



# Sign Regulations

Article 16, Chapter 146, Aurora Municipal Code  
Current as of January 1, 2005

## City of Aurora

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## ARTICLE 16 SIGNS

### DIVISION 1 IN GENERAL

#### Sec. 1600 Purpose.

The purposes of this article are:

- (A) to provide minimum standards to safeguard health, property, and public welfare;
- (B) to enhance the appearance and economic value of the city's visual environment by regulating and controlling the design, quality, location, construction, electrification, and maintenance of all signs and sign structures not located within a building;
- (C) to preserve locally recognized values of community appearance, to safeguard and enhance property values;
- (D) to protect public investment and reduce hazards to motorists and pedestrians traveling on the public way; and,
- (E) to recognize the right of individuals and businesses to support themselves and convey messages with signs that are accessory to and incidental to the use on the premises where the signs are located.

### DIVISION 2 ADMINISTRATION AND ENFORCEMENT

#### Sec. 1601 Permits.

- (A) *Required.* No person shall erect, move, re-erect, construct, alter, enlarge, maintain, or permit the erection of any sign without first obtaining a sign permit as provided in this chapter. No permit is required for copy, i.e., text changes on a conforming sign if no structural, design, sign area or other changes are made. In addition, electrical permits shall be obtained for electrical signs.
- (B) *Applications.* Application for a sign permit shall be made in writing upon forms furnished by the city, and shall include all material required by that form. No person other than a sign contractor licensed with the city shall obtain any sign permit or install any sign for which a permit is required under this chapter. However, any owner or tenant of a business may obtain sign permits for permanent painted window signs.
- (C) *Revocation.* The city manager may revoke in writing a permit issued under this article by error or on the basis of incorrect information supplied or in violation of any ordinance or regulation.

- (D) *Pending Violations.* A sign permit will not be issued to an individual business where any illegal signs are currently displayed in violation of this code, except to replace an illegal sign with a legal sign.
- (E) *Expiration.* If construction of a sign is not completed within six months of permit issuance, the permit shall expire.

### **Sec. 1602 Enforcement.**

The city manager is authorized and directed to enforce all provisions of this article including the authority to review and approve or deny sign permits. For such purpose, the city manager shall have the powers of a police officer. Upon presentation of proper credentials, the city manager may enter at reasonable times any building, structure, or premises in the city to perform any duty imposed upon him or her by this article.

### **Sec. 1603 Violations.**

- (A) *Established.* A failure to comply with the provisions of this article shall constitute a violation.
- (B) *Penalties.* Any person violating or failing to comply with any of the provisions of this article shall, upon conviction thereof, be punished as provided in sec.1-13 of this Code. Such penalty shall not relieve any person from fully complying with the requirements of this chapter or from any other penalties prescribed in this chapter.
- (C) *Suspension, Revocation of Licenses, Permits, etc.* The suspension or revocation of any license, certificate, permit or other privileges conferred by the city shall not be regarded as a penalty for the purposes of this article.
- (D) *Remedies.* If any sign or sign structure is erected, constructed, displayed, maintained or used in violation of this chapter, the city manager may institute any appropriate action or proceedings to correct such violation. The imposition of any penalty under this section shall not preclude the city manager from instituting any appropriate action or proceeding to require compliance with the provisions of this chapter and with administrative orders and determinations made under this chapter.
- (E) *Removal.* Any sign in violation of this chapter may be removed in accordance with this chapter. When removal of a sign is required, the entire sign and all supporting structures shall be removed. Signs painted directly on an exposed brick, stone, or concrete wall shall be removed by a process that strips the entire sign from the wall, not by painting over the sign.
- (F) *Notice to Repair or Remove and Creation of Lien.* In addition to any other violation or penalty provided for in this chapter, the city manager shall give notice to the owner or to any person occupying such property that the sign on his or her premises is in violation of the provisions of this chapter. The party receiving

notice from the city may request a hearing before the city manager. Upon an adverse decision after such a hearing, the city manager shall, upon determination of costs incurred by the city, certify the costs for collection to the county treasurer.

1. The city manager shall notify the owner or occupant of the premises of the total costs incurred for such repair or removal of the sign. If the owner or occupant shall fail within 30 days after the notification to pay the entire costs and expenses of such repair or removal, such costs and expenses shall become a lien against the property. The city manager shall certify the costs and expenses to the treasurer of the appropriate county for collection in the same manner as general property taxes are collected.
2. The amount certified by the director of finance to the county treasurer for collection shall include the actual cost of repair or removal of the sign, plus 15 percent and in addition thereto shall include an amount equal to ten percent penalty and interest for the cost of collection.

#### **Sec. 1604 Existing Signs.**

- (A) *Generally.* Signs existing before January 1, 1979 which do not conform to the provisions of this chapter shall not be re-erected when removed from their supporting structure. They may be re-erected if the location and the erection thereof are made to conform to the provisions of this chapter or any other ordinance or regulation.
- (B) *Discontinued Business.* Any existing sign that advertises a defunct business or an unavailable product or service shall be removed by the owner, agent or person having the control of the premises upon which such sign may be found. Such removal shall be pursuant to written notice from the city manager. Upon failure to comply with such notice within the time specified in such order, the city manager is authorized to cause removal of such sign. Any incidental expense shall be paid by the owner of the premises upon which such sign is located. However, this subsection shall not apply to the use of reader panels as real estate signs.
- (C) *Nonconforming Signs.* The right to operate and maintain any nonconforming sign or billboard shall terminate in accordance with the provisions of section 1606.

#### **Sec. 1605 Maintenance.**

Every sign, including those specifically exempt from this chapter in respect to permits and permit fees, shall be maintained in good structural condition at all times. All metal parts and supports thereof for a sign that are not galvanized or of rust-resistant metals shall be kept painted. The city manager shall inspect and shall have the authority to order the painting, repair, alteration, or removal of a sign that shall constitute a hazard to

safety, health, or public welfare by reason of inadequate maintenance, dilapidation, obsolescence, or abandonment.

### **Sec. 1606 Nonconforming Signs.**

The right to operate and maintain any nonconforming sign shall terminate upon the occurrence of any one of the following conditions, unless such sign is brought into conformance:

1. A change in ownership of the property on which the nonconforming sign is located (except that a business may change ownership without triggering the requirement for sign conformity);
2. A change in the business name, or the business or use to which the sign pertains;
3. A change in the copy on a sign, other than on reader panels;
4. A request made for a permit to change the sign; or
5. Application and approval of a site plan or site plan amendment requiring a public hearing.

### **Sec. 1607 Waivers.**

(A) *Administrative Waivers.* The planning director may administratively waive sign code requirements as described in this subsection. All other sign code requirements may only be waived by the planning and zoning commission after a public hearing, unless otherwise provided in the Code.

1. *Number.* A waiver from the limitation on number of signs may be granted upon a determination that increased sign numbers will have minimal visual impact due to such conditions as size of site, appearance of signage, and purpose of signage. However, such waiver shall not allow more than eight signs nor shall it permit the total square footage of all signs to exceed the maximums contained in this article.
2. *Setbacks.* A waiver of setback requirements from the minimum allowed setback may be granted based on a determination of inequitable impairment of sign visibility due to such factors as degree of street frontage curve, placement of existing structures, and traffic flow. Under no circumstance shall public safety be compromised by the placement of a sign.

(B) *Planning and Zoning Commission Waivers.* The planning and zoning commission may grant waivers at a public hearing from sign code requirements beyond the jurisdiction of administrative variances upon compliance with either of the following criteria:

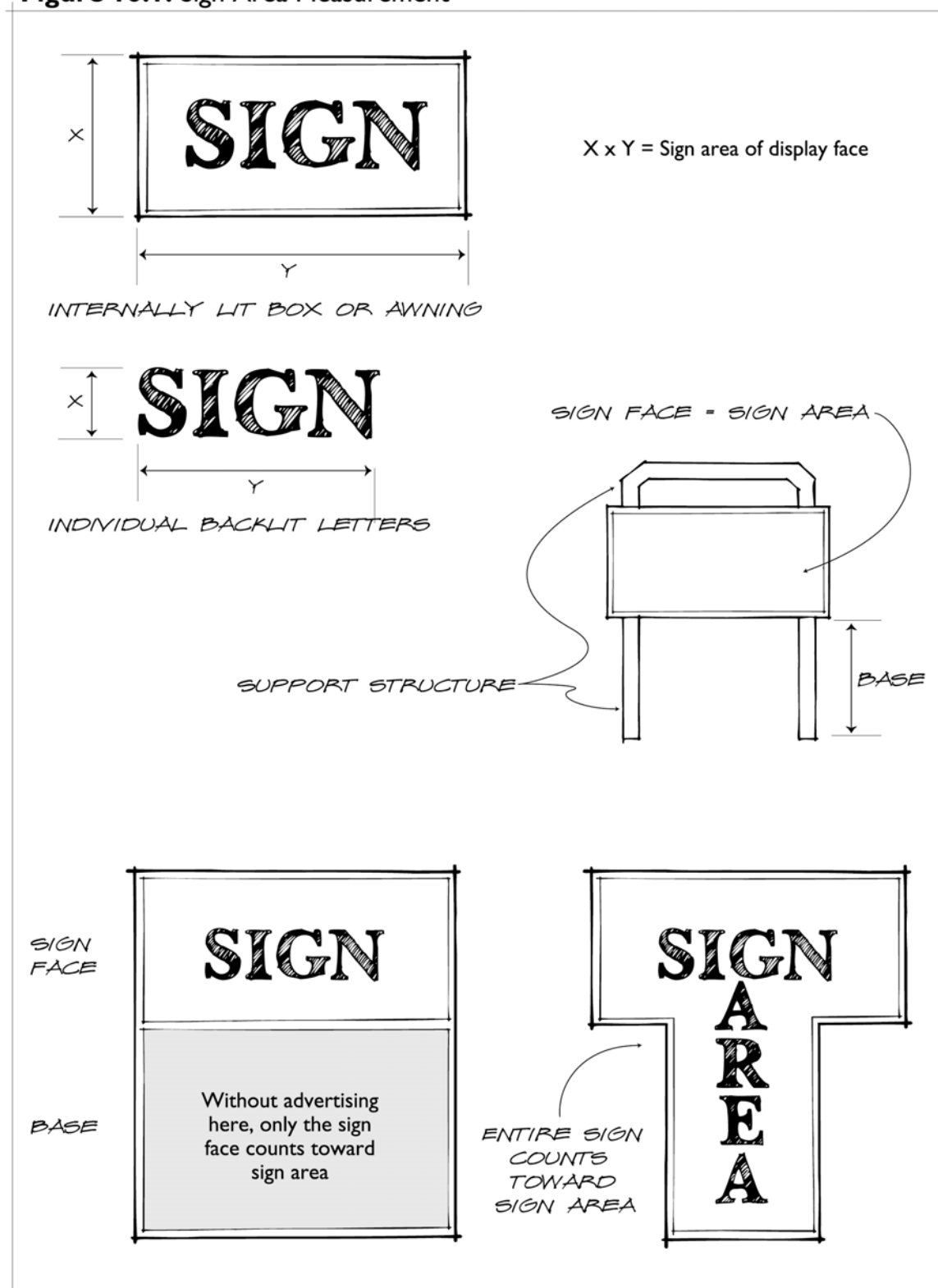
1. The planning and zoning commission finds that the requirements impose an unreasonable hardship on the applicant given the characteristics of the subject site; or
2. The requested waiver achieves a superior quality of design by demonstrating:
  - a. The size and setback of the proposed sign is compatible with the development size and scale of the immediate area;
  - b. The scale of the proposed waiver is compatible with the scale of the sign environment of the surrounding area; and,
  - c. The sign colors, material, design, and illumination are compatible with the existing or proposed development.

### **Sec. 1608 Sign Area Measurement.**

- (A) *Area to Be Measured.* The area of a sign shall be measured in conformance with this section. The following are general rules pertaining to sign area measurement:
1. The structure or bracing of a sign shall be omitted from measurement unless such structure or bracing is made part of the message or face of the sign.
  2. Where a sign has two or more display faces, the area of all faces shall be included in determining the area of the sign.
  3. In determining the smallest geometric shape creating the smallest single continuous perimeter enclosing the extreme limits of the display face of the sign, the measurement shall include all portions of a sign structure that is viewed in the same plane as the sign face, as well as all frames, backing, faceplates, non-structural trim, or other component parts not otherwise used for support.
- (B) *Backlit Awnings.* In all cases, those portions of backlit awnings and illuminated wall panels that incorporate letters, logos, and other similar forms of advertising shall be included in the total sign area to be measured.
- (C) *Sign with Backing.* This provision applies to a sign with backing or background material that is part of the overall sign display. The sign area is measured using the following method:

Determine the sum of the areas of each square, rectangle, triangle, portion of a circle or any combination thereof, which creates the smallest single continuous perimeter enclosing the extreme limits of the display face of the sign.

**Figure 16.1: Sign Area Measurement**



- (D) *Signs without Backing.* This provision applies to a sign type without backing or a background, material or otherwise, which is part of the overall sign display. Its area shall be measured according to the following method:

Determine the sum of the areas of each square, rectangle, triangle, portion of a circle, or any combination thereof which creates the smallest single continuous perimeter enclosing the extreme limits of each word, written representation, including any series of letters, emblems or figures of similar character.

- (E) *All Other Signs or Combinations.* The area of any sign having parts both with and without backing shall be measured by determining the total area of all squares, rectangles, triangles, portions of a circle, or any combination thereof constituting the smallest single continuous perimeter enclosing the extreme limits of either of the following combinations:

1. The display face of the sign, including all frames, backing, faceplates, non-structural trim or other component parts not otherwise used for support for parts of the sign that have backing; or
2. Each word, written representation (including any series of letters), emblems or figures of similar character, including all frames, faceplates, non-structural trim or other component parts not otherwise used for support for parts of the sign having no backing.

### **Sec. 1609 Prohibitions.**

No person shall erect, install, post, display, or maintain any of the following signs:

1. *Fabric signs in residential zones.* Fabric signs in residential zones are prohibited.
2. *Day care home signs.* Signs for day care homes are prohibited.
3. *Home occupation signs.* Signs for home occupations are prohibited.
4. *Portable signs.* Portable signs or similar objects are prohibited, except as authorized by this chapter or other ordinances of the city and then only in accordance with the provisions thereof. Signs or devices posted or located in violation of this subsection may be removed by the city without notice. For the purposes of this section only, such removal shall be an exception to notice procedures.
5. *Roof signs.* Signs placed on a roof or above the roofline or a parapet of a building are prohibited.
6. *Signs over rights-of-way.* No person shall erect or maintain upon or over any public street, right-of-way, or thoroughfare, either temporarily or permanently, any object, contrivance, structure or device, except as authorized by this chapter or other ordinances of the city and then only in accordance with the

provisions thereof. This prohibition extends to signs placed on trees, fences, light poles or utility poles located in the right-of-way. Signs or devices posted or located in violation of this subsection may be removed by the city manager without notice. For the purposes of this section only, such removal shall be an exception to notice procedures.

The city shall not utilize staff to remove political signs from the public right-of-way or city land unless the political signs are erected or posted in the following locations:

- a. In the center median of a public street; or
  - b. On developed city parks; or
  - c. On developed city property other than parks including but not limited to city hall; or
  - d. On a traffic control device or in such a manner that causes an obstruction or hazard to pedestrians or motorists.
7. *Vehicle signs.* It shall be unlawful for any person to park a vehicle sign on a public right-of-way or property or on a private property to be visible from a public property. It includes any such vehicle that provides advertisement of products or directs people to a business or activity located on the same or nearby premises. For the purpose of this subsection, the basic purpose of providing advertisement exists when the vehicle on which a sign is attached:
- a. Apparently is inoperative or legally inoperative due to the vehicle's unsafe condition;
  - b. Does not have lawfully affixed thereto an unexpired license plate;
  - c. Is wrecked, dismantled, partially dismantled or discarded; or
  - d. Has not moved within 72 hours.

### **DIVISION 3 ALLOWED SIGNS**

#### **Sec. 1610 Special Restrictions on Signs Requiring Permits.**

The following signs require a permit and are allowed subject to the described restrictions:

*Animated Sign.* Any sign or part of a sign that changes physical position by any movement or rotation or which flashes, blinks, or fluctuates is prohibited. This prohibition includes, but is not limited to, electronic message centers or displays. This prohibition does not apply to:

1. Temporary decorations and light strings associated with any national, local, or religious holiday displayed during such holidays provided such signs shall be displayed for a period of not more than 60 consecutive days nor more than 60 days in any one year. Such devices shall remain subject to the maintenance requirements of sec. 1605. Light strings shall not outline or highlight a sign; or
2. Time and temperature displays.
3. Reader boards with messages that change less than once every 30 minutes.

*Flags.* Any flag not attached to a flagpole in nonresidential zone districts shall be considered a fabric sign. Flags attached to a flagpole shall be considered a sign. Flags are permitted only within these conditions:

1. No freestanding flagpole shall exceed 20 feet in height outside of the principal building setbacks or 35 feet within the principal building setbacks;
2. Flagpoles and related appurtenances shall be subject to all minimum setback requirements within the underlying zone. In commercial districts and for commercial uses, the building location shall constitute the setback for the flagpoles and related appurtenances. Under no circumstance shall a flag extend beyond the property line;
3. A maximum of six flags is permitted per property. These are in addition to the maximum number of signs per property established elsewhere in this article;
4. The total area of all flags shall not exceed 240 square feet on flagpoles up to 20 feet in height, and 360 feet on flagpoles up to 35 feet in height;
5. The flagpole or other structure on which such flag is displayed shall be treated as part of any building to which it is attached for all height computations and not as an appurtenance or a part of the sign;
6. A building permit must be obtained for any pole greater than or equal to 25 feet in height.

*Pennants.* Pennants are prohibited, except those pennants in good condition approved pursuant to the applicable criteria in sec. 207, Special Use Permits, for a maximum of 30 consecutive days per calendar year.

### **Sec. 1611 Signs and Sign Work Not Requiring a Permit.**

The following signs and sign work shall not require a sign permit. These exemptions shall not be construed as relieving the owner of the sign from the responsibility for its erection and maintenance and its compliance with the provisions of this Code or other laws or ordinances regulating such:

**Bulletin boards.** Bulletin boards not over 20 square feet in area for public, charitable, or religious institutions where such are located on the premises of the institutions or on advertising bus shelters pursuant to an advertising bus shelter franchise agreement shall not require a sign permit.

**Bus benches and advertising bus shelters.** Bus benches and advertising bus shelters are permitted on the city right-of-way pursuant to a bus bench or advertising bus shelter franchise agreement. Said agreement shall control as to issues of bus bench or advertising bus shelter sign placement, design, and maintenance.

**Community events banners.** Banners and other signs of a temporary nature designed to promote community festivals and community events or to otherwise promote the identity of a particular neighborhood or district shall not require a sign permit. The materials used shall not create a hazard to health or safety. Such signs shall be regulated according to the provisions of sec. 207, Special Use Permits.

**Contractor signs.** Signs naming the contractors engaged in the construction or proposed construction on the property where the sign is located shall not require a sign permit. These signs shall be not more than a doubled-sided sign with dimensions of two feet by three feet for residential projects, nor more than four feet by eight feet for non-residential projects. However, no such sign is permitted on the property after 30 days following final inspection or issuance of a certificate of occupancy, whichever occurs first, for the project.

**Fabric signs.** All fabric signs are prohibited, except that fabric signs in non-residential zones shall be permitted. Such signs shall be limited to the following:

1. Not more than two in number;
2. The maximum allowable display period shall be four events per calendar year, each event not to exceed 15 consecutive days per address or business, whichever is less, regardless of whether one or two signs are displayed. For the purposes of this subsection, the term "event" is defined as a noteworthy happening or occurrence with a duration of 15 days or less. Events can occur individually throughout the year or combined for continuous display not to exceed 60 days per calendar year;
3. Wall, window, pole, or ground locations;
4. A total sign area maximum of 200 square feet;
5. A setback from lot property line of ten feet;
6. Illumination from concealed light sources not to exceed 60-watt intensity and not illuminated between the hours of 11:00 p.m. and 6:00 a.m.; and,
7. No part of the fabric sign shall move, rotate, or be otherwise animated, flash, blink, or fluctuate.

*Governmental.* Governmental, legal notices, traffic, danger, emergency, aids to public service or safety, and trespassing signs shall not require a sign permit.

*Inflatable devices.* Balloons, inflatable devices, or similar types of objects may be displayed one time per calendar year per address, not to exceed 72 consecutive hours.

*Memorial signs.* Memorial signs or tablets, names of buildings and date of erection when cut into any masonry surface or inlaid to be part of the building or when constructed of bronze or other incombustible material, shall not require a sign permit.

*Model home, open house signs.* A portable or temporary ground sign not more than six square feet on any one side, with a maximum of 12 square feet in area, located on or off the premises announcing an open house which is offered for sale, shall not require a sign permit. Not more than four signs may be posted per open house, including any open house sign on the premises. Placement of signs in medians, parks, open space areas, on any traffic control device, in any state-owned rights-of-way, or in a manner impairing traffic or pedestrian visibility is prohibited regardless of the time of posting. Such signs are subject to immediate removal. Signs posted in violation of this subsection may be removed without prior notification. It shall be unlawful to display or leave open house signs for a newly constructed dwelling unit upon any premises during non-operating hours.

*Noncommercial signs.* Signs which do not advertise or propose a commercial transaction or otherwise promote the location, use, or identification of a particular site, product, or service are not subject to the restrictions contained in this article except as specifically provided in this section.

*Painting.* Painting, repainting, or cleaning of an advertising structure or the changing of the advertising copy or the message shall not require a sign permit, unless a structural change is made or unless the sign is a nonconforming sign.

*Political sign.* A political sign is a temporary sign relating to a public election, that does not exceed six square feet in area, and shall not require a sign permit. When a polling place election is to take place, such sign should not be posted more than 30 days prior to the election day to which the sign relates and shall be removed within seven days after the election to which the sign relates. When a mail ballot election occurs, such sign should not be posted more than 45 days prior to the relevant election day in the area using the mail ballot protocol. There shall be no preelection time limitation for posting political signs posted on developed properties located in residential zones. For the purposes of this subsection, the term "developed" means private property that is improved, pursuant to a lawful building permit, with a residential structure.

*Private directional sign.* A private traffic directional sign guiding or directing vehicular or pedestrian traffic onto or off of a property or within a property shall not require a permit. Such sign shall not exceed three square feet per face in area and six feet in height. Such sign shall not contain any advertising or trade name identification. A private traffic control sign that conforms to the standards of the state traffic control manual defined in subsection 606 may exceed three square feet per face in area but shall not exceed seven square feet per face or eight feet in height. Such sign also is exempt from the setback, limitation on number of freestanding signs, and total sign area regulations of

this article. However, such sign shall not be located in a manner that creates a visibility or safety hazard, nor shall be it located in any easement dedicated to the public.

*Professional.* Nameplate signs not more than two square feet in area which are fastened directly to the building and do not project more than six inches beyond the property line shall not require a sign permit.

*Public service signs.* Signs of public utilities companies, airports or contractors indicating aids to public service or safety shall not require a sign permit.

*Real estate.* Temporary or portable signs which advertise the sale, rental, or lease of the premises upon which such signs are located shall not require a sign permit. Real estate signs in a residential district shall be a maximum of 12 square feet in area, not to exceed six square feet on any one side. Real estate signs in nonresidential districts shall be a maximum of 48 square feet, not to exceed 24 square feet on any one side. These signs shall be set back a minimum of ten feet from any property line. Where buildings are located less than ten feet from the property line, a reduction in the sign setback may be approved by the planning director administratively. In no case shall a sign be located in a manner that creates a visibility or safety hazard.

*Temporary window signs.* Temporary window signs shall not require a sign permit. They shall be subject to the following limitations:

1. Temporary window signs shall not:
  - a. be animated;
  - b. occupy more than 50 percent of any window pane;
  - c. be displayed in windows above the ground floor level. However, if the second or any other higher floor constitutes a separate business from that located on the ground floor, it shall be permissible to display temporary window signs so long as they meet the other criteria provided for in this section; and
  - d. exceed 200 square feet per individual business.
2. When determining the maximum permitted number and the maximum permitted area of permanent signs, temporary window signs shall not be taken into account unless otherwise specified or regulated in this chapter. However, in no case shall a permanent, temporary, or combination of such window signs cover more than 50 percent of any individual windowpane.
3. Temporary window signs shall contain only information and wording relating to the service or merchandise offered in the building on which they appear. Such signs shall be located only at those windows of the unit or space occupied by the business. The maximum allowable display period for any individual temporary window sign shall be 90 days per calendar year per business. The requirements of this subsection shall apply to all existing properties within the city on the effective date of the ordinance from which

this section applies. Any window sign displaying the business name shall be classified as a permanent window sign.

### **Sec. 1612 Signs for Residential Districts and Uses.**

- (A) *Generally.* Signs in all residential, M-H, P-MH, N, O and residential areas in E-470 Corridor, Northeast Plains, PD and PCZD districts may be erected, altered, and maintained only for those uses permitted in the zone in which the signs are located, and shall be located on the same lot as the permitted use unless otherwise permitted by this Code. Permitted signs and their requirements are described in Table 16.1.
- (B) *Permitted Contents.* The permitted contents of the signs may advertise only the name of business, products and services provided on the lot, symbols, designs or logos associated with the use, and hours of operation. For neighborhood signs, the entryway sign shall contain a neighborhood name or accompanying slogan. The name shall be specified by the neighborhood board of directors or registered homeowners association who shall consider such criteria as recorded legal documents, including subdivision plats, site plans, declaration, and other similar information.
- (C) *Sign Categories: Definitions and Special Limitations.* Signs are grouped into the categories listed below (the category labeled “general” is reserved for all signs not included in the list):
1. *Neighborhood identification signs.*
    - a. *Neighborhood.* The term “neighborhood,” for the purposes of this section, shall refer to a geographic area within the city, consisting primarily of residential uses, whose boundaries are usually determined either by major arterial or collector streets, creeks, or drainways or neighborhood perception, and represented by incorporated neighborhood associations.
    - b. *Site plan amendment.* Where a neighborhood sign already exists and is part of an existing site plan, a neighborhood organization may apply for an amendment to the site plan, in the case of sign changes, as provided in sec. 406.
    - c. *Removal and maintenance.* The removal and repair of neighborhood signs shall be governed by provisions contained in sections 1604, Existing Signs, and 1605, Maintenance, including abatement of violations by the city manager, with costs accruing due to such abatement forwarded to the county as an assessment for collection. The neighborhood association board of directors or property manager will be responsible for maintenance and will be the registered agent. The board of directors must be legally incorporated and currently registered with the secretary of state and the city’s referral program. Failure of a neighborhood association to maintain a current registration with the state

and city shall cause a neighborhood sign to be subject to removal by the city.

- d. *Materials and design.* Sign material and design must be approved for compatibility with this Code, including wind load and visibility provisions in accordance with provisions of the city code pertaining to wind load, materials, and sight triangles.
2. *Signs for non-residential uses in residential zones.* Signs may be erected, altered, and maintained in residential districts for non-residential uses permitted in the zone in which the signs are located. Signs shall be erected on the same zone lot as the permitted use and shall be clearly incidental, customary, and commonly associated with the operation of the permitted use.
3. *Temporary signs for residential, M-H, P-MH, N, O and residential areas in E-470 Corridor, Northeast Plains, PD and PCZD districts, and temporary signs for non-residential uses in residential zones.* This category is for signs identifying or advertising subdivisions, new construction, remodeling, rebuilding, development, sale, lease, or rental of a designated structure or land area for a permitted use on the same lot. This type of sign may be erected subject to the following conditions:
  - a. Each such permit shall be valid for a period of not more than 12 consecutive calendar months;
  - b. The signs are structurally sound, satisfactorily maintained, are not a nuisance to the surrounding neighborhood; and
  - c. The signs meet all other requirements under the original sign permit application.

(D) *Signs permitted.* The following signs are allowed in the R-A, R-E, R-O, R-1, R-1A, R-2, R-2A, R-2M, R-3, R-3MH, R-4, R-4H, R-5, R-M, P-MH, PCZD, B-R, PD, O, and P-1 zoning districts, and lots in other zoning districts containing residential uses.

<b>Table 16.1. Permitted Signs in Residential Districts</b>						
<b>Sign Category</b>	<b>(A) Sign Type</b>	<b>(B) Maximum Number</b>	<b>(C) Maximum Area</b>	<b>(D) Max. Height Above Grade</b>	<b>(E) Location</b>	<b>(F) Permitted Illumination</b>
1.	Wall, window  Ground	One sign for each front line of the zone lot on which the permitted use is located	20 square feet for each use or, alternatively, two square feet of sign area for each 1,000 square feet of lot area not, however, to exceed 96 square feet of total sign area for each zone lot	20 feet  8 feet	Shall be located on the same lot as the permitted use	Sign may be illuminated only from a concealed light source, and shall not remain illuminated between 11 p.m. and 6:00 a.m.
2.	Wall, ground	Two per entrance on collector or arterial streets	20 square feet per sign face, not to exceed two faces per sign	6 feet	All signs may be located in public rights-of-way upon the granting of a revocable permit issued by the city manager to the neighborhood association board of directors or neighborhood property manager. <sup>1</sup>	If illuminated, the light source must be directed at and limited to the sign itself, allowing no transient illumination beyond the sign borders.

<sup>1</sup> In granting the permit, the city manager shall have the authority to waive specific Code requirements as needed to allow placement of such a sign if existing structures or land uses may otherwise prevent sign placement, provided the city manager finds that such waivers are compatible with aesthetic and traffic safety considerations.

**Table 16.1. Permitted Signs in Residential Districts**

Sign Category	(A) Sign Type	(B) Maximum Number	(C) Maximum Area	(D) Max. Height Above Grade	(E) Location	(F) Permitted Illumination
3. Signs for non-residential uses in residential zones	Wall, window, ground	5 for each permitted use	40 square feet or, in lieu thereof, the total permitted sign area for each linear foot of that portion of the building frontage occupied by a first floor use for the first 200 feet of building frontage; then one-half square foot of sign area for each linear foot of building frontage thereafter. Individual signs shall not exceed 100 square feet. Total maximum signage shall not exceed 300 square feet.	8 feet	On major or minor arterial or collector or local street	Signs may be illuminated
4. Temporary signs for residential uses	Wall, ground	Two signs per enterprise on each zone lot or designated land area. Two directional signs. Customer parking signs as required.	Total sign area shall not exceed 200 square feet for each zone lot or designated land area.  Directional signs: 10 square feet each.  Customer parking signs: 2 square feet each.	12 feet except that directional signs are limited to 6 feet in height	Shall be located on the same lot as the permitted use with a minimum setback of 10 feet from any property line.	May be illuminated but only from a concealed light source not to exceed 60-watt intensity, and shall not remain illuminated between the hours of 11:00 p.m. and 6:00 a.m.
5. Temporary signs for non-residential uses	Wall, window, ground	Two signs per enterprise for each front line of the zone lot	200 square feet for each zone lot or designated land area	12 feet		
6. Residential day care	Wall	One sign per enterprise	6 square feet			

**Sec. 1613 Signs in Business, Commercial, Office, Redevelopment, and Industrial Districts.**

- A. *Generally.* Signs may be erected, altered, and maintained in business, commercial, office, redevelopment, and industrial districts only for those uses permitted in the zone in which the signs are located. Signs shall be located on the same lot as the permitted use. Permitted signs and their requirements are described in Table 16.2.
- (B) *Permitted Contents.* The permitted contents include identification by letter, numeral, symbol or design of the permitted use by name, product, use, hours of operation, services and products offered, events and prices of products and services.
- (C) *Sign Categories: Definitions and Special Limitations.* The following describes permitted signs (the category labeled “general” is reserved for all signs not included in the following list):
1. *Temporary signs.* Signs identifying or advertising subdivisions, new construction, remodeling, rebuilding, development, sale, lease or rental of a designated structure or land area for a permitted use on the same lot. Temporary signs shall be structurally sound and satisfactorily maintained, shall not be a nuisance to the surrounding neighborhood, and shall meet all other requirements under the original sign permit application. Permits for such signs shall be valid for a period of not more than 12 consecutive calendar months.
  2. *Joint tenant and project identification signs.* Signs identifying or advertising two or more tenants in the same development or signs identifying developments or projects, including building or development names.
  3. *Signs for commercial uses in residential structures.* Signs proposed as part of site plans or redevelopment plans for commercial uses in structures previously used for residential purposes within any business or commercial zone district shall be subject to the limits set forth in sec. 1241, Residential Uses in Business and Office Districts. In addition, ground sign design and materials shall be compatible with building design and material.
- (D) *Wall Signs.* Wall signs will be permitted to the maximum height of the wall structure. Signs on buildings with a flat roof will be permitted to the top of the parapet wall. Structures with peaked roofs may have wall signs to the height of the lowest point of the roof structure. Wall signs may project into the public right-of-way to a maximum depth of 18 inches. Location of signs shall be subject to site plan review as provided in sec. 406. Letter height shall be restricted to a maximum of 48 inches.

(E) *Signs Permitted.* The following signs are allowed:

<b>Table 16.2. Permitted Signs in Business, Commercial, Office, Redevelopment and Industrial Districts</b>					
<b>Sign Category</b>	<b>(A) Sign Type</b>	<b>(B) Maximum Number</b>	<b>(C) Maximum Area<sup>1</sup></b>	<b>(D) Max. Height above Grade<sup>2</sup></b>	<b>(E) Permitted Illumination</b>
1. General	Wall, window, ground	5 for each permitted use with 1 additional ground sign permitted in the special commercial overlay district	Dwelling units: 1 sq. ft. of sign area for each dwelling unit in a multiple-unit dwelling provided, however, that no more than 32 sq. ft. of sign area shall be applied to any single street front, nor shall the total sign area for any use exceed 96 sq. ft.  All other permitted uses on lots abutting major arterial street: 80 sq. ft. <sup>3</sup> In computing the area of such signs, no more than one building frontage shall be used.  All other permitted uses on lots abutting all other streets: 80 sq. ft. <sup>4</sup> .	12 feet for lots abutting a major or minor arterial street  8 feet for lots abutting a collector street	Signs may be illuminated
2. Temporary	Wall, window, ground	2 per use for each front line of the zone lot	200 sq. ft. for each lot or designated land area	12 feet	May be illuminated but only from a concealed source and shall not remain illuminated between the hours of 11:00 p.m. and 6:00 a.m.
3. Joint tenant and project identification signs	Wall, ground	One ground sign for each public street or highway abutting the project. One wall sign for each building elevation with exposure to a public street or highway.	100 sq. ft. per sign face, provided the size of the sign is compatible with the scale and design of the development or project	14 feet	Signs may be illuminated

**Table 16.2. Permitted Signs in Business, Commercial, Office, Redevelopment and Industrial Districts**

Sign Category	(A) Sign Type	(B) Maximum Number	(C) Maximum Area <sup>1</sup>	(D) Max. Height above Grade <sup>2</sup>	(E) Permitted Illumination
4. Signs for commercial uses in residential structures	Ground	—	36 sq. ft. maximum including both sides provided the signs are compatible with building design and materials	4 feet	If illuminated, shall be illuminated pursuant to the definition of floodlighted signs.

<sup>1</sup> No individual sign shall exceed 200 square feet in area nor shall the total sign area of any use exceed 600 square feet, unless otherwise provided in this Code.

<sup>2</sup> The maximum height may be modified under special circumstances, including where sight lines are blocked by landscaping, existing structures, topography or adjacent land uses. Where a site plan is required, such a finding shall be made by the planning and zoning commission in the review of the site plan. See subsection 1613(D) for additional standards for height of wall signs.

<sup>3</sup> Or in lieu thereof, the total permitted sign area of each use may be determined by the following: two square feet of sign area for each linear foot of building frontage of that portion of the building occupied by a first-floor use, for the first 100 feet of building frontage; then one-half square foot of sign area for each linear foot of building frontage thereafter. For motor vehicle fuel dispensing stations, the applicant may choose either the primary linear frontage of the canopy or store for calculating the sign area, but not both. Separate uses within the building (e.g., dining area) may be entitled to a maximum of 80 square feet of sign area.

<sup>4</sup> Or, in lieu thereof, the total permitted sign area of each use may be determined by the following: one square foot of sign area for each linear foot of that portion of the building frontage occupied by a first-floor use for the first 200 feet of building frontage; then one-half square foot of sign area for each linear foot of building frontage thereafter. For motor vehicle fuel dispensing stations, the applicant may choose either the primary linear frontage of the canopy or store for calculating the sign area, but not both. Separate uses within the building (e.g., dining area) may be entitled to a maximum of 80 square feet of sign area.

(F) *Off-premises Signs.* Off-premises signs, including billboards, shall be permitted in the B-3, M-2, and M-3 zones, and for non-residential areas of PD zones, providing the following conditions are met:

1. *Permitted contents.* Identification by letter, numeral, symbol or design or any use by name, product, hours of operation, services and products offered, events and prices of products and services.
2. *Signs permitted.* The follow signs are allowed:

<b>Table 16.3. Permitted Off-Premises Signs</b>						
	<b>Sign Category</b>	<b>(A) Sign Type</b>	<b>(B) Maximum Number</b>	<b>(C) Maximum Area</b>	<b>(D) Maximum Height above Grade</b>	<b>(E) Permitted Illumination</b>
1.	Off-premises	Ground	One <sup>1</sup>	200 square feet on single-faced signs	25 feet	May be illuminated by only a concealed light source and if abutting a residential use shall not be illuminated between the hours of 11:00 p.m. and 6:00 a.m.
2.				100 square feet per face on double-faced signs		

<sup>1</sup> provided that no sign of this category shall be less than 600 feet from another sign in this category.

3. *Authorization.* Written permission from the property owner on which the sign is to be erected must accompany the original application and any renewal application.
4. *Visibility.* No sign shall be allowed to be visible from any freeway or interstate highway, or residential zones.
5. *Site plan exists.* Where a sign is to be located on a site which has a site plan, approved under any provision of this Code, all tenants within the area covered by the site plan shall be notified of the application. The notice shall include the nature of the application and shall describe the rights of tenants to direct comments on the application to the city manager.
6. *No site plan exists.* Where a sign is to be located on a site where no approved planned building group or other site plan exists, a plan showing the property boundary, and the size, height, location, and orientation of the proposed sign shall be submitted to the planning department.
7. *Application required.* The plan shall be accompanied by an application for approval by the owner of the property.

8. *Review.* The planning director shall review and shall approve the sign in accordance with the following criteria:
  - a. The sign shall conform with all other applicable or potentially applicable requirements of this article and the Aurora City Code;
  - b. The sign shall not obstruct the view of other signs or uses; and
  - c. The sign shall not be located within the potential future location of streets, drives or easements.
9. *Approval period.* Approval for signs under this subsection shall be for a period of five years, at which time application for renewal for an additional five-year period may be made.
10. *Precedence.* Nothing in this subsection shall allow a sign to be within the location of any future streets, alleys, easements, fire lanes, access easements, or other requirements imposed during site plan review. Approval for a sign under this subsection may be terminated by the city upon submittal of a site plan to the city, if such termination is necessary to comply with the criteria for review set forth in this chapter.
11. *Appeal.* Denial of the application by the city manager may be appealed to the planning and zoning commission, provided that such appeal is filed with the city manager or his or her designee within ten calendar days following the denial.

(G) *Special Commercial Sign Overlay District.*

1. *Purpose.* The city council determines that there are certain commercial areas in the city that warrant the designation as special commercial sign overlay districts to permit a taller or larger ground sign because:
  - a. Such areas are characterized by intense commercial activity along major streets;
  - b. The uses to which such signs pertain have long street frontages;
  - c. Sign locations are buffered from residential areas; and
  - d. Areas may be coterminous with other governmental jurisdictions that have less restrictive sign regulations.
2. *Application.* An application for a sign in a special commercial sign overlay district shall be made to the planning director on a form provided by the director. In addition to submittal requirements established by the director, the application shall provide detailed renderings of style, size, height, location, design, and color samples appropriate to the function and architectural character of the development to which the sign relates. The application shall address design elements such as landscaping, water features, architectural detailing, and special design treatment. The director shall refer the application to the planning and zoning commission for consideration at a public hearing.
3. *Approval criteria.* The planning and zoning commission, after holding a public hearing thereon, may approve the proposed sign, deny the sign, or approve the sign

with conditions. The planning commission shall consider the following in making its determination:

- a. Whether any negative offsite effects of the proposed sign are mitigated.
  - b. The extent to which the sign conforms to the design guidelines.
4. *Appeal; call-up to city council.* An applicant may appeal the decision.
  5. *Large, integrated development.* The city council may approve a sign that exceeds the height, area, or location limitations in this section if it finds such increase is appropriate because the sign relates to a large integrated development or regional activity center.
  6. *Designation.* The city council hereby designates special commercial sign overlay districts along the frontage of the following streets for qualifying businesses having the requisite minimum frontage on such named streets:

Havana Street (South of Sixth Avenue)

Colfax Avenue

Parker Road

7. *Signs permitted.* The following signs are allowed:

<b>Table 16.4. Permitted Signs in Special Commercial Overlay District</b>						
	<b>Sign Category</b>	<b>(A) Sign Type</b>	<b>(B) Maximum Number</b>	<b>(C) Maximum Area</b>	<b>(D) Maximum Height above Grade</b>	<b>(E) Minimum Frontage</b>
1.	Special Commercial Sign Overlay District	Ground	One in addition to the maximum number permitted elsewhere in the Code	800 sq. ft. for any use including all other signs permitted by this article	20 ft.	The proposed use the sign advertises has a street frontage of not less than 300 ft.

8. *Content.* Permanent or changeable copy of each face of any sign shall include only on-premises or public interest messages. The sign shall not contain a listing of multiple tenants or businesses. Signs may contain electronic reader boards that may change messages no more frequently than once every 30 minutes.
9. *Installation.* The supports for such sign shall appear as an architectural and/or integral part of the sign.

10. *Design*. The planning director is authorized to adopt design guidelines to be applied in the evaluation of the proposed sign. Prior to their application, the design guidelines shall be reviewed and approved by the city council.

(H) *Colfax Avenue Sign Preservation*

1. *Purpose*. The purpose of this subsection is to permit the preservation of selected signs which are illustrative of the city's history in the Post-World War II Era and which comply with the requirements provided in this section. The term "Post-World War II Era" refers to a popular style of design from that time, also known as exaggerated modern. The style is characterized by the use of exaggerated geometry, streamlined curves, and fanciful literal elements and lighting, particularly in its use of shapes reminiscent of amoebas, stars, atoms, rockets, and flying saucers.
2. *Display*. Notwithstanding the provisions of this article to the contrary relating to height, area, and setback, the city council hereby permits the continued display of signs designated in this section based upon the finding that each sign complies with the following requirements:
  - a. The sign is at least 25 years old;
  - b. The sign is of a design representative of the Post-World War II Era;
  - c. A major portion of the sign is illuminated with neon lighting; and,
  - d. If the sign is a roof sign, it is integrated into the design of its accompanying structure.
3. *Designated*. The designated signs are:

<b>Table 16.5. Designated Signs</b>		
<b>Address</b>	<b>Business</b>	<b>Sign Type</b>
8900 E. Colfax Avenue	Biltmore Motel	Freestanding sign
9100 E. Colfax Avenue	Riveria	And two Shiloh's roof signs
9201 E. Colfax Avenue	Red Coach Motor Inn	Freestanding sign
10131 E. Colfax Avenue	Lehrer's Flowers	Both roof signs
10325 E. Colfax Avenue	Aurora Jewelry Company	Roof sign
10660 E. Colfax Avenue	Aurora National Bank	Freestanding sign
10750 E. Colfax Avenue	Travel-A-Leer Motel	Freestanding sign
10890 E. Colfax Avenue	Top Star Motel	Freestanding sign
11150 E. Colfax Avenue	Strait Lumber	Roof sign (anchored into sidewalk on Colfax)

<b>Table 16.5. Designated Signs</b>		
<b>Address</b>	<b>Business</b>	<b>Sign Type</b>
11707 E. Colfax Avenue	Pfeifer's Restaurant	Freestanding sign
11220 E. Colfax Avenue	Ranger Motel	Freestanding sign
11712 E. Colfax Avenue	Aurora Motel	Freestanding sign - reader boards excluded
11818 E. Colfax Avenue	Timberline Motel	Freestanding sign (neon sign only)
12500 E. Colfax Avenue	Blue Spruce Motel	Freestanding sign
12700 E. Colfax Avenue	Manor House Motel	Freestanding sign (neon sign only)
9900 E. Colfax Avenue	Fox Theater	Roof sign

4. *Removal; alteration.* Signs designated pursuant to this section may be removed at any time. Any alteration of a designated sign shall be in the same style, color, and materials as the original sign. Any new sign shall comply with the requirements of the sign code found in this article.
5. *Reader boards.* Existing reader boards shall be permitted, provided they are an integral part of sign design. The reader board shall not extend beyond two planes of the outside dimensions of the largest part of the sign.
6. *Compliance.* Signs designated by the city council in this section are granted exceptions to the provisions of this article regulating sign height, area, and setbacks. All other provisions, including permitted maximum number, shall apply. Nothing in this section shall exempt any sign not designated in this section from compliance with this Code, including other signs on the same premises as a designated sign.
7. *Maintenance.* All designated signs shall be maintained in good structural condition at all times and shall be subject to the provisions of sec. 1605 regarding maintenance. The exemptions from the otherwise applicable sign code provisions granted in this section shall cease if:
  - a. The designated sign is not maintained in the same style;
  - b. The lighting, including neon signage, is inoperative; or
  - c. The sign becomes unsightly due to paint peeling.

The wording of these signs may be changed so long as all of the criteria and conditions of this section are complied with.
8. *Board of adjustment and appeals review.* The signs designated in this section shall not be eligible for variances or exceptions granted by the board of adjustment and appeals.

**Sec. 1614 Off-Site Development Directional Signs.**

- (A) Subject to the conditions in subsection (B) of this section and upon application to and issuance of a permit, an off-site development directional sign shall be permitted for a period of not more than 12 consecutive calendar months. A permit granted under this section may be renewed for periods of up to 12 months. No permit may be renewed after construction if the development is completed or six months after the issuance of a certificate of occupancy for the final unit in the development, whichever occurs last.
1. Signs to be installed in the public right-of-way shall only be allowed upon execution of a revocable permit on forms furnished by the city.
  2. The fee for an off-site development sign permit shall be set administratively pursuant to the administrative fee schedule of this Code for each sign location. For each successive year starting January 1, 1983, the renewal fee shall be paid before December 1 preceding the next permit year.
- (B) Off-site development directional signs shall be permitted providing the following conditions are met:
1. *Permitted contents.* Identification by letter, number, symbol or design of name, developer and location of the development.
  2. *Permitted sign types.* Ground.
  3. *Maximum number of signs.* Eight signs per residential development.
  4. *Maximum sign area.* No sign identifying an individual development shall exceed 48 inches by 48 inches. Sign structures designed to display more than one development sign shall have a maximum of two faces with a total area not to exceed 24 square feet per face.
  5. *Maximum height.* 12 feet above grade.
  6. *Location.* Off-site development directional signs shall be separated by a distance of at least 600 feet and no off-site development sign is permitted on a developed lot.
  7. *Maintenance.* Signs erected pursuant to this section shall be structurally sound and satisfactorily maintained not to become a nuisance to the surrounding neighborhood or any eyesore to passersby.
  8. *Standards.* The construction of any off-site development directional sign shall comply with the standards adopted by the city.
  9. *Approval.* Written approval of the property owner(s) is required before issuance of a permit.

**Sec. 1615 Sign Regulations for Specialized Districts.**

Planning areas in planned community-zoned districts or planned development-zoned districts or city center-zoned districts shall comply with the sign regulation for that zone district which most closely approximates the uses within the planning area.

**DIVISION 4 STANDARDS****Sec. 1616 Identification and Marking.**

Each sign erected or remodeled shall bear in a prominent position thereon a clearly legible identification plate, stating the name of the person responsible for its construction and erection. Electrical signs shall be marked with input amperes at full load input.

**Sec. 1617 Design Safety.**

- (A) *Wind and Seismic Forces.* Signs and structures shall be designed and constructed to resist wind and seismic forces as specified in this section.
1. *Generally.* All bracing systems shall be designed and constructed to transfer lateral forces to the foundations. For signs on buildings, the dead and lateral loads shall be transmitted through the structural frame of the building to the ground in such a manner as not to over-stress any of the elements thereof.
  2. *Overturning moment.* The overturning moment produced from lateral forces shall in no case exceed two-thirds of the dead load resisting moment. Uplift due to overturning shall be adequately resisted by proper anchorage to the ground or to the structural frame of the building. The weight of earth superimposed over footings may be used in determining the dead load resisting moment. Such earth shall be carefully placed and thoroughly compacted.
  3. *Wind loads.* Signs and sign structures shall be designed and constructed to resist wind forces as specified in the building code, as adopted and amended by the city.
  4. *Seismic loads.* Signs and sign structures shall be designed and constructed to resist seismic forces as specified in the building code, as adopted and amended by the city.
  5. *Combined loads.* Wind loads and seismic loads need not be combined in the design of signs or sign structures, but the loading producing the larger stresses shall be used. Vertical design loads, except roofline loads, shall be assumed to be acting simultaneously with the wind or seismic loads as adopted and amended.
  6. *Allowable stresses.* The design of wood, concrete, or steel members shall conform to the requirements of the building code, as adopted and amended by the city. Loads, both vertical and horizontal, exerted on the soil shall not produce stresses exceeding those specified in the Uniform Building Code, as adopted and amended.
  7. *Working stresses.* The working stresses on wire rope and its fastenings shall not exceed 25 percent of the ultimate strength of the rope or fasteners. Working

stresses for wind loads combined with dead loads may be increased as specified in the building code, as adopted and amended.

(B) *Construction Standards.*

1. *Generally.* Signs and sign structures shall be securely built, constructed, and erected in conformance with the requirements of this chapter.
2. *Location.* Supports for signs or sign structures shall not be placed in or upon public rights-of-way or public easements.
3. *Materials.* Materials or construction for signs and sign structures shall be of the quality and grade as specified for buildings in the uniform building code, as adopted and amended by the city.
4. *Details.* In all signs and structures, the materials and details of construction shall, in the absence of specified requirements, conform to the following:
  - a. Structural steel shall be of such quality as to conform with the building code standards as adopted and amended. Secondary members in contact with or directly supporting the display surface may be formed of light-gauge steel. Such members shall be designed in accordance with the specification of the design of light-gauge steel as specified in the building code standards as amended and adopted, and shall be galvanized. Secondary members, when formed integrally with the display surface, shall be not less than number 24 gauge in thickness. When not formed integrally with the display surface, the minimum thickness of a secondary member shall be number 12 gauge.

The minimum thickness of hot-rolled steel members furnishing structural support for signs shall be one-fourth inch, except that if galvanized, such members shall be not less than one-eighth inch thick. Steel pipes shall be of such quality as to conform to the amended and adopted building code standards.
  - b. Anchors and supports for wood signs which are embedded in the soil or within six inches of the soil shall be all heartwood of a durable species or shall be pressure treated with an approved preservative before erection. Such members shall be marked or branded by an approved agency.
5. *Restrictions on combustible materials.* Combination signs, roof signs, wall signs, projecting signs, and signs on marquees shall be constructed of approved materials as contained in the building code, as amended and adopted by the city.
6. *Nonstructural trim.* Nonstructural trim may be of wood, metal, approved plastics, or any combination thereof.
7. *Anchorage.* Members supporting unbraced signs shall be so proportioned that the bearing loads imposed on the soil in either direction, horizontal or vertical, shall not exceed safe values. Braced ground signs shall be anchored to resist specified wind or seismic loads acting in any direction. Anchors and supports shall be designed for safe bearing loads on the soil for effective resistance, to pull-out amounting to a force 25 percent greater than the required resistance to overturning. Anchors and supports shall penetrate to a depth of not less than three feet. Anchors and

- supports shall be guarded and protected when near driveways, parking lots or similar locations where they could be damaged by moving vehicles.
8. *Attachment to masonry, concrete, or steel.* Signs attached to masonry, concrete, or steel shall be safely and securely fastened thereto by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to support safely the loads applied.
  9. *Wooden anchors.* No wooden blocks or plugs or anchors with wood used in connection with screws or nails shall be considered proper anchorage, except in a case of signs attached to wooden framing.
  10. *Support by unbraced parapet wall.* No anchor or support of any sign, except flat wall signs, shall be connected to or supported by an unbraced parapet wall.
  11. *Display faces.* Display faces in all types of signs may be made of metal or other approved materials.
  12. *Approved materials.* The city manager or designee shall require that sufficient technical data be submitted to substantiate the proposed use of any materials, and if it is determined that the evidence submitted is satisfactory for the use intended, he or she shall approve its use.
  13. *Clearance.*
    - a. *Clearance from power lines.* Signs shall not be located with less than six feet horizontal or 12 feet vertical clearance from overhead electric conductors that are energized in excess of 750 volts.
    - b. *Clearance from other structures.* No sign or structure shall be erected in such a manner that any portion of its surface or supports will interfere in any way with free use of any fire escape, exit or standpipe. No sign shall obstruct any window to such an extent that any light or ventilation is reduced to a point below that required by any law or ordinance.
  14. *Roof signs.* The following criteria shall only be applicable if the roof sign prohibition is waived pursuant to provisions of this Code:
    - a. Roof signs shall be constructed of incombustible material meeting the requirements of this chapter.
    - b. Roof signs shall be designed in accordance with requirements of this chapter.
    - c. Passage clear of all obstruction shall be left under or around and immediately adjacent to all roof signs exceeding a height of four feet above the roof thereunder. Such passages shall be not less than three feet wide and four feet high and shall be at parapet or roof level. There shall be one such passage or access opening as follows:
      - i. For each roof sign on a building.
      - ii. An access opening for every 50 linear feet of horizontal roof sign extension.

- iii. Within 20 feet of walls and parapets when the roof signs are at right angles to the face of the building.
15. *Marquees.* Signs may be placed on, attached to, or constructed in a marquee. Such signs shall, for the purpose of determining projection, clearance, height, and materials, be considered a part of and shall meet the requirements for a marquee as specified in chapter 45 of the building code as adopted by the city.
16. *Electric signs.*
- a. Electric signs shall be constructed of incombustible material meeting the requirements of this chapter. Electric signs shall be watertight, except that service holes fitted with waterproof covers shall be provided to each compartment of such signs. All electric signs installed or erected in the city shall bear the label of Underwriter's Laboratories, Inc., and such UL number shall be submitted with the request for a permit to install, erect, or move such sign.
  - b. No electrical sign shall be erected or maintained which does not comply with the city electrical code in article 6 of chapter 22.
  - c. No electric equipment or electrical apparatus of any kind that causes interference with radio or television reception shall be used in the operation of illuminated signs. Whenever interference is caused by an unfiltered or improperly filtered or otherwise defective sign or by any other electrical device or apparatus connected to the sign, the city manager shall order the sign disconnected until repairs are made.
17. *Prohibitions.* No person shall erect or maintain upon or over any public street or thoroughfare, either temporarily or permanently, any object, contrivance, structure or device, except as authorized by this chapter or other ordinances of the city and then only in accordance with the provisions thereof.
18. *Alternate methods, materials, and equipment.* It shall be unlawful for any person to use any method, material, or equipment as an alternate to the methods, materials, or equipment permitted by this chapter without first having obtained approval in the manner provided.

### **Sec. 1618 Design Quality.**

- (A) *Applicability.* A uniform sign program shall be required for shopping centers, or for multi-use or multi-building business, commercial, or industrial developments.
- (B). *Purposes.* The purposes of a uniform sign program are to:
  1. Achieve a reasonable degree of sign uniformity and coordination.
  2. Enhance the visual quality of the area through compatibility of the signs in color, shape, and materials.
  3. Provide clarity and legibility for visitors to the project.

(C) *General Design Standards.*

1. *Architectural and visual compatibility.* There shall be architectural harmony and unity of signs within the center. Sign type, color, scheme, size, and illumination within the center shall be coordinated and compatible with the site's architectural character.
2. *Informational signage.* Within each development, information signage and way-finding systems shall be of a unified graphical system. They shall be placed in consistent locations near site entries, key points on the internal automobile circulation system, building entries, seating areas, and sidewalk intersections.
3. *Sign shape.* The silhouette of signs shall be simple and compatible with the building or façade they relate to. Signs of excessively complicated design, composed of many different connected shapes, or that disrupt the architectural order and composition of a building shall not be allowed.
4. *Illumination.* Illumination shall be shielded so there is no glare in the public right-of-way and adjacent properties, and directed so light does not stray above the light source horizontally. Illumination shall be steady and even over the entire sign face. All lighting elements shall be kept in working condition. Exposed bulbs may be up to 15 watts in power.
5. *Materials.* Materials and textures of signs shall be consistent with the architectural character of the site and building. Supporting sign structures of monument signs shall match the primary finish and colors of the associated building(s).
6. *Placement.* Attached signs shall not disrupt the architectural composition of the building façade. Attached signs shall not overlap or cover features of the building such as cornices, eaves, window and doorframes, columns and other decorative elements.
7. *Views.* Ground or freestanding signs shall not be placed where they obscure important architectural features such as entrances, display windows, or decorative elements when viewed from the public right-of-way.

**Sec. 1619 Setback Requirements.**

- (A) Signs shall be located no closer to a flow line than as permitted by the following minimum setback requirements along the city's streets:
1. Limited access highway including, freeways, interstates, tollways, and state highways not classified as principal arterials: 29 feet.
  2. Principal arterial: 21 feet.
  3. Minor arterial: 21 feet.
  4. Collector: 20 feet.
  5. Commercial or industrial: 20 feet.
  6. Local type I: 17 feet.

7. Local type II or III: 20 feet.
- (B) For those sites located along unimproved streets or without flow line, the setback shall be a minimum of ten feet from the property line.
  - (C) For all signs located on private property, the minimum setback shall be ten feet from any property line abutting a public right-of-way.