45) square feet in size.

2. Flags, pennants and banners located on non-residential sign district properties shall not exceed sixty (60) square feet in area per flag. Public or quasi-public property (e.g. library, school, college or fire station), or at memorials or museums may fly one U.S. flag not to exceed ninety-six (96) square feet on national holidays in accordance with the flag pole's engineering.
- D. Vehicle signs;
  - E. Signs displayed upon a public transit or light rail vehicle;
  - F. Historical sign or historical or landmark markers;
  - G. Seasonal holiday decorations on private property;
  - H. Handheld signs;
  - I. A sign up to six (6) square feet in area and thirty inches (30") in height constructed or placed within a parking lot or internal driveway that is oriented toward the parking area or internal driveway. These signs are typically used to direct traffic and parking;
  - J. Any public notice required by federal, state or local law, regulation or ordinance;
  - K. Sign within the public right-of-way that is erected by a governmental agency, utility or contractor doing authorized work within the right-of-way;
  - L. A sign that does not exceed eight (8) square feet in area and six feet (6') in height, and is erected on property where there is a danger to the public or to which public access is prohibited;
  - M. Non-illuminated and illuminated interior signs in non-residential sign districts designed primarily to be viewed from a sidewalk or street provided the sign does not obscure more than fifty percent (50%) of any individual window;
  - N. Non-illuminated signs in residential sign districts designed primarily to be viewed from a sidewalk or street provided the sign does not obscure more than one (1) square foot of any individual window, door, or entryway.
  - O. One suspended sign for each principal use erected on property which is not considered public right-of-way, under an attached first floor awning or canopy upon a building with direct exterior pedestrian access, provided the sign does not exceed six square feet in area and has a minimum of eight feet of clearance;
  - P. An exterior sign erected next to an entrance, exit, rest room, office door, or telephone, provided the sign is no more than four (4) square feet in area. This type of sign is typically used to identify and locate a property feature;
  - Q. Signs located within a sports stadium or athletic field, or other outdoor assembly area which are intended for viewing by persons within the facility. The signs shall be placed so as to be oriented towards the interior of the field and the viewing stands;
  - R. Signs incorporated into vending machines automated teller machines, or gasoline pumps;
  - S. Temporary signs as allowed under Section 4-7-8 of this chapter;
  - T. Public signs;
  - U. Utility signs;
  - V. Signs for emergency services, and railroad signs;

- W. Drive-up menu boards. Menu boards placed adjacent to a driveway specified for drive up transactions shall be used solely for vehicular and pedestrian product purchasing or transaction information. This sign shall be located outside of the front yard setback and will be located where the primary viewing is to the drive-up customers. Maximum height of this sign will be eight feet and maximum size will be sixty (60) square feet. Each drive up will be limited to no more than two menu boards.

**4-7-8: TEMPORARY SIGNS:**

- A. Temporary signs may be erected and maintained in the city only in compliance with the regulations in this chapter, and with the following specific provisions:
1. Except as approved in connection with a community event, no temporary sign shall be internally illuminated or be illuminated by an external light source primarily intended for the illumination of the temporary sign.
  2. A temporary sign shall be attached to the site or constructed in a manner that both prevents the sign from being easily removed by unauthorized persons or blown from its location and allows for the easy removal of the sign by authorized persons.
  3. Except as provided in this code, temporary signs shall not be attached to trees, shrubbery, utility poles or traffic control signs or devices.
  4. No temporary sign shall be erected or maintained which, by reason of its size, location or construction constitutes a hazard to the public.
- B. In the school sign district, temporary signs shall be allowed without issuance of a permit.
- C. In the residential sign district, the following temporary signs shall be allowed on a lot without issuance of a permit and shall not affect the amount or type of signage otherwise allowed by this chapter. This signage shall not be restricted by content, but is usually and customarily used to advertise real estate sales, political or ideological positions, garage sales, home construction or remodeling and similar activities. Signage shall be allowed for each lot as follows:
1. Signs not exceeding six (6) square feet in area or five feet (5') in height during the period from ninety (90) days before a public election or the time the election is called, whichever is earlier, to five (5) days after the public election.
  2. One sign not exceeding six (6) square feet in area and five feet (5') in height which is erected for a maximum of eight (8) days in any calendar month.
  3. One sign not exceeding six (6) square feet in area and five feet (5') in height during the time of sale, lease or rental of a lot or dwelling provided that the sign is removed within fifteen (15) days of the sale, lease or rental of a lot or dwelling. An additional sign of the same size may be erected if the property borders a second street and the signs are not visible simultaneously.
  4. One sign not exceeding six (6) square feet in area during the time of construction or remodeling of the property, provided the sign is removed within seven (7) days of the completion of any construction or remodeling. An additional sign of the same size may be erected if the property borders a second street and the signs are not visible simultaneously. On lots of more than one (1) acre, the sign area may be increased to thirty-two (32) square feet.

5. On property which has received subdivision or development approval from the city, from that approval until issuance of a building permit for the last lot to be sold or completion of the development project, one temporary sign not exceeding thirty-two (32) square feet in area and eight feet (8') in height on properties less than four (4) acres in size or two (2) temporary signs not exceeding sixty-four (64) square feet in area each and eight (8) feet in height on properties greater than four (4) acres in size.
  6. One sign not exceeding thirty-two (32) square feet in area during the period of charitable fundraising event being conducted on the property where the sign is erected by a charitable or nonprofit organization. This sign shall not be placed more than ten (10) days prior to the event and must be removed within four (4) days following the event.
- D. In any district other than the residential or school sign districts, the following temporary signs shall be allowed on a lot without issuance of a permit and shall not affect the amount or type of signage otherwise allowed by this chapter. This signage shall not be restricted by content, but is usually and customarily used to advertise real estate sales, political or ideological positions, construction or remodeling, special events and similar activities. Signage shall be allowed for each lot as follows:
1. Signs not exceeding six (6) square feet in area and five feet (5') in height, during the period from ninety (90) days before a public election or the time the election is called, whichever is earlier, to five (5) days after the public election.
  2. One sign not exceeding thirty-two (32) square feet in area and eight feet (8') in height during the time of sale, lease or rental of the property provided that the sign is placed on the property for sale, lease, or rental and removed within fifteen (15) days of the sale, lease or rental of the property, or a sign not exceeding thirty-two (32) square feet in area and eight (8) feet in height during the time of construction and remodeling of the property, provided the sign is placed on the property where construction and remodeling is taking place and removed within seven days of the completion of any construction or remodeling. An additional sign of the same size may be erected if the property borders a second street and the signs are not visible simultaneously.
  3. One sign not exceeding thirty-two (32) square feet in area during the period of charitable fundraising event being conducted on the property where the sign is erected by a charitable or nonprofit organization. This sign shall not be placed more than ten (10) days prior to the event and must be removed within four (4) days following the event.
  4. One banner not exceeding thirty-two (32) square feet in area may be displayed on private property for a period of not more than thirty (30) continuous days and not more than sixty (60) days per calendar year. Registration with the City is required before the banner may be displayed. Banners that are tattered, torn or faded are not permitted to be displayed.
  5. One temporary sign limited to a maximum of six (6) square feet in area and three feet (3') in height, displayed on private property and only during the business hours of operation of the responsible enterprise are permitted.
- D. No temporary signs or banners shall be allowed in the public right-of-way or on public property, except for those listed in this subsection.
1. Signs owned or erected by a governmental entity shall be permitted in the right-of-way without issuance of a permit and shall not affect the amount or type of signage otherwise allowed by this chapter.

2. Temporary banners or seasonal holiday decorations which extend over a roadway or are attached to utility or streetlight poles shall be permitted in the right-of-way only with authorization granted by the City, and shall comply with the following standards:
  - a. Banners or decorations which extend over a roadway shall not exceed two hundred (200) square feet in area. Banners which are attached to a single utility or streetlight poles shall not exceed thirty (30) square feet in area.
  - b. Temporary banners or decorations shall be permitted only if the applicant is conducting an event or activity in the City of Florence that has been identified as a public event in Title 3 Chapter 1 of the Florence City Code or for purposes of identifying a geographic area or district of the city.
  - c. Applicants requesting temporary banners placed over rights-of-way controlled by other agencies other than the City of Florence shall obtain written consent from the appropriate agency regarding the proposed banner(s) prior to submittal of an application for a sign permit. The consent shall identify any restrictions desired by the owner of the right-of-way.
  - d. Except for a banner(s) identifying a geographic area or district of the city, banner(s) shall be removed within two (2) days of the applicant's event or activity giving rise to the permit.

**4-7-9: SIGN DISTRICTS – GENERAL:**

- A. The following sign districts are created and applied to designated land. No permit shall be issued for any sign unless specifically allowed as an allowed sign under the terms of the applicable sign district or otherwise allowed as a nonconforming sign under Section 4-7-6 or exempted under Section 4-7-7 of this chapter. Any particular limitation in a sign district regulation shall not be construed to exclude the applicability of other restrictions imposed under this chapter.
- B. The sign districts shall include all land identified on the Sign District Map.
- C. Property within a newly designated sign district shall be governed by the provisions of the sign code applicable to the new sign district upon the effective date of the ordinance amending the sign map. Completed applications for sign permits made before the effective date of the sign district change will be considered under the provisions of the Florence Sign Code applicable to the sign district existing at the time the application was completed. All signs which are not in compliance with the provisions of the Florence Sign Code applicable to the newly established sign district shall be considered nonconforming signs.

**4-7-10: RESIDENTIAL SIGN DISTRICT:**

In addition to the temporary and permanent signage allowed without permits, the following signage is allowed in the residential sign district subject to the requirements of this chapter, and summarized in Table 1 of the Sign Districts Table. If there is a conflict between the table and the text, the text prevails.

- A. Permitted Sign Types, Number and Area.  
Signs within the residential sign district are limited as follows and require the obtaining of permits under Section 4-7-26 of this chapter.



1. Wall Signs

One (1) wall sign per site or two (2) wall signs per site on corner lots are permitted only for the following uses:

- multi-family housing
- lodging houses
- commercial and office uses
- parks and recreation facilities
- schools, and
- charitable or religious organizations.

The sign area shall not exceed twenty-four (24) square feet per sign.

2. Freestanding Signs

- a. One (1) freestanding sign per site is permitted in place of a wall sign for commercial and office uses. The sign area shall not exceed eighteen (18) square feet per sign face.
- b. One (1) monument sign per site is permitted only for the following uses:
  - residential subdivisions
  - parks and recreation facilities
  - schools, and
  - charitable or religious organizations.

The sign area shall not exceed thirty-two (32) square feet per sign face.

- c. Two (2) additional monument signs are allowed for residential subdivisions of five (5) acres or more in size with more than one entrance. The sign area shall not exceed thirty-two (32) square feet per sign face.

3. Readerboard Signs

- a. One (1) readerboard sign per site is permitted to be incorporated within an approved monument or wall sign for parks and recreation facilities, schools and charitable or religious organizations. The readerboard sign area shall not exceed twenty-four (24) square feet of the host sign.
- b. The readerboard must be permanently affixed and architecturally integrated into the host sign; a hanging readerboard box on the same sign structure does not qualify as architecturally integrated.
- c. A minimum of one-hundred lineal feet (100') separation between readerboard signs on the same side of the street or highway shall be provided.

B. Maximum Sign Height.

1. Freestanding signs, other than monument signs, shall be no more than five feet (5') in height.
2. Monument signs shall be no more than ten feet (10') in height.

C. Illumination.

1. Internal illumination of wall signs is not permitted, except for multi-family housing and lodging houses.
2. Only indirect external illumination is allowed for freestanding and wall signs.
3. The illumination of signs within the residential sign district shall comply with the standards contained in Section 4-7-24 of this chapter.

D. Other Limitations.

1. Changing image signs and roof signs are not allowed in the residential sign district.
2. Except for temporary signs and signs allowed without permits as allowed under Sections 4-7-7 and 4-7-8 of this chapter, permanent wall, freestanding and monument signs are not permitted for home occupations or single-family residential uses in the residential sign district.

**4-7-11: AIRPORT/INDUSTRIAL SIGN DISTRICT:**

In addition to the temporary and permanent signage allowed without permits, the following signage is allowed in the airport/industrial sign district subject to the requirements of this chapter, and summarized in Table 2 of the Sign District Table. If there is a conflict between the table and the text, the text prevails.

A. Permitted Sign Types, Number and Area.

Signs within the airport/industrial sign district are limited as follows and require the obtaining of permits under Section 4-7-26 of this chapter.

1. Wall Signs
  - a. Two (2) wall signs per business are permitted. The sign area shall not exceed six percent (6%) of the wall area.
  - b. One (1) additional wall sign is allowed if no monument sign is installed. The sign area shall not exceed six percent (6%) of the wall area.
  - c. Where a readerboard sign is installed, only one (1) wall sign is permitted.
2. Projecting, Awning and Marquee Signs
  - a. Other signs attached to buildings, such as projecting, awning and marquee signs are allowed in place of wall signs. The sign area shall not exceed twenty-four (24) square feet per sign face.
  - b. Businesses with a projecting sign above a marquee sign may not also have a monument sign, nor a roof sign.
3. Roof Signs

One (1) roof sign is allowed in place of one (1) wall sign. The sign area shall not exceed sixty (60) square feet per sign face.

  - a. Roof signs may not extend beyond the roof line.
4. Monument Signs
  - a. One (1) monument sign per site and one (1) monument sign per entrance at the Florence Airport are permitted. The sign area shall not exceed sixty (60) square feet per sign face. If more than one business shares a sign, the sign area shall not exceed eighty (80) square feet per sign face.
  - b. Monument signs located on driveways with shared access shall contain all the names of the businesses served by that driveway.
  - c. Monument signs shall have at least 100 lineal feet separation between other freestanding signs on the same side of the street or highway.

5. Readerboard Signs
  - a. One (1) readerboard sign per site is permitted to be incorporated within an approved monument or wall sign. The readerboard sign area shall not exceed twenty-four (24) square feet of the host sign.
  - b. The readerboard must be permanently affixed and architecturally integrated into the host sign; a hanging readerboard box on the same sign structure does not qualify as architecturally integrated.
  - c. A minimum of one-hundred lineal feet (100') separation between readerboard signs on the same side of the street or highway shall be provided.
  - d. Electronic readerboard signs are not permitted in the airport/industrial sign district.
- B. Maximum Sign Height.  
Monument signs shall be no more than eight feet (8') in height, except if more than one business share a monument sign it shall be no more than ten feet (10') in height.
- C. Illumination.
  1. Monument signs are restricted to external illumination only.
  2. The illumination of signs within the airport/industrial sign district shall comply with the standards contained in Section 4-7-24 of this chapter.
- D. Other Limitations.
  1. Electronic readerboard and changing image signs are not permitted in the airport/industrial sign district.
  2. All signs shall adhere to the regulations of the airport overlay district of FCC 10-21-2.
  3. Auto service stations shall comply with the standards specified in Section 4-7-23 of this chapter.

**4-7-12: COMMERCIAL SIGN DISTRICT:**

In addition to the temporary and permanent signage allowed without permits, the following signage is allowed in the commercial sign district subject to the requirements of this chapter, and summarized in Table 3 of the Sign Districts Table. If there is a conflict between the table and the text, the text prevails.

- A. Permitted Sign Types, Number and Area.  
Signs within the highway 101 sign district are limited as follows and require the obtaining of permits under Section 4-7-26 of this chapter:
  1. Wall Signs
    - a. Two (2) wall signs per business are permitted. The sign area shall not exceed six percent (6%) of the wall area.
    - b. One (1) additional wall sign is allowed if no freestanding or monument sign is installed. The sign area shall not exceed six percent (6%) of the wall area.
    - c. Where a readerboard sign is installed, only one (1) wall sign is permitted.

2. Projecting, Awning and Marquee Signs
    - a. Other signs attached to buildings, such as projecting, awning and marquee signs are allowed in place of wall signs. The sign area shall not exceed twenty-four (24) square feet per sign.
    - b. Businesses with a projecting sign above a marquee sign may not also have a freestanding sign or a roof sign.
  3. Roof Signs
    - a. One (1) roof sign is allowed in place of one (1) wall sign. The sign area shall not exceed sixty (60) square feet per sign face.
    - b. Roof signs may not extend beyond the roof line.
  4. Freestanding Signs
    - a. One (1) freestanding sign per site is permitted.
    - b. Freestanding Signs, other than monument signs  
Sign area shall not exceed one-hundred (100) square feet per sign face. If more than one business shares a sign, the sign area shall not exceed one-hundred and twenty (120) square feet per sign face. Signs for shopping centers shall not exceed one-hundred and forty (140) square feet per sign face.
    - c. Monument Signs  
Sign area shall not exceed sixty (60) square feet per sign face. If more than one business shares a sign, the sign area shall not exceed eighty (80) square feet per sign face.
    - d. A minimum of one hundred lineal feet (100') of separation is required between signs on the same side of the street or highway.
  5. Readerboard Signs
    - a. One (1) readerboard sign per site is permitted to be incorporated within an approved monument or wall sign. The readerboard sign area shall not exceed twenty-four (24) square feet of the host sign.
    - b. The readerboard must be permanently affixed and architecturally integrated into the host sign; a hanging readerboard box on the same sign structure does not qualify as architecturally integrated.
    - c. A minimum of one-hundred feet (100') separation between readerboard signs on the same side of the street or highway shall be provided.
- B. Maximum Sign Height.
1. Freestanding signs, other than Monument Signs, shall be no more than twenty feet (20') in height.
  2. Monument signs shall be no more than eight feet (8') in height, except if more than one business share a monument sign it shall be no more than ten feet (10') in height.
- C. Illumination.
- The illumination of signs within the highway 101 sign district shall comply with the standards contained in Section 4-7-24 of this chapter.

- D. Other Limitations.
  - 1. Auto service stations shall comply with the standards specified in Section 4-7-23 of this chapter.
  - 2. Storefront Signage: Where a building abuts the sidewalk, the following storefront signage standards shall apply:
    - a. Signage shall be attached to the building: awing, projecting, window and wall signs are permitted.
    - b. Internal illumination is not allowed.

**4-7-13: OLD TOWN SIGN DISTRICT:**

In addition to the temporary and permanent signage allowed without permits, the following signage is allowed in the old town sign district subject to the requirements of this chapter, and summarized in Table 4 of the Sign Districts Table. If there is a conflict between the table and the text, the text prevails.

- A. Permitted Sign Types, Number and Area.
 

Signs within the old town sign district are limited as follows and require the obtaining of permits under Section 4-7-26 of this chapter:

  - 1. Wall Signs
    - a. Two (2) wall signs per business are permitted. The sign area shall not exceed six percent (6%) of the wall area.
  - 2. Projecting, Awning and Marquee Signs
    - a. Other signs attached to buildings, such as projecting, awning and marquee signs are allowed in place of wall signs. The sign area shall not exceed fifteen (15) square feet per sign face.
    - b. Projecting sign above marquee and roof sign are not permitted.
  - 3. Monument Signs
    - a. One (1) monument sign per site is permitted for buildings that do not abut the sidewalk. The sign area shall not exceed sixty (60) square feet per sign face.
    - b. A minimum of one hundred lineal feet (100') of separation is required between monument signs on the same side of the street.
- B. Maximum Sign Height.
 

Monument signs shall be no more than eight feet (8') in height.
- C. Illumination.
  - 1. Internal illumination is not allowed.
  - 2. The illumination of signs within the old town sign district shall comply with the standards contained in Section 4-7-24 of this chapter.
- D. Other Limitations.
  - 1. Changing image and readerboard signs are not permitted.
  - 2. The use of plastic as part of the exterior visual effects is not permitted.
  - 3. Storefront Signage: Where a building abuts the sidewalk, the following storefront signage standards shall apply:

- a. Signage shall be attached to the building: awing, projecting, window and wall signs are permitted.
- b. Monument signs are not permitted.

**4-7-14: PROFESSIONAL OFFICE SIGN DISTRICT:**

In addition to the temporary and permanent signage allowed without permits, the following signage is allowed in the professional office sign district subject to the requirements of this chapter, and summarized in Table 5 of the Sign Districts Table. If there is a conflict between the table and the text, the text prevails.

**A. Permitted Sign Types, Number and Area.**

Signs within the professional office sign district are limited as follows and require the obtaining of permits under Section 4-7-27 of this chapter:

- 1. Wall Signs
  - a. Two (2) wall signs per building are permitted. The sign area shall not exceed three percent (3%) of the wall area.
- 2. Monument Signs
  - a. One (1) monument sign per site is permitted, except as provided below in section A.2b. Monument sign area shall not exceed forty (40) square feet per sign face.
  - b. Sites with multiple public street entrances are permitted to have one monument sign at each entrance, provided there is a minimum of one hundred lineal feet (100') of separation is between other monument signs on the same side of the street.
- 3. Signs on Campus Facilities
  - a. Campus facilities are sites with a minimum of two (2) acres in size and with three (3) or more buildings on the site.
  - b. One (1) monument sign is permitted at each public street entrance. Monument sign area shall not exceed forty (40) square feet per sign face.
  - c. Except for signs located at public street entrances, signs located within a campus facility are exempt from requirements to obtain permits under Section 4-7-27 of this chapter.

**B. Maximum Sign Height.**

- 1. Freestanding signs shall be no more than eight feet (8') in height.

**C. Illumination.**

- 1. Internal illumination is not permitted on wall or freestanding signs, except for hospital/medical or emergency facility.
- 2. The illumination of signs within the professional office sign district shall comply with the standards contained in Section 4-7-25 of this chapter.

**D. Other Limitations.**

- 1. Changing image and roof signs are not permitted.

#### **4-7-15: SCHOOL SIGN DISTRICT:**

Signs located within the School Sign District are exempt from requirements to obtain permits under Section 4-7-27 of this chapter.

#### **4-7-16: MEASUREMENTS:**

The following shall be used in measuring a sign to determine compliance with this chapter:

##### **A. Sign Area.**

1. Sign area shall be measured as a rectangle drawn between the outermost dimensions of the frame or cabinet surrounding the display area containing the sign copy. The area of a two (2) sided sign (e.g. copy faces front and back) is measured as the area of a single face. When signs are not framed or on a base material and are inscribed, painted, printed, projected or otherwise placed upon, or attached to a building, canopy, awning or part thereof, the sign area is measured by the smallest rectangle that contains the entire sign copy.(Figure 1)
2. When signs are constructed in multiple separate pieces containing sign copy, the sign face area is determined by a perimeter drawn in straight lines, as small as possible, around all sign copy plus any frame(s) or cabinet(s). (Figure 1).
3. Where a sign is of a three-dimensional regular shape (e.g. cube, cylinder) or an irregular solid shape, the total sign area is the smallest sum of all sign face areas drawn as rectangles and projected on two perpendicular vertical planes. (Figure 2)

##### **B. Height.**

Height of sign above grade is measured from the average level of the grade below the sign to the topmost point of the sign including the supporting structure.

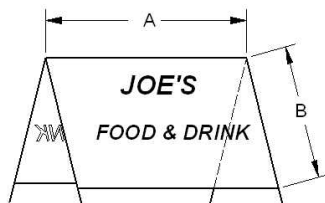
##### **C. Clearance.**

Clearance is measured from the average grade below the sign to the lowermost point of the sign.

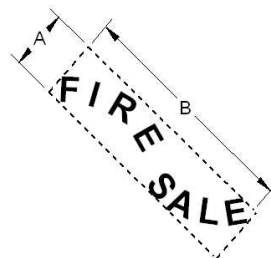
##### **D. Spacing.**

1. For the purpose of applying spacing requirements to signs, distances shall be measured parallel to the centerline of the adjacent street or highway.
2. A back-to-back sign is counted as a single sign for the purpose of spacing distances.

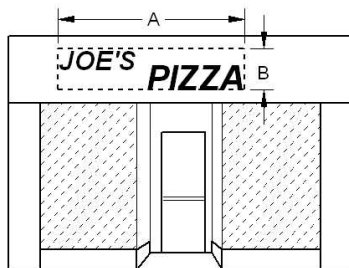
FIGURE 1  
SIGN AREAS



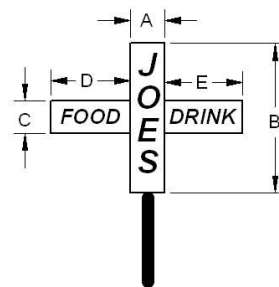
SIGN AREA = (A)(B)



SIGN AREA = (A)(B)

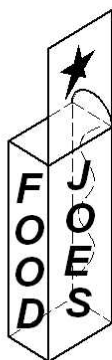


SIGN AREA = (A)(B)

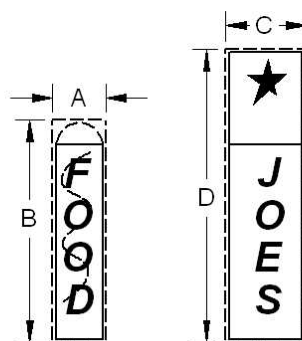
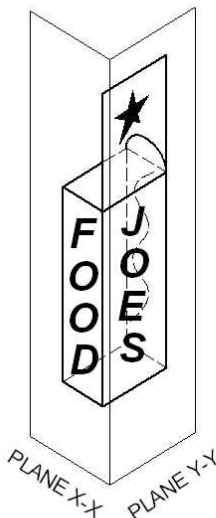


SIGN AREA = (A)(B) + (C)(D+E)

FIGURE 2  
THREE-DIMENSIONAL SIGN AREA



THREE - DIMENSIONAL  
SIGN



AREA IN X-X      AREA IN Y-Y  
TOTAL SIGN AREA = (A)(B) + (C)(D)



#### **4-7-17: PROJECTING SIGNS:**

An otherwise authorized sign shall be permitted to project over public right-of-way if the sign meets all of the following requirements:

- A. The sign and any external guy wires or similar bracing systems shall extend no more than four feet six inches (4'6") from the building face and shall be no less than eight feet (8') above the ground under the projecting sign.
- B. The sign does not project above the roof line or parapet wall, whichever is higher.
- C. Projecting signs shall conform to all provisions of this section which are designed to provide safe minimum clearance along public sidewalks and streets. The sign must have a minimum of eight feet (8') clearance from the ground and fifteen feet (15') where vehicle clearance is needed. The outer edge of the projecting sign must be set back a minimum of two feet (2') from the curb-line.

#### **4-7-18: WALL SIGNS:**

- A. A wall sign shall not project more than eighteen inches (18") from the wall to which it is attached. A wall sign located on an alley frontage shall not project more than twelve inches from the wall to which it is attached and shall have fifteen feet of clearance.
- B. A wall sign shall not project above the roof line, or top of the parapet wall, whichever is higher.
- C. No exposed braces, guy wires, "A" frames, or similar bracing systems shall be used in constructing a wall sign.
- D. The height of a wall sign attached to the end or face of a marquee shall not exceed thirty inches. The lower edge of this sign shall not extend below the marquee.
- E. Wall signs on mansard roofs of forty-five degrees (45°) or less from the vertical axis may be installed if the supporting bracing is shielded from view with a solid material.
- F. When a sign band is included, wall signs shall be placed within the sign band.

#### **4-7-19: ROOF SIGNS:**

- A. Roof signs shall not extend beyond the roof line.
- B. All supporting bracing of roof signs shall be shielded from view with a solid material.

#### **4-7-20: FREESTANDING SIGNS, OTHER THAN MONUMENT SIGNS:**

- A. Each freestanding sign shall provide a landscape planter, or landscaping at the sign base unless such a planter would interfere with the circulation and/or parking of vehicles and no other practical sign location exist.
- B. No part of a freestanding pole sign shall be erected or maintained within five feet (5') of a property line.
- C. No part of a freestanding sign shall project or extend into any public right-of-way.
- D. No freestanding sign shall block, project or extend into any vision clearance area, which is the area between thirty inches (30") and eight feet (8') overgrade.
- E. A freestanding sign shall be directly supported by poles or foundation supports in or upon the ground. No external cross braces, guy wires, "T" frames, "A" frames, "trusses," or similar bracing systems shall be used to buttress, balance, or support a freestanding sign.

- F. A minimum of fifteen feet (15') in clearance is required in areas accessible to vehicles. The lowest point of these signs may be less than eight feet (8') above grade in areas not accessible to vehicles when the signs are protected from physical damage by the installation of bumper poles or other ground protections.
- G. Freestanding signs permitted in a Highway 101 Sign District and commercial sign district shall not be located closer than fifty linear feet from the property line of any single-family residential, multifamily residential, or restricted residential zoned property as measured along the street frontage.

**4-7-21: MONUMENT SIGNS:**

- A. Each monument sign shall provide a landscape planter, or landscaping at the sign base unless such a planter would interfere with the circulation and/or parking of vehicles and no other practical sign location exist.
- B. Monument signs 5' in height require a 1' setback from the right-of-way, and 1 additional foot of setback for each additional foot of height up to 8' in height.
- C. No part of a monument sign shall project or extend into any public right-of-way.
- D. No monument sign shall block or extend into any vision clearance area between thirty inches (30") and eight feet (8') overgrade.

**4-7-22: AWNING SIGNS:**

- A. Awning signs are permitted only as an integral part of the awning to which they are attached or applied.
- B. The awning supporting structure shall maintain a clearance of eight feet.
- C. An awning shall not extend to within two feet from the curb. An awning shall not project above the roof line.
- D. The awning sign shall extend no more than eight feet (8') from the building face and no less than eight feet (8') above the ground to the bottom of the awning the awning.

**4-7-23: CHANGING IMAGE AND ELECTRONIC READERBOARD SIGNS:**

- A. Change image and electronic readerboard signs permitted under this chapter shall comply with the following standards and all other applicable requirements under this code or other applicable law:
  - 1. The change of sign copy or image shall be no more frequent than once per hour, and the actual copy or image change shall be accomplished in four seconds or less. Once changed, the copy shall remain static until the next change.
  - 2. A minimum of one-hundred lineal feet (100') separation between changing image or readerboard signs on the same side of the street or highway is required.
  - 3. Sign copy or image shall not appear to flash, undulate, or pulse, or portray explosions, fireworks, flashes of lights, or blinking of chasing lights. Copy shall not appear to move toward or away from the viewer, expand or contract, bounce, rotate, spin, twist, or otherwise portray graphics or animation as it moves onto, is displayed on, or leaves the sign face.

4. Illumination from changing image and electronic readerboard signs located within or adjacent to a Residential Sign District shall not exceed 25 foot candles when measured at the brightest point on the sign, at a distance of one foot (1') from the sign face using an incident light meter. Signs found to be too bright shall be adjusted or removed as directed by the Community Development Director.
5. Illumination from changing image and electronic readerboard signs located on any property in any sign district other than the Residential Sign District shall not exceed 125 foot candles when measured at the brightest point on the sign, at a distance of one foot (1') from the sign face using an incident light meter. Signs found to be too bright shall be adjusted or removed as directed by the Community Development Director.

**4-7-24: AUTOMOBILE SERVICE STATION SIGNS:**

An automobile service station sign plan shall be required for all automobile service stations. An application for an automobile service station sign plan approval shall be filed at the time permits for permanent signs on the property are sought and shall comply with the provisions contained in this section. The plan shall be reviewed under the procedures set out in Section 4-7-26 of this chapter.

- A. One freestanding or monument sign not exceeding the size, height and spacing limitations authorized in the relevant sign district shall be permitted for each automobile service station. The sign area may include both a stationary sign face area and a readerboard or changing image sign area. The area of the readerboard or changing image sign may be no larger than the size of the freestanding or monument sign authorized in the relevant sign district.
- B. Wall signs not exceeding the amount authorized in the relevant sign district are permitted for each automobile service station.
- C. Two signs shall be permitted on the automobile service station canopy. Total sign area shall not exceed twenty percent of the visible vertical surface of the canopy face, with a maximum sign face area of fifty square feet.

**4-7-25: ILLUMINATION – GENERAL RESTRICTIONS:**

- A. No sign, light, lamp, bulb, diode, tube, or device shall be used or displayed in violation of this section.
- B. No light source shall create an unduly distracting or hazardous condition to a motorist, pedestrian or the general public. Lighted signs shall be placed, shielded or deflected so as not to shine into residential dwelling units or structures, or impair the road vision of the driver of any vehicle.
- C. External light sources for a sign shall be directed and shielded to limit direct illumination of any object other than the sign, including light pollution of the night sky.
- D. Except for holiday seasonal decorations, temporary signs shall not be illuminated.
- E. Illumination from signs located within or adjacent to a Residential Sign District shall not exceed 25 foot candles when measured at the brightest point on the sign, at a distance of one foot (1') from the sign face using an incident light meter. Signs found to be too bright shall be adjusted or removed as directed by the Community Development Director.
- F. Illumination from signs located on any property in any sign district other than the Residential Sign District shall not exceed 125 foot candles when measured at the brightest point on the sign, at a distance of one foot (1') from the sign face using an incident light meter. Signs found to be too bright shall be adjusted or removed as directed by the Community Development Director.

#### **4-7-26: CONSTRUCTION AND MAINTENANCE STANDARDS:**

- A. All permanent signs shall be constructed and erected in accordance with the requirements of the Oregon Structural Specialty Code.
- B. All illuminated signs must be installed by a state-licensed contractor, subject to the requirements of the State Electrical Code. All electrically illuminated signs shall be listed, labeled, and tested by a testing agency recognized by the state of Oregon.
- C. Building and electrical permits shall be the responsibility of the applicant. Prior to obtaining building and electrical permits, the applicant shall obtain a sign permit or demonstrate an exception from the permit requirements of this chapter.
- D. All signs, together with all of their supports, braces, guys, and anchors shall be kept in good repair and be maintained in a safe condition. All signs and the site upon which they are located shall be maintained in a neat, clean, and attractive condition. Signs shall be kept free from excessive rust, corrosion, peeling paint or other surface deterioration. The display surfaces of all signs shall be kept neatly painted or posted. Signs which are faded, torn, damaged or otherwise unsightly or in a state of disrepair shall be immediately repaired or removed. Sign determined to be abandoned shall be removed in accordance with Section 4-7-32.
- E. No sign shall be erected or maintained in such a manner that any portion of its surface or supports will interfere in any way with the free use of any fire escape, exit, or standpipe. No signs shall be erected or maintained so as to obstruct any building opening to such an extent that light or ventilation is reduced below minimums required by any applicable law or provisions of this code.

#### **4-7-27: SIGN PERMIT APPLICATION:**

- A. Except as provided in this chapter, a permit is required to erect or construct a sign, or perform structural alterations on a sign. The painting, repainting, cleaning, maintenance and repair of an existing sign shall not require a permit, unless a structural alteration is made to the support structure or enclosure box of the sign. The changing of a sign copy or message shall not require a permit.
- B. An application for a sign permit shall be made on a form prescribed by the Community Development Director and shall be filed with the city. The application shall be filed by the owner of the sign or a representative of the sign's owner. A separate sign permit application is required for each sign, unless a combined application for all signs in a proposed development is proposed. The application shall include information required by the Community Development Director and the following:
  - 1. A sketch of the site, drawn to scale, showing the approximate location of existing structures, existing signs, and the proposed sign;
  - 2. Building frontage elevations drawn to scale, showing the sign's relative location and placement;
  - 3. Scaled drawings or photographs of the proposed sign, showing the design, elevations, sign face dimensions and area, materials and engineering data (if required, which demonstrates its structural stability). The illustration of the proposed sign need not show the sign message, but shall show the size, style, and design of the lettering, numbers, and graphics conveying any message. The content of any message shall not be considered in the evaluation of a sign permit application;
  - 4. An application shall be filed by the owner or the owner's representative. The owner or leaseholder of the property on which the sign is to be located shall sign the sign permit application;

5. A fee in the amount set by council resolution. When construction of a sign requiring a sign permit begins before the permit is approved, the permit fee shall be doubled.
- C. When deemed necessary by the building official, building or electrical permits shall be obtained as a part of the sign permit process.
- D. The Community Development Director shall grant or deny the sign permit application based upon the information submitted with the application and other information obtained by or submitted to the city.
- E. A sign permit application shall be approved if:
  1. The application complies with all of the applicable provisions of this chapter and any other objective requirement imposed by law. No standard shall be applied to deny a permit if the operation of that standard violates a constitutional right of the applicant. If, as part of the application, an applicant identifies a particular standard alleged to have unconstitutional effect, and provides reasons for that contention, the Community Development Director shall seek the opinion of the city attorney on the contention. If the city attorney concludes that the operation of the standard violates a constitutional right of the applicant, the Community Development Director shall not apply the standard in reviewing the application;
  2. The applicable permit fee has been paid.
- F. An approved sign shall be constructed and installed within six months of the final approval of the permit, including resolution of any appeal. The sign permit shall be void if installation is not completed within this period or if the sign does not conform to the approved permit. Sign permits mistakenly issued in violation of this chapter or other provisions of this code are void. If requested prior to the expiration of the permit, the Community Development Director may grant a reasonable extension of time for the installation deadline upon a showing of reasonable grounds for delay.
- G. If sign does not conform to the building code after inspection, the sign will be subject to removal under Section 4-7-31 of this chapter.
- H. The Community Development Director may revoke a sign permit if the director finds that there was a material and misleading false statement of fact in the permit application.

**4-7-28: APPEAL OF DECISION ON SIGN PERMIT:**

- A. An applicant may appeal the denial of an application for a sign permit, conditions of approval of the allowance of a permit or revocation of the permit.  
  
An appeal may be initiated by filing a form prescribed by the Community Development Director that is filed within twenty (20) days of the date of mailing the decision of the Community Development Director. The form shall specify the bases for the appeal.  
  
Except as provided herein, the appeal shall be to the City Council.
- B. The City Council shall conduct a public hearing on the appeal within twenty-one (21) days following the receipt of the filed notice of appeal. The City Council shall grant or deny the permit based upon the evidence at the hearing and the record of its administrative proceedings. The hearing shall be conducted under the procedures used by the City Council for a quasi-judicial hearing.
- C. The City Council shall issue its decision in writing explaining the reasons why the permit was granted or denied. The decision shall be mailed to the address of the applicant on the application by regular mail.

- D. In considering the appellant's contentions, the City Council shall exercise only the following review authority:
1. Determining whether the Community Development Director failed to follow applicable procedures in taking action on the permit or the sign in ways that prejudiced the rights of the appellant;
  2. Determining whether the Community Development Director properly applied the provisions of this chapter;
  3. Modifying the decision of the Community Development Director only to the minimum extent necessary to be consistent with the requirements of this chapter or of other laws;
  4. Attaching such conditions to granting all or a portion of any appeal as necessary to achieve the purposes of this chapter.
- E. When the appeal form in an appeal of a sign permit or revocation states an issue involving the application of state or federal constitutional law, the municipal court judge shall resolve the constitutional law issues on an expedited basis prior to the Council deliberations on the appeal. The court shall conduct a public hearing on the constitutional issues and may allow the reception of factual evidence. The city attorney may appear on behalf of the city. Following the hearing, the court shall issue a written opinion on the constitutional issues. If the constitutional issues are the only issues raised in the appeal, the court shall direct the Community Development Director to grant or deny the permit or revocation. The directed decision of the municipal court judge is the final decision of the city. If other issues are raised in the appeal, the decision of the municipal court shall be binding on the City Council. Following resolution of these other issues, the decision of the City Council shall be final.

**4-7-29: ADJUSTMENTS:**

- A. Adjustments to the numeric standards of this section shall be allowed only in compliance with this subsection. Adjustments may be requested to allow relocation of a sign, on the subject property, reducing the height of a sign, or enlarging the area of a sign. Adjustments allowing the use of prohibited signs, or allowing signage other than that specifically allowed by this code, are not permitted.
- B. Requests for adjustments shall be filed with the city, on a form provided by the Community Development Department, and accompanied by a fee as approved by the City Council. The request shall include the information required for a sign permit, as specified in Section 4-7-26-B of this chapter, the specific standard from which the adjustment is requested, and the numeric amount of the adjustment, and written responses to the following approval criteria:
1. Compliance with the applicable standard would create an unnecessary hardship due to physical conditions of the property (topography, lot size or shape, or other circumstances over which the applicant has no control), which are not present on other properties in the same vicinity or sign district, and the adjustment is necessary to permit signage comparable with other properties in the same sign district in the vicinity;
  2. The hardship does not result from actions of the applicant, owner(s) or previous owner(s), or from personal circumstances of the applicant, owner(s) or previous owner(s), such as physical condition, age or financial situation; and
  3. Approval of the adjustment will not adversely affect the function or appearance of the development and use of the subject property and surrounding properties; and will not impose limitations on other properties and signage in the area including signage that would be allowed on adjacent properties.

- C. The City Council shall conduct a public hearing on the request for adjustment. The City Council shall approve, approve with conditions, or deny the adjustment, based upon the evidence at the hearing. The City Council may impose such conditions as are deemed necessary to mitigate any adverse impacts which may result from approving the adjustment. The hearing shall be conducted under the procedures used by the City Council for a quasi-judicial hearing.
- D. The city recorder shall give written notice of the hearing by mail to owners of property located within one hundred feet of the lot containing the sign, using for this purpose names and addresses of owners as shown upon the latest assessment role of the county assessor. Failure of a person to receive the notice specified in this section shall not invalidate any proceeding in connection with the application for an adjustment.
- E. The City Council shall issue its decision in writing explaining the reasons why the adjustment was approved or denied. The decision shall be mailed to the address of the applicant on the application by regular mail. The decision of the City Council shall be final.

**4-7-30: INSPECTIONS:**

- A. If a building permit is required, the building official shall perform an inspection as required by the Building Code and this Chapter upon notification by the permittee that the construction is ready for inspection. Failure of the permittee to notify the building official of the progress of construction for inspection purposes may result in the revocation of the sign permit. A final inspection of a sign shall be made upon completion of all construction work.

**4-7-31: ENFORCEMENT OF SIGN CODE – GENERAL PROVISIONS:**

- A. Signs in violation of this chapter are determined to be a nuisance to the public safety, health and welfare. The following referenced code sections may be utilized for enforcement of this Sign Code, in regards to the types of sign violations referenced:
  1. Sign in public right-of-way or on City-owned real property: Section 4-7-30-1.
  2. Sign on private property or on non-City-owned public property, other than on public right-of-way: Section 4-7-30-2.
  3. Unsafe Sign: Section 4-7-31.
  4. Abandoned Sign: Section 4-7-32.
- B. In addition to any other provisions contained herein, the City Manager is authorized to undertake such action as the City Manager deems necessary and convenient to carry out the provisions of this Sign Code, as is permitted by law.
- C. Nothing contained herein shall preclude the issuance of citations for civil violations of this ordinance, either prior to, concurrently with, or after action is commenced to declare a sign to be unlawful or to removal an unlawful sign.
- D. The Community Development Director may promulgate reasonable rules and regulations necessary to carry out the provisions of this chapter.
- E. When a sign is removed, altered, and/or stored under these enforcement provisions, removal and storage costs may be collected against the sign owner and the person responsible for the placement of the sign. The City Council shall establish the fees for removal and storage of signs, and for other associated fees, by resolution, from time to time.

- F. This chapter shall not be construed to create mandatory enforcement obligations for the City. The enforcement of this chapter shall be a function of the availability of sufficient financial resources consistent with adopted budgetary priorities and prosecutorial priorities within the range of delegated discretion to the Community Development Director.

**4-7-31-1: ENFORCEMENT – SIGN IN PUBLIC RIGHT-OF-WAY OR ON CITY-OWNED REAL PROPERTY:**

Any sign installed or placed in the public right-of-way or on City-owned real property, except in conformance with the requirements of this chapter, may be removed by the Community Development Director as follows:

- A. Immediate confiscation without prior notice to the owner of the sign.
- B. The city shall store any sign removed by the Community Development Director for a period of thirty (30) days from the time the sign was removed. After thirty (30) days seized signs are subject to being disposed by the City.
- C. If the owner of a sign that was seized from the public right-of-way or on City-owned real property wishes to appeal the City's seizure of their sign, they must file a request to appeal with the City Recorder within thirty (30) days of the date the sign was seized. Upon receipt of a request to appeal, the City Recorder shall determine that that applicable fee is paid, and shall then schedule a hearing before the City Council within fifteen (15) business days. The City Recorder shall notify the reputed sign owner and the appropriate city staff of the date, time, and place of the hearing upon the removal of the sign.
- D. The hearing shall be conducted by the City Council. The hearing shall be conducted under the procedures used by the City Council for a quasi-judicial hearing.
- E. A prima facie violation of this Code shall be met if it is shown that:
  - 1. The sign was located in a public right-of-way or City-owned real property; and
  - 2. The sign owner is not a public entity or other public entity authorized to install and maintain public signs within the public right-of-way under this Sign Code.

The sign owner may rebut the prima facie showing of violation upon a showing that the sign was lawfully permitted within the public right-of-way or City-owned real property, or that the law does not require the sign owner to obtain a permit under this Sign Code to place a sign within the public right-of-way or on City-owned real property.
- F. The City Council shall issue a written decision within seven (7) days following close of the hearing. The decision shall be based upon substantial evidence in the record. A copy of the decision shall be mailed to the reputed sign owner at such address as provided on the Request for Hearing. The decision of the City Council shall be the final decision of the city.
- G. If the City Council determines that the sign was not lawfully placed upon the public right-of-way or City-owned real property, then, following any applicable review period, the sign shall be returned to the owner, or, if left unclaimed, destroyed in such manner as the Community Development Director determines appropriate. Destruction of the sign is in addition to any penalties that may be imposed under separate proceedings for civil violation of this Sign Code.



At the expiration of the time specified in this section, if the person responsible for the sign or other interested person has not reclaimed the sign as provided herein, the Community Development Director may destroy the sign or dispose of it in any manner deemed appropriate. To reclaim any sign removed by the Community Development Director the person reclaiming the sign shall pay the city an amount equal to the entire costs incurred by the Community Development Director as provided in subsection (H).

If the City Council determines that the sign was lawfully placed upon the public right-of-way or City-owned real property, then the City shall re-install the sign upon the same place that it was removed from within 7 business days of the issuance of the decision and the fee for Request for Hearing shall be refunded to the payor of the fee.

- H. Costs, as determined by Section 4-7-30-E, shall be the responsibility of the sign owner and the person responsible for the placement of the sign, collectively and individually.

**4-7-31-2: ENFORCEMENT – SIGN ON PRIVATE PROPERTY OR ON NON-CITY-OWNED PUBLIC PROPERTY, OTHER THAN ON PUBLIC RIGHT-OR-WAY:**

- A. The Community Development Director may order the removal of any sign erected or maintained on private property or on non-City-owned public property, other than on public right-of-way, in violation of the provisions of this chapter or other applicable provisions of this code.
- B. An order to bring a sign into compliance or to remove a sign shall be in writing and mailed or delivered to the owner of the sign, if known, and the owner of the building, structure or premises on which the sign is located, if the owner of the sign is not known.
- C. The order shall inform the owner of the sign, if known, and the owner of the building, structure or premises on which the sign is located, if the owner of the sign is not known that the sign violates the regulations in this chapter and must be brought into compliance or be removed within sixty (60) days of the date of the order, or such earlier date as shall be stated in the order. The order shall also state the reasons why the Community Development Director concludes the sign violates the regulations in this chapter and shall inform the owner of the sign, if known, and the owner of the building, structure or premises on which the sign is located, if the owner of the sign is not known of the right to submit a Request for Hearing, to determine whether or not the sign is in violation of this Sign Code.
- D. A Request for Hearing shall be filed by the reputed owner of the sign, or owner of the building, structure or premises on which the sign is located within fifteen (15) days following mailing or delivery of the order. The Request for Hearing shall be filed with the City Recorder.
- E. Upon receipt of the Request for Hearing, the City Recorder shall proceed in the manner specified in 4-7-30-1-C, and a hearing shall be held, and decision issued, in the manner specified in Section 4-7-30-1-D and (F).
- F. A prima facie violation of this Code shall be met if it is shown that the sign:
  - 1. Does not conform to the requirements of this Code; or
  - 2. Is posted by a person that is not authorized to post the sign in the specific location.

The prima facie showing of a violation may be rebutted upon a showing that the sign was lawfully permitted or authorized under this Code, or is otherwise required to be installed and maintained by state or federal law.

- G. If the City Council determines that the sign is not permitted or authorized by this Sign Code, or by other applicable state or federal law, then within ten (10) days following any applicable appeal or review period or no later than the date of the original sixty (60) day notice, whichever is later, the owner of the sign, or owner of the building, structure or premises on which the sign is located shall cause the sign to be removed, or altered in such a manner as to be made to conform to the requirements of this Sign Code. A sign which is not removed or altered in such a manner as to be made to conform to the requirements of this Sign Code is defined as a public nuisance.
- H. The Community Development Director may:
  - 1. Exercise all rights and remedies to cause the removal of the sign, including but not limited to removal of public nuisance, injunctive order, or as otherwise existing under Oregon law; and/or
  - 2. Seek judgment against the owner of the land and the sign owner, individually, or collectively, for the removal and other costs pursuant to Section 4-7-30-E, and may collect upon the judgment in the manner provided by Oregon law; and/or
  - 3. Seek such additional orders from a court of competent jurisdiction to permit entry upon the premises and removal of the sign.
- I. Costs, as determined by Section 4-7-30-E, shall be the responsibility of the sign owner and the person responsible for the placement of the sign, collectively and individually. If not paid, the costs may be made a lien against the land or premises on which such sign is located, and may be collected or foreclosed in the same manner as liens otherwise entered in the liens docket of the City.

**4-7-32: REMOVAL OF UNSAFE SIGNS:**

- A. If the Community Development Director finds that any sign by reason of its condition it presents an immediate and serious danger to the public, the Community Development Director may, without prior written notice, order the immediate removal or repair of the sign within a specified period. The City Manager shall follow the procedures provided in Section 4-7-30-2, subsections (B), (C), (D), (E), (H), except that the Community Development Director may shorten the time deadlines as reasonable, considering the risk to the public from the sign if the sign were to fail.
- B. If the Community Development Director determines that the sign presents an immediate and serious danger to the public, then within such time as set by the Community Development Director the owner of the sign, or owner of the building, structure or premises on which the sign is located shall cause the sign to be removed, or altered in such a manner as to be made to eliminate the threat of death, injury, or damage to the public and its property. A sign which is not removed or altered in such a manner as to be made safe is defined as a public nuisance.
- C. Costs, as determined by Section 4-7-30-E, shall be the responsibility of the sign owner and the person responsible for the placement of the sign, collectively and individually. The costs shall be made a lien against the land or premises on which such sign is located, and may be collected or foreclosed in the same manner as liens otherwise entered in the liens docket of the City.

**4-7-33: REMOVAL OF ABANDONED SIGNS:**

- A. An owner of a sign shall remove the sign when it is abandoned.
- B. The Community Development Director may order the removal of abandoned signs in the same manner as provided in Section 4-7-30-2, and the procedures for requesting a hearing, and the decision issued, shall be as set forth therein.

- C. A sign is considered abandoned when the sign structure has been damaged, and repairs and restoration are not started within one hundred and eighty (180) days of the date the sign was damaged, or are not diligently pursued, once started.
- D. Costs, as determined by Section 4-7-30-E, shall be the responsibility of the sign owner and the person responsible for the placement of the sign, collectively and individually. The costs shall be made a lien against the land or premises on which such sign is located, and may be collected or foreclosed in the same manner as liens otherwise entered in the liens docket of the City.

**4-7-34: VIOLATIONS:**

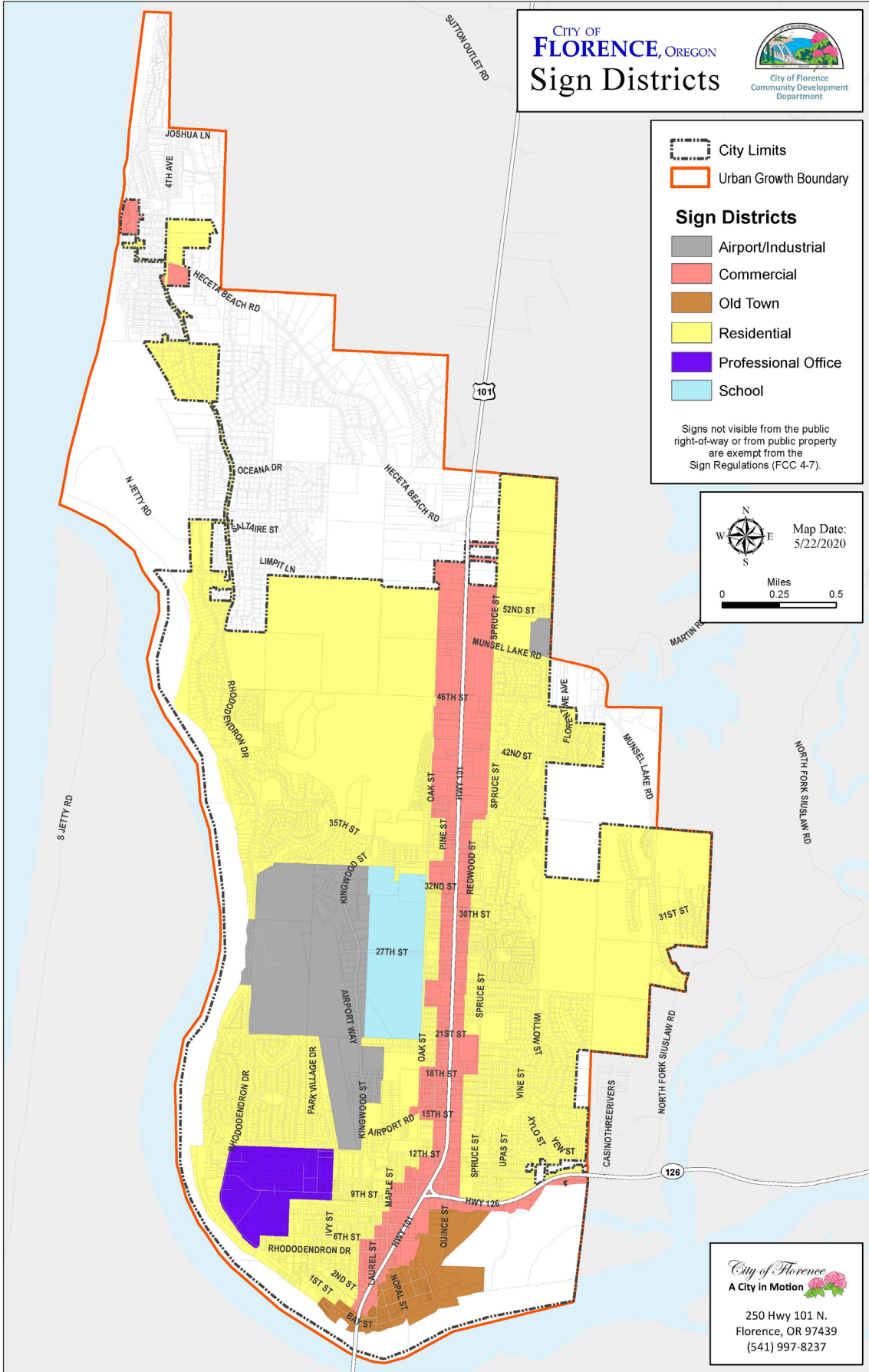
- A. It shall be a violation of this Code for any person to perform, undertake, allow, or suffer the following:
  - 1. Installation, creation, erection, suffering, or maintenance of any sign in a way that would create a non-conforming sign;
  - 2. Failing to remove any non-conforming signs within sixty calendar days after the expiration of the amortization period;
  - 3. Failing to remove any non-conforming sign after being order to do so;
- B. Continuing Violation. Each day of a continued violation shall be considered a separate violation when applying the penalty provisions of this Code.

**4-7-35: PENALTIES AND OTHER REMEDIES:**

- A. The Municipal Court is empowered to hear and determine violations of this chapter.
- B. In addition to any other penalty of law, the municipal court or any other court of competent jurisdiction may issue a judgment necessary to ensure cessation of the violation, including but not limited to injunctive order and/or monetary penalty.
- C. Any person who places a sign on property in violation of this chapter shall be punishable by a fine in accordance with the General Penalty provision of the Florence City Code Title 1 Chapter 4.

**4-7-36: AMENDMENTS:**

Amendments to the sign code shall be made by the City Council after consideration of a recommendation by an advisory body such as the Planning Commission.



## SIGN DISTRICTS TABLE

TABLE 1: RESIDENTIAL SIGN DISTRICT STANDARDS

TYPE	MAX NO.	MAX AREA	MAX HEIGHT	SET-BACK	SPECIAL PROVISIONS
Wall Signs	1 per site or 2 per site for corner lots	24 s.f.			Wall signs allowed for multi-family housing, lodging houses, commercial and office uses, parks and recreation facilities, schools and charitable or religious organizations. No internal illumination allowed except for multi-family housing and lodging houses.
Freestanding Signs, other than monument signs	see wall signs	18 s.f. per sign face	5'	5'	One freestanding sign allowed in place of a wall sign for commercial and office uses only. Only external illumination is allowed for freestanding signs.
Monument Signs	1 per site	32 s.f. per sign face	10'	1'-4'	Monument sign allowed only for the following uses: residential subdivisions, parks and recreation facilities, schools and charitable or religious organizations. Two (2) additional monument signs are allowed for residential subdivisions of five (5) acres or more in size and with more than one entrance. Signs greater than 5' in height must be set back 1 foot from a public street ROW, with 1 additional foot of setback for each additional foot of height up to 8'. Only external illumination is allowed for monument signs.
Readerboard in Monument or Wall Sign	1 per site	24 s.f.			Readerboard allowed for the following uses: parks and recreation facilities, schools and charitable or religious organizations. Applies only to incorporation within an approved monument or wall sign. Must be permanently affixed and architecturally integrated into the host sign; hanging readerboard box on the same sign structure does not qualify. Where a readerboard sign is established, only one wall sign shall be permitted. There shall be a minimum of 100 lineal feet separation between readerboard signs on the same side of the street or highway.
All Signs					Changing Image and roof signs are not allowed. Except for temporary signs and signs allowed without permits as allowed under Sections 4-7-7 and 4-7-8 of this chapter, permanent wall, freestanding and monument signs are not permitted for home occupations or single-family residential uses.

## SIGN DISTRICTS TABLE

TABLE 2: AIRPORT/INDUSTRIAL SIGN DISTRICT STANDARDS

TYPE	MAX NO.	MAX AREA	MAX HEIGHT	MAX PROJ- ECTION	MIN CLEAR- ANCE	SET- BACK	SPECIAL PROVISIONS
Wall Signs	2 per business	6% of wall area					May substitute other attached signs. Third wall sign allowed if no monument sign installed. Where a readerboard sign is established, only one wall sign shall be permitted.
Roof Signs	see wall sign	60 s.f.					May substitute 1 roof sign for 1 wall sign. Roof signs may not extend beyond the roof line.
Other Signs Attached to Buildings	see wall signs	24 s.f.		4'6"	8' and 15' for vehicles		May substitute projecting, awning and marquee signs in place of wall sign. Businesses with a projecting sign above a marquee sign or a roof sign may not also have a monument sign.
Monument Signs	1 per site and 1 per entrance at the Florence Airport	60 s.f. to 80 s.f. per sign face	8'-10'			1' to 4'	Monument signs are restricted to external illumination only. If more than 1 business shares a sign, max. area = 80 s.f.. 1 monument sign shall be permitted at each shared access driveway and the sign shall contain all the names of the business served by that driveway. Monument sign 5' in height requires a 1' setback from the right-of-way, and 1 additional foot of setback for each additional foot of height up to 8' in height. Monument signs shall have at least 100 lineal feet separation between other freestanding signs on the same side of the street or highway.
Readerboard within Monument or Wall Sign	1 per site	24 s.f.					Electronic readerboards are not permitted. Must be permanently affixed and architecturally integrated into the host sign; hanging readerboard box on the same sign structure does not qualify. Where a readerboard sign is established, only one wall sign shall be permitted. There shall be a minimum of 100 lineal feet separation between readerboard signs on the same side of the street or highway.
All Signs							All signs shall adhere to regulations of the airport overlay district. Electronic readerboard and changing image signs are not permitted in the airport/industrial sign district.

## SIGN DISTRICTS TABLE

TABLE 3: COMMERCIAL SIGN DISTRICT STANDARDS

TYPE	MAX NO.	MAX AREA	MAX HEIGHT	MAX PROJ- ECTION	MIN CLEAR- ANCE	SET- BACK	SPECIAL PROVISIONS
Wall Signs	2 per business	6% of wall area					May substitute other attached signs. Third wall sign allowed if no freestanding sign installed. Where a readerboard sign is established, only one wall sign shall be permitted.
Roof Signs	see wall sign	60 s.f.					May substitute 1 roof sign for 1 wall sign. Roof signs may not extend beyond the roof line.
Other Signs Attached to Buildings	see wall sign	24 s.f.		4'6"	8' and 15' for vehicles		May substitute projecting, awning and marquee signs in place of wall sign. Businesses with a projecting sign above a marquee sign may not also have a freestanding sign, or a roof sign.
Storefront Signage							For buildings that abut the sidewalk the following storefront signage standards apply; 1. Signage must be attached to the building: awning, projecting, window and wall signs are permitted; and 2. Internal illumination is not allowed.
Freestanding Signs, other than monument signs	1 per site	100 s.f. to 140 s.f. per sign face	20'		8' and 15' for vehicles	5'	Freestanding signs shall have at least 100 lineal feet separation between other freestanding signs on the same side of the street or highway. If more than 1 business shares a sign, max. area = 120 s.f., if shopping center max. area = 140 s.f.
Monument Signs	see free-standing sign	60 s.f. to 80 s.f. per sign face	8'-10'			1' to 4'	1 monument sign allowed in place of other type of freestanding sign. If more than 1 business shares a sign, max. area = 80 s.f.. Monument sign 5' in height requires a 1' setback from the right-of-way, and 1 additional foot of setback for each additional foot of height up to 8' in height. Monument signs shall have at least 100 lineal feet separation between other freestanding signs on the same side of the street or highway.
Readerboard within Freestanding or Wall Sign	1 per site	24 s.f.					Must be permanently affixed and architecturally integrated into the host sign; hanging readerboard box on the same sign structure does not qualify. Where a readerboard sign is established, only one wall sign shall be permitted. There shall be a minimum of 100 lineal feet separation between readerboard signs on the same side of the street or highway.

## SIGN DISTRICTS TABLE

TABLE 4: OLD TOWN SIGN DISTRICT STANDARDS

TYPE	MAX NO.	MAX AREA	MAX HEIGHT	MAX PROJ- ECTION	MIN CLEAR- ANCE	SET- BACK	SPECIAL PROVISIONS
Wall Signs	2 per business	6% of wall area					May substitute other attached signs for each wall sign.
Other Signs Attached to Buildings	see wall signs	15 s.f.		4'6"	8' and 15' for vehicles		May substitute projecting, awning and under or over marquee signs in place of wall sign. Projecting sign above marquee is not allowed.
Monument Signs	1 per site for bldgs. that do not abut sidewalk	60 s.f. per sign face	8'			1' to 4'	For buildings that abut the sidewalk, monument signs are not allowed. Monument signs must have at least 100 lineal feet separation between monument signs on the same side of the street. Monument sign 5' in height requires a 1' setback from the right-of-way, and 1 additional foot of setback for each additional foot of height up to 8'
Storefront Signage							For buildings that abut the sidewalk, signage must be attached to the building: awning, projecting, window and wall signs are allowed.
All Signs							Internal illumination is not allowed. Changing image signs, readerboards, roof signs and the use of plastic as part of the exterior visual effects are not allowed.



## SIGN DISTRICTS TABLE

TABLE 5: PROFESSIONAL OFFICE SIGN DISTRICT STANDARDS

TYPE	MAX NO.	MAX AREA	MAX HEIGHT	SET-BACK	SPECIAL PROVISIONS
Wall Signs	2 per building	3% of wall area			
Monument Signs	1 per site	40 s.f. per sign face	8'	1' to 4'	Sites with multiple public street entrances are permitted to have a monument sign at each entrance, provided there is a minimum of one hundred lineal feet (100') of separation is between other monument signs on the same side of the street. Signs greater than 5' in height must be set back 1 foot from a public street ROW, with 1 additional foot of setback for each additional foot of height up to 8'.
Signs on Campus Facilities	1 monument sign per public street entrance.	40 s.f. per sign face	8'	1' to 4'	Campus facilities are sites a minimum of 2 acres in size and with 3 or more buildings. Except for signs located at public street entrances, signs located within a campus facility are exempt from requirements to obtain permits under Section 4-7-27 of this chapter. Signs greater than 5' in height must be set back 1 foot from a public street right-of-way, with 1 additional foot of setback for each additional foot of height up to 8'.
All Signs					Internal illumination is not allowed for wall or freestanding signs, except for hospital/medical or emergency facilities. Changing Image and roof signs are not allowed.

Adopted by Ord. No. 4, Series 2011 effective April 22, 2011

Section 4-7-7-N Added by Ord. No. 9, Series 2011 and all subsequent letters renumbered, effective April 22, 2011

Sections 4-7-8, 4-7-14, Table 5, & sign code map amended, and Section 4-7-15 added by Ord. No. 11, Series 2011 and all subsequent letters renumbered, effective June 4, 2011

Section 4-7-7 (C) amended by Ord. No. 4, Series 2015, effective April 17, 2015

Sign Districts Map amended by Ord. No. 8, Series 2020, effective August 19, 2020