

SECTION 175

Sign Regulations

175.01 Purpose

The Sign Regulations provide standards for communicating information in the environment of the City of Glenwood and its jurisdiction. The regulations recognize the need to protect public health, safety, and welfare; to maintain the city's attractive appearance; to provide for adequate business identification, advertising, and communication of information; and to encourage the fair enforcement of sign regulations.

175.02 Definition of Terms

The following definitions shall be used for terms contained in this chapter that are not otherwise defined in the Glenwood Municipal Code or in this Zoning Ordinance.

1. **Abandoned Sign:** A sign, including sign face and supporting structure, which refers to a discontinued business, profession, commodity, service, or other activity or use formerly occupying the site; or which contains no sign copy on all sign faces for a continuous period of six months.
2. **Attached Sign:** A sign which is structurally connected to a building or depends upon that building for support
3. **Auxiliary Design Elements:** Terms which describe secondary characteristics of a sign, including its method of illumination and other features within the bounds of its basic shape.
4. **Awning and Awning Sign:** A movable shelter supported entirely from the exterior wall of a building. An awning sign is a message printed on such a shelter.
5. **Banner:** Material with a printed message or graphic secured or mounted from a structure in such a way as to allow wind movement.
6. **Building Marker:** An historic or commemorative plaque, or a building name or cornerstone carved into a masonry surface.
7. **Business Center Identification Sign:** A sign which identifies a building or group of commercial buildings in single ownership or control, sharing parking and access.
8. **Canopy and Canopy Sign:** A temporary or movable shelter, standing alone and not supported by any exterior wall of any building, and composed of non-rigid materials, exclusive of a supporting framework, to be approved by the Planning and Zoning Director. A canopy sign is a message on such shelter.
9. **Clearance:** The distance from the bottom of a sign face elevated above grade and the grade below.
10. **Detached Sign:** A sign which is self-supporting and structurally independent from any building.
11. **Directional Sign:** A sign which serves only to designate the location or direction of any area or place.
12. **Double-Faced Sign:** A sign consisting of no more than two parallel faces supported by a single structure.

13. Frontage: The length of a property line of any one premises abutting and parallel to a public street, private way, or court.
14. Ground Sign: A detached on-premise sign built on a freestanding frame, mast, or pole(s) with a clearance no greater than 3 feet.
15. Illumination: Lighting sources installed for the primary purpose of lighting a specific sign or group of signs.
16. Marquee: A permanent roofed structure attached to and supported by a building and extending over public right-of-way.
17. Maximum Permitted Sign Area: The maximum permitted combined area of all signs allowed on a specific property.
18. Monument Sign: An on-premise freestanding sign mounted on a solid base.
19. Moving Sign: A sign which conveys its message through rotating, changing, or animated elements.
20. Nonconforming Sign: A sign that was legally erected prior to the adoption of this chapter but which violates the regulations of this chapter.
21. Off-Premise Identification Sign: A sign which identifies or advertises a name, symbol, operation, merchandise sold, services rendered, or other information relative to the conduct of any entity or business which is not primarily situated at the premises upon which the sign is located.
22. Pole Sign: An on-premise sign built on a freestanding frame, mast, or pole(s) with a clearance greater than 3 feet.
23. Portable Sign: Any sign supported by frames or posts rigidly attached to bases not permanently attached to the ground or a building and capable of being moved from place to place.
24. Premise Identification Sign: An sign which pertains to the use of a premises and which contains information about the owner or operator of that use; the type of business being conducted or the principal brand name of a commodity sold on the premises; other information relative to the conduct of the use; or any other lawful message that the owner or operator of a premise wishes to communicate. This ordinance does not distinguish between the nature or location of the product or site communicated by signs on a specific site, provided that such sign meets the requirements of this and other city ordinances.
25. Premises: A tract of one or more lots or sites which are contiguous and under common ownership or control.
26. Projecting Signs: A sign other than a wall sign that is attached to and projects from a building face.
27. Residential Sign: A small detached or attached sign located on a residential premise, conveying a message communicated by the owner of the property.
28. Roof Sign: Any sign or part of sign erected upon, against, or directly above a roof or on top of or above the parapet or cornice of a building.
 - (a) Integral Roof Sign: A roof sign positioned between an eave line and the peak or highest point on a roof, substantially parallel to the face of a building.

(b) Above-peak Roof Sign: A roof sign positioned above the peak of a roof or above a parapet or cornice.

29. Sign: A symbolic, visual device fixed upon a building, vehicle, structure, or parcel of land which is intended to convey information about a product, business, activity, place, person, institution, candidate, or political idea.

30. Sign Type: A functional description of the use of an individual sign. Includes owner identification, advertising, directional, electronic message, and temporary.

31. Street Facade: Any separate external face of a building, including parapet walls and omitted wall lines, oriented to and facing a public street, private way, or court. Separate faces oriented in the same direction or within 45 degrees of one another are considered part of the same street facade.

32. Temporary Signs: A sign, flag, banner, pennant, or valance constructed of light weight materials which is not permanently attached to building or land, and which is intended for display for a limited period of time.

33. Wall Sign: A sign attached to and parallel with the side of a building.

34. Window Sign: A sign painted on or installed inside a window for the purpose of viewing from outside the premises.

35. Zone Lot: A parcel of land in single ownership that is large enough to meet the minimum zoning requirements of its zoning district and can provide such yards and other open spaces that are required by the site development regulations.

175.03 General Sign and Street Graphics Regulations

a. Compliance

Each sign or part of a sign erected within the zoning jurisdiction of the City of Glenwood must comply with the provisions of this chapter, other relevant provisions of the City of Glenwood's Municipal Code, and applicable building codes.

b. Resolution of Conflicting Regulations

This chapter is not meant to repeal or interfere with enforcement of other sections of the City of Glenwood's Municipal Code. In cases of conflicts between Code sections, State or Federal Regulations, the more restrictive regulations shall apply.

c. Prohibited Signs

The following signs are prohibited in all zoning districts.

1. Obsolete Signs. Signs that advertise an activity, business, product or service no longer conducted on the premises on which the sign is located.
2. Signs or sign structures which resemble or conflict with traffic control signs or devices, which mislead or confuse persons traveling on public streets, or which create a traffic hazard.
3. Banners, balloons, posters. Signs which contain or consist of banners, balloons, posters, pennants, ribbons, streamers, spinners, or other similarly moving devices, except as specifically provided in --. These devices when not part of any sign shall also be prohibited.

4. Signs which create a safety hazard by obstructing the clear view of pedestrians or vehicles, or which obscure official signs or signals.
5. Private Message Signs on Public Property. Signs displaying private advertising or other private messages located on public property which is being used for public purposes.
6. Flashing Signs. No flashing, blinking, or rotation lights shall be permitted for either permanent or temporary signs. Electronic message boards are not considered flashing signs for the purpose of this ordinance.
7. Moving Signs. No sign shall be permitted any part of which moves by any mechanical or electronic means.
8. Painted Wall Signs. Off-premise signs painted on building walls unless located in a DC district as part of a program for restoration of historic signs.

d. Exempt Signs

The following signs are permitted in any zoning district and are exempt from other provisions of this chapter.

1. Real Estate Signs. Signs advertising the sale, rental, or lease of the premises or part of the premises on which the signs are displayed. One non-illuminated sign, not to exceed six square feet, shall be permitted on each premises. Such signs shall not extend higher than four feet above grade level or closer than ten feet to the front property line unless located on the wall of a building. Such signs shall be removed within seven days after the disposition of the premises.
2. Construction Signs. Signs identifying the architect, engineer, contractor or other individuals involved in the construction of a building and such signs announcing the character of the building enterprise or the purpose for which the building is intended but not including product advertising. One non-illuminated sign not to exceed fifty square feet shall be permitted per street frontage. Such sign shall not extend higher than ten feet above grade level and meet the front yard requirement for a principal structure unless located on the wall of a building on the premises or on a protective barricade surrounding the construction. Such signs shall be removed within one week following completion of construction.
3. Political Campaign Signs. Signs announcing candidates seeking public political office or pertinent political issues to be dealt with at a specific, date-certain election. Such signs shall be confined to private property and shall be removed within one week following the election to which they pertain. This requirement for removal shall not affect the right of a property owner to communicate any other message within the requirements or limitations of this ordinance.
4. Street Banners. Signs advertising a public event, providing that specific approval is granted under regulations established by the city council.
5. Seasonal Decorations. Signs pertaining to recognized national holidays and national observances.
6. Public Signs. Signs of a noncommercial nature and in the public interest, erected by or upon the order of a public officer in the performance of his public duty, such as safety signs, danger signs, trespassing signs, traffic signs, memorial plaques, signs of historical interest and other similar signs, including signs designating hospitals, libraries, schools and other institutions or places of public interest or concern.

7. Signs Integrated into Building Design. Signs for churches or temples, or names of buildings, dates of erection, monumental citations, commemorative tablets and other similar signs when carved into stone, concrete or other building material or made of bronze, aluminum, or other permanent type of construction and made an integral part of the structure to which they are attached.

8. Window Signs. Such signs which are displayed inside of a window or within a building, provided, however, that neon window signs shall be permitted only in those districts where neon signs are permitted.

9. Works of graphic art painted or applied to building walls which contain no advertising or business identification messages. Restoration of historic advertising signs in the DC District shall be included in this exclusion.

10. Residential signs under 4 square feet in size.

11. Neighborhood or subdivision identification signs under 50 square feet in size.

12. Signs which are not visible from a public right-of-way, private way, or court or from a property other than that on which the sign is installed.

e. Temporary and Civic Signs

1. Temporary or portable signs for grand openings, sales, and special events are permitted in Commercial and Industrial zoning districts, subject to the following requirements:

(a) Such signs are subject to the permit procedures set forth in this section.

(b) The size of such signs does not exceed the limitations set forth in Table 175-3.

(c) No more than one such sign is permitted at any single premises.

(d) Temporary or portable signs may be present at any single premises for a maximum of 30 consecutive or non-consecutive days per year.

2. Temporary signs for non-profit civic campaigns or events, political campaigns, or other non-commercial events are permitted in any zoning district and are exempt from other provisions of this section, subject to the following requirements:

(a) Such signs are installed no earlier than 30 days before the date of the event or election and removed no later than 7 days after the date of the event or election.

(b) The maximum size of such signs is 32 square feet when located in any residential zoning district; and 100 square feet in any other zoning district.

f. Vision-Clearance Area

No sign may project into or be placed within a vision-clearance area defined by a triangle with legs of forty feet from the point at which the curbs or edges of two intersecting streets, private ways, or alleys, or an intersecting street, private way, alley, or driveway, meet.

175.04 General Regulations: Basic Design Elements for Signs

General sign regulations shall be as set forth in this section.

a. Conformance Required

Except as may be hereinafter specified, no sign shall be erected, placed, maintained, converted, enlarged, reconstructed or structurally altered which does not comply with all of the regulations established by this title.

b. Maintenance

All signs shall be maintained in a good state of repair, including, but not limited to, the structural components, the lighting, if any, the portion attaching the sign to the ground or structure, and the surface features.

c. Nonconformance and Amortization

Where a sign exists at the effective date of adoption or amendment of the ordinance codified in this title that could not be built under the terms of this title by reason of restrictions on area, use, height, setback, or other characteristics of the sign or its location on the lot, such sign may be continued so long as it remains otherwise lawful, subject to the following provisions:

1. No such sign may be enlarged or altered in a way which increases its nonconformity; however, reasonable repairs and alterations may be permitted.
2. Should such a sign be destroyed by any means to an extent of sixty percent or more of its replacement cost at time of destruction, it shall not be reconstructed except in conformity with the provisions of this title.
3. Within any zoning district, all signage shall comply fully with the provisions of this Ordinance, unless otherwise provided, within fifteen years after the effective date of this Ordinance.

d. Wall Signs and Graphics

Wall signs and graphics are subject to the following general regulations.

1. A wall sign shall not extend more than 30 inches from the wall to which it is attached.
2. A wall sign must be parallel to the wall to which it is attached.
3. A wall sign may not extend beyond the corner of the wall to which it is attached, except where attached to another wall sign, it may extend to provide for the attachment.
4. A wall sign may not extend beyond its building's roof line.
5. A wall sign attached to a building on its front property line may encroach upon public right-of-way by no more than 18 inches. Such a wall sign shall provide minimum clearance of eight feet, six inches.
6. For the purpose of calculating permitted sign areas pursuant to this chapter, signs painted on the walls of buildings shall be considered wall signs.

7. Where permitted, canopy signs are counted as wall signs when calculating total permitted sign area.

e. Projecting Signs and Graphics

Projecting signs and graphics are subject to the following general regulations.

1. The maximum projection of any projecting sign shall be as follows:
 - (a) 3 feet over public sidewalks less than 12 feet wide;
 - (b) 5 feet over public sidewalks 12 feet wide or more, or over private property.
2. A projecting sign may be no closer than two feet from the vertical plane of the inside curb line.
3. Each projecting sign must maintain at least the following vertical clearances:
 - (a) 12 feet over sidewalks; except that a canopy may reduce its vertical clearance to 7 feet, 6 inches;
 - (b) 15 feet outside of parking areas or driveways, but within three feet of such areas; or within 50 feet of the right-of-way lines formed by a street intersection;
 - (c) 15 feet over parking lots;
 - (d) 18 feet over alleys or driveways.
4. No projecting sign extending three feet or more from a property line may be located within 25 feet of any other projecting sign extending three feet or more from a property line.
5. Projecting signs must minimize visible support structure and may not expose guy wires, cables, turnbuckles, angle iron, or other similar external support structure.

f. Pole Signs

All pole signs shall be constructed of metal or masonry, unless a conditional use is granted for any other material.

Pole signs, where permitted, are subject to the following general regulations:

1. Each pole sign must maintain at least the following vertical clearances:
 - (a) 8 feet, 6 inches over sidewalks;
 - (b) 10 feet outside of parking areas or driveways, but within three feet of such areas; or within 50 feet of the right-of-way lines formed by a street intersection.
 - (c) 14 feet over parking lots;
 - (d) 18 feet over alleys or driveways.
2. Permitted pole signs may revolve at a rate not to exceed six revolutions per minute.

g. Roof Signs

Roof signs are subject to the following regulations:

1. Where permitted, integral roof signs may be used interchangeably with wall signs.
2. Integral roof signs may not exceed the permitted height for pole signs.
3. An integral roof sign must be mounted parallel to the wall of the building to which it is attached.

h. Detached Signs

1. Any wooden detached signs are by conditional use only.

175.05 General Regulations: Other Design Elements

a. Illumination

1. Lighting, when installed, must be positioned in such a manner that light is not directed on to an adjoining property or onto a public street or highway.

b. Marquees and Marquee Signs

1. Signs placed on, attached to, or constructed on a marquee are subject to the maximum projection and clearance regulations of projecting signs.

c. Banners

1. A banner sign projecting from a building may not exceed the wall height of the building.
2. Maximum projection for any banner is five feet with a minimum clearance of ten feet.
3. Maximum size of a banner is twice the permitted size of a projecting sign or 120 square feet, whichever is less.

d. Clocks

For the purposes of this chapter, clocks are not considered a moving sign.

175.06 General Permit Procedures

a. Applicability

1. A sign permit, approved by the zoning administrator, shall be required before the erection, construction, alteration, placing, or locating of all signs conforming with this title.
2. A permit shall not be required for repainting without changing permanent wording, composition, or colors; or nonstructural repairs.

b. Plans Submittal

A copy of plans and specifications shall be submitted to the zoning administrator for each sign regulated by this title. Such plans shall show sufficient details about size of the sign, location and materials to be used and such other data as may be required for the zoning administrator to determine compliance with this title.

c. Appeals

Any person or persons aggrieved by the decision of the zoning administrator to approve or disapprove a sign permit, as provided by this title, may appeal such decision to the Board of Adjustment as provided by Section 177 of this title.

d. Application Fees

Each application for a sign permit shall be accompanied by any applicable fees, which shall be established by the City Council from time to time by resolution.

175.07 Method of Measurement for Regulators

a. Maximum Permitted Sign Area

Maximum permitted sign area for a premises is set forth as a numerical limit or as a function of the frontage of the premises on a street or private way. For properties with frontage on more than one street or private way, the total frontage shall be calculated as the longest frontage plus one-half the length of all additional frontages.

b. Sign Area

1. Sign area includes the entire area within the perimeter enclosing the extreme limits of the sign, excluding any structure essential for support or service of the sign, or architectural elements of the building.
2. The area of double-faced signs is calculated on the largest face only.
3. The sign area for ground signs, monument signs, and architectural sign bands is calculated as the area enclosing the extreme limits of the copy only.
4. When a sign is "individual letters" mounted to a wall, the area will be calculated by using 50% of the area within the perimeter enclosing the letters.

c. Height

The height of a sign is measured from the average grade level below the sign to the topmost point of the sign or sign structure.

d. Setback

The setback of a sign is measured from the property line to the line projected to the ground plane of the nearest portion of the sign.

175.08 Permitted Sign Types by Zoning Districts

Table 175-1 sets forth the sign types permitted within each zoning district of the City of Glenwood.

175.09 Auxiliary Design Elements

Table 175-2 sets forth auxiliary design elements permitted within each zoning district of the City of Glenwood.

175.10 Maximum Permitted Sign Area

Table 175-3 sets forth the maximum sign area permitted within each zoning district of the City of Glenwood.

175.11 Permitted Signs by Numbers, Dimensions, and Location

Table 175-4 sets forth the maximum permitted numbers of signs per premise; the maximum permitted dimensions of each sign; and the required setbacks for detached signs.