

CHAPTER 9: SIGNS

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CHAPTER 9: SIGNS

9.01 General Regulations

- (A) *Permit required.* It shall be unlawful for any person to erect, repair, alter, relocate or keep within the city any sign or other advertising structure except as exempted herein without first obtaining a sign permit from the City Building Official.
- (B) *Illuminated signs.* All illuminated signs shall, in addition, be subject to the provisions of the electrical code, and the permit fees required thereunder.
- (C) *Fees.* Every applicant, before being granted a permit hereunder, shall pay to the City the permit fee set forth in Chapter 16.
- (D) *Maintenance of premises.* All freestanding signs and the premises surrounding the same shall be maintained by the owner thereof in a clean, sanitary, and inoffensive condition, and free and clear of all obnoxious substances, rubbish and weeds.

9.02 Permit Application/Issuance

- (A) *Application.* Applications for sign permits shall be made upon forms provided by the City and shall contain or have attached thereto the following information:
 - (1) *Applicant identification.* Name, address and telephone number of the applicant.
 - (2) *Location.* Location of building, structure, or lot to which or upon which the sign or other advertising structure is to be attached or erected.
 - (3) *Position.* Position of the sign or other advertising structure in relation to nearby buildings or structures.
 - (4) *Blueprints/drawings.* Two blueprints or ink drawings of the plans and specifications and method of construction and attachment to the building or in the ground.
 - (5) *Person erecting structure.* Name of person, firm, corporation, or association erecting structure.
 - (6) *Consent of owner.* Written consent of the owner of the building, structure, or land to which or on which the structure is to be erected.
 - (7) *Electrical permit.* Any electrical permit required and issued for said sign.

Application requesting electrical permit for proposed sign must accompany sign application.

- (B) *Issuance of sign permit.* It shall be the duty of the Building Official or designee, upon the filing of an application for an sign permit, to examine such plans and specifications and other data and the premises upon which it is proposed to erect the sign or other advertising structure, and if it shall appear that the proposed structure and sign are in full compliance with all the requirements of this chapter and all other laws and ordinances of the city, he shall issue the sign permit. If the work authorized under a sign permit has not been completed within six (6) months after date of issuance, the said permit shall become null and void.
- (C) *Appeals of Sign Permit Denials.* All decisions and interpretations of the Building Official under this Chapter shall be considered final administrative actions for the purpose of the appeals. All appeals shall be heard by the Planning Commission.

9.03 Exemptions

Exemptions shall not be construed as relieving the owner of such signs from the responsibility of complying with certain applicable provisions of this chapter. The exemptions shall apply to the requirement for a sign permit. No sign permit shall be required for the erection of the following signs which are hereby authorized to be erected in compliance with the listed conditions:

- (A) *Professional name plates.* Professional name plates erected flat on walls of building and not exceeding four (4) square feet of display surface area.
- (B) *Building construction signs.* One on-site building construction sign on each construction site in any zoning district, provided that maximum display surface area shall be eight (8) square feet or less in Residential zoning districts: 32 square feet or less in other zoning districts.
- (C) *Real estate signs.* On a lot in any district, there may be erected one on-site unanimated real estate sign while the lot is for sale. Provided further, such signs shall be limited to wall signs, freestanding signs or platform signs; and freestanding signs or platform signs shall be set back a minimum of 10 feet from the street. Real Estate signs shall be removed within 72 hours following the closing (sale) of the property on which it is located. The permitted illumination and maximum display surface area for a real estate sign shall be as follows:

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District	Permitted Illumination	Area (Sq. Ft.)
RA	Nonilluminated	32
R, R-O	Nonilluminated	8
P-1, C and I	Illuminated	32

- (D) *Home occupation signs.* Home occupation signs erected flat against the wall and not exceeding three (3) square feet.
- (E) *Memorial signs, name signs.* Memorial signs or tables, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other incombustible materials.
- (F) *Traffic signs, etc.* Traffic or other municipal signs, legal notices, railroad crossing signs, danger, and such temporary, emergency or nonadvertising signs as may be approved by the City Council.
- (G) *Posting bills, repainting signs.* Posting of bills on signs, repainting of signs, or the changing of letters or numbers on signs designed for changeable lettering or numbering which were legally erected and maintained for such purposes.
- (H) *Time and temperature displays.* Time and temperature displays without advertising matter, may change their illuminated time and temperature displays as often as reasonably necessary to provide accurate and convenient information to observers without being considered to be in violation.
- (I) *Banners.* Public event, special sales event, and election campaign banners (not to exceed 3' x 30') and election campaign signs may be installed under the following terms and conditions:
 - (1) *Election campaign banners and signs.*
 - (a) *Residential zones including, R-O and R-A.* The owner of a residentially zoned parcel may install one large election campaign sign of up to 32 square feet no more than sixty days prior to (and to be removed within 7 days following) the election to which the sign applies.
 - (b) *All other zones.* The owner of a parcel may install one large election campaign sign of up to 32 square feet no more than sixty days prior to (and to be removed within three days following) the election to which the sign applies. If the parcel has more than 100 feet of frontage on a street, the owner may

install one large campaign sign per hundred feet of frontage and may substitute and install an election campaign banner for an allowed special sales event banner no more than two weeks prior to (and to be removed within three days following) the election to which the banner applies.

- (c) All districts. Sixty (90) days prior to a general or primary election, a property owner may display one political sign (not to exceed eight square feet) for each candidate, referendum or initiative issue the property owner wishes to support. All such signs, except those relating to a candidate in a run-off election, shall be removed within 7 days of the general or primary election. All remaining political signs except the sign allowed in subsection (1) shall be removed within three (3) days of the run-off election.
- (2) *Special sales event banner.* In Commercial zones, a commercial retail business may advertise a special sales event by installing a special sales event banner on its property at least 40' from the street right of way and no higher than 30' above street level for a total display time of no more than ten days, no more than one time a year.
- (3) *Public event banners.* Nonprofit organizations and government entities may install public event banners under the following conditions:
 - (a) In order to notify or invite the public to attend a public festival or event sponsored by the nonprofit organization or government entity, this organization may install a public event banner on its property at least 20' from the street right of way or on the building's facade and no more than 30' above the street for a total display time of no more than fourteen days six times a year.
- (J) *Signs located in buildings.* Any sign located within a building that is not visible to the public outside said building is exempt from all regulations in this chapter.
- (K) *Signs on windows.* Signs painted on or affixed to glass surfaces of windows or doors and pertaining to the lawful business conducted therein are exempt from the permit requirement, but are considered a wall sign to determine allowable square footage. No signs affixed to a window and visible outside shall flash or fluctuate illumination.

- (L) *Directional identification and informational signs.* Directional, identification, and informational signs; provided such signs shall be limited to wall and freestanding signs with a maximum of four (4) square feet of display surface area. Notwithstanding the restrictions on the location and number of freestanding signs prescribed by this chapter, one freestanding sign not exceeding four (4) square feet in display surface area shall be permitted at each entrance or exit on a lot or parcel to identify such entrance or exit and to encourage the use of motor vehicle seatbelts, subject to the following restrictions.
- (1) *Traffic hazard.* No such sign shall be erected which would create a traffic hazard.
 - (2) *Seat belt sign.* Any words or symbols encouraging the use of seatbelts shall face the interior of the lot or parcel on which the sign is located and shall not face the street.
 - (3) *Advertising.* No advertising or commercial logos may be incorporated into the sign.
- (M) *Collection boxes.* Collection boxes for charitable or nonprofit organizations containing no commercial advertising and located on private property in any Commercial or Industrial zoning districts.
- (N) *Subdivision signs.* In any district, one temporary subdivision identification sign indirectly illuminated, not to exceed 50 square feet in area per surface may be erected at any principal entrance to a subdivision, provided that in no event shall such sign remain for more than six (6) months within 50 feet of a dwelling in a R district occupied as a dwelling.
- (O) *Fuel price informational signs.* In any district, signs advertising the price of motor vehicle fuel sold from a fuel pump located on the premises shall be permitted, subject to the following conditions:
- (1) *Price.* Only one fuel price informational sign shall be permitted per fuel pump.
 - (2) *Size.* Fuel price informational signs shall be limited in size to an area of 216 square inches.
 - (3) *Stationary.* Each fuel price informational sign shall be affixed directly and firmly to a fuel pump and shall be stationary.
 - (4) *Other locations.* Nothing herein shall be construed as to prohibit the advertisement of fuel prices on any other sign meeting the requirements of this chapter.

- (5) *Sign faces.* Only one two-faced, or two one-faced, self service/full service signs not exceeding four (4) square feet in display surface area shall be permitted at each pump island.

- (P) *Fences and scoreboards in city parks.* Signs may be permitted on baseball/softball fences and scoreboards in city parks.

9.04 Sign Identification

Every sign or other advertising structure hereafter registered shall show the sign permit number in a conspicuous place thereon which is visible to the inspector and is readable by the inspector from the ground.

9.05 Sign Removal

In the event a business ceases operation for a period of time in excess of 60 days, the sign permit holder or the property owner shall immediately remove any sign identifying or advertising said business or any product sold thereby and any non-conforming sign supporting structure. A conforming sign supporting structure need not be removed unless a determination is made by the Building Official that the unoccupied sign structure is a traffic hazard or a substantial detriment to nearby businesses or residents such that the structure's removal is necessary to end a public nuisance.

9.06 Noncommercial Signs

Anywhere a commercial sign is permitted by this code, a noncommercial sign may be placed on or substituted for such sign.

9.07 Placing Signs On Public And Private Property

- (A) *Placing signs on public property.*

- (1) *Agencies of government.* No signs other than signs placed by agencies of government shall be erected on any public property; provided, directional signs may be erected upon the city's street name signposts, or upon traffic signposts under the following conditions:
 - (a) *Public facility/ out-of-town patrons.* The signs direct the reader to the location of a public facility attended principally by out-of-town patrons, to a facility operated by a nonprofit entity and attended principally by out-of-town patrons, to a facility relating to the public health, safety, or welfare, or to scenic or historic trails;

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- (b) *Cost.* The entire cost of the signs is borne by the entity requesting the signs;
 - (c) *Installation.* The signs are installed at locations where they would not constitute a traffic hazard.
 - (d) *Traffic control devices.* The signs conform to the manual on uniform traffic-control devices; and
 - (e) *Directional signals.* The maximum number of directional signs permitted under this section shall be seven (7) for each entity; provided, the limitation provided hereby shall not apply to signs directing the reader to scenic or historic trails.
- (2) *Nonprofit organizations.* Nonprofit organizations shall be allowed to place temporary signs of a noncommercial nature on public property for the purpose of directing the general public to the location of an event or activity which promotes the general public welfare. The placement of such temporary signs shall be subject to the following conditions:
- (a) *Display surface area.* The maximum display surface area of each sign shall not exceed fifteen (15) square feet;
 - (b) *Number of signs.* No more than three (3) signs directing the general public to such an event or activity shall be placed on public property at the same time by one such organization;
 - (c) *Organization name.* Each such sign shall identify the nonprofit organization by name;
 - (d) *Temporary sign.* No such temporary sign shall be placed on public property for more than five (5) successive days;
 - (e) *Location/approval.* The location of each such sign shall be approved by the Building Official or designee to ensure that the signs will not constitute a traffic hazard;
 - (f) *Permit/number of signs.* The organization applies for, and is issued, a sign permit; one permit may authorize installation of up to three (3) signs pursuant to the provisions of this division; and
 - (g) *Temporary signs.* No such organization shall install, or be issued a permit to

install a temporary sign on public property pursuant to the provisions of this division more often than six (6) times within a 12-month period.

9.08 Prohibited Signs

- (A) *Spot lights and beacons.* It shall be unlawful for any person to continue in operation or erect any attraction device or sign which contains a beacon of any type and/or contains a spot light providing direct illumination to the public.
- (B) *Fluctuating illumination.* It shall be unlawful for any person to erect additional attraction devices or signs or to continue in operation an attraction device or sign which flashes, blinks, or is animated. Illumination of attraction devices or signs located in the city that fluctuates in light intensity shall be prohibited. Electronic message boards using flashing, intermittent or moving light or lights are prohibited, provided, however, that electronic message boards displaying only time and/or temperature for periods of not less than 30 seconds are permitted. Electronic message boards may change their message every three hours without violating the prohibition of flashing or blinking.
- (C) *Portable swinger or temporary attraction sign boards.* It shall be unlawful for any person to continue to display or erect any portable swinger, "A" frame, sandwich, or temporary attraction sign board in the city, except under the following conditions:
 - (1) One (1) freestanding, "A" frame sandwich / menu board for a single permitted eating establishment may be permitted on a commercially zoned lot or on the adjacent private sidewalk in front of the respective business for the duration of the business' hours of operation. The temporary sign shall be removed and placed inside after business hours.
 - (2) The sign shall be placed such that the sidewalk remains ADA compliant.
 - (3) The permitted sign shall only advertise for the adjacent eating establishment, and is to be utilized for display of menu items or advertised specials. The sign may not be utilized for product placement or to advertise for other commercial or business establishments.
 - (4) The size of the sign shall be limited to 36" tall by 24" wide.
 - (5) No sign may be displayed or erected that swings, rotates, flashes, fluctuates, or is

illuminated, or in any other manner that would violate the provisions of this chapter.

- (D) *Revolving, rotating, or moving signs.* It shall be unlawful for any person to erect or to continue using any sign on the exterior of which revolves, rotates or otherwise moves, in whole or part.
- (E) *Signs that constitute a traffic hazard.* No sign or other advertising structure as regulated by this chapter shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision; or at any location where, by reason of the wording, position, shape, or color, it may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device.
- (F) *Use of vehicle as sign.* It shall be unlawful to use a vehicle or a trailer as a sign in circumvention of this chapter.
- (G) *Off-Site Signs.* It shall be unlawful to erect any off-site sign.
- (H) *Roof Signs.* Roof signs shall not be permitted.
- (I) *Placing signs on private property.* No signs shall be placed on any private property without the consent of the owner thereof.
- (J) *Placing signs on trees.* No signs shall be placed or painted on any tree within the city's right-of-way or property.
- (K) *Placing signs on utility poles.* No signs shall be placed on any utility pole except for utility identification or similar purposes.

9.09 Sign Illumination

Direct illumination by incandescent light bulbs shall be restricted to light bulbs rated at 150 watts or less.

9.10 On-Site Freestanding Signs

On-Site Freestanding signs shall be permitted to be erected in the city subject to the following:

Only one (1) freestanding sign shall be permitted on a lot, except where otherwise described herein. It shall be unlawful to erect any off-site freestanding sign or any freestanding sign that does not meet the sign type, size, display surface area, setback, height, or illumination as described herein.

- (A) *Pole Signs.* The following regulations pertain to signs identified as "pole signs". It shall be unlawful to erect any pole sign which total height is greater than 17.5 feet, unless further limited herein, above the level of the street upon which the sign faces; provided the pole supported sign may be increased in height one-half (1/2) foot for every foot of additional setback beyond the required 15 feet from the right-of-way with a

maximum height of 30 feet. On-Site pole signs shall be permitted to be erected in the city subject to the following:

- (1) *R-A District.*
 - (a) *Number of signs.* Only one (1) pole sign shall be permitted at an agricultural or permitted business located on one (1) or more adjoining lots.
 - (b) *Display surface area.* The maximum display surface area shall not exceed 16 square feet.
 - (c) *Illumination.* Sign may be illuminated by indirect illumination only.
 - (d) *Setback from right-of-way.* Sign shall be setback 35 feet from street right-of-way and 25 feet from any R or R-O District.
- (2) *RSF Districts.* Except pursuant to §9.03, pole signs shall be prohibited and no pole signs shall be erected in RSF Districts of the City.
- (3) *RMF, R-O, P and MU Districts.*
 - (a) *Number of signs.* Only one (1) on-site freestanding sign shall be permitted on a lot or at a business operating on two or more adjoining lots.
 - (b) *Display surface area.* The maximum display surface area shall not exceed four (4) square feet;
 - (c) *Setback from right-of-way.* The sign shall be setback a minimum of 15 feet from street right-of-way.
 - (d) *Setback from adjoining property.* The sign shall be setback a minimum of 25 feet from the boundary of any RSF District and 15 feet from all other zoning districts.
 - (e) *Height.* The height of the sign shall not be greater than six (6) feet above the level of the street upon which the sign faces.
 - (f) *Illumination.* The sign shall be illuminated by indirect illumination only.

- (4) *C, and I Districts.*

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- (a) *Number of signs.* Only one (1) pole sign shall be permitted on a lot, at a shopping center, or at a mall; provided only one on-site pole sign shall be permitted for any business operating on two or more adjoining lots.
 - (b) *Display surface area and setback from right-of-way.* The display surface area shall not exceed 10 square feet and shall be setback 15 feet or more from the right-of-way; provided, the display surface area may be increased two (2) square feet for each one (1) foot of additional setback from the right-of-way beyond 15 feet; provided further, the maximum display surface area for a sign which is setback from the street right-of-way 40 feet or more shall be 75 square feet.
 - (c) *Setback from adjoining property.* Setback shall be a minimum of 25 feet from the boundary of any adjoining property.
- (B) *Monument sign.* The following regulations pertain to signs identified as "monument signs", which are freestanding signs whose entire base is in contact with and supported by the ground.
- (1) *Number of signs.* Where a monument sign is permitted, only one (1) sign shall be erected on a lot or at a business operating on two (2) or more adjoining lots.
 - (2) *Display surface area.*
 - (a) *RSF Districts.* Prohibited on individual lots.
 - (b) *MU and RMF Districts.* The display surface area shall not exceed 16 square feet.
 - (c) *R-A and P Districts.* The display surface area shall not exceed 32 square feet.
 - (d) *R-O Districts.* The display surface area shall not exceed 50 square feet.
 - (e) *C, and I Districts.* The display surface area shall not exceed 75 square feet.
 - (3) *Setback from right-of-way.* The sign shall be setback a minimum of 10 feet from the right-of-way.
 - (4) *Setback from adjoining property lines.* The sign shall be setback a minimum of 25 feet from the boundary of any RSF district and 15 feet from all other zoning districts.
 - (5) *Height.* The maximum height of a sign shall be six (6) feet from the surrounding grade.
- (C) *Joint identification sign.* The following regulations pertain to signs identified as joint identification signs:
- Joint identification signs must provide area for the display of a minimum of two (2) person(s) or business(s) and may be located at no more than two (2) remote entrance locations, as approved by the Building Official. The permit applicant shall provide a recorded legal document as approved by the Building Official indicating ownership and responsibility for maintenance of sign and subject to the following:
- (1) *R-A, RSF, RMF, P, and MU Districts.* Prohibited.
 - (2) *R-O District.* Monument joint identification sign permitted only.
 - (a) *Display surface area.* Display surface area shall not exceed 50 square feet.
 - (b) *Setback from right-of-way.* Signs shall be setback a minimum of 10 feet from the right-of-way.
 - (c) *Setback from adjoining property.* Setback shall be a minimum of 10 feet from adjoining non-residential property and 25 feet from adjoining residential property.
 - (d) *Height.* The maximum height of a sign shall be six (6) feet from the surrounding grade.
 - (3) *C, and I Districts.*
 - (a) *Monument.* The following regulations apply to a monument joint identification sign, whose entire base is in contact with and supported by the ground:
 - (i) *Multi-tenant building containing 37,500 square feet or less of leasable tenant space:*
 - a. *Display surface area and setback from right-of-way.* Display surface area shall not exceed 75 square feet and the sign shall be setback 10 feet or more from the right-of-way.
 - b. *Height.* The maximum height of a sign shall be six (6) feet above the level of the surrounding grade.

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- (ii) Multi-tenant building containing more than 37,500 square feet:
 - a. *Display surface area.* Display surface area shall not exceed 75 square feet; provided the display surface area of a joint identification signs may be increased one additional square foot per 500 square feet of gross leaseable building area over 37,500 square feet, as approved by the Building Official. Total display surface area shall not exceed 300 square feet.
 - b. *Height and setback from right-of-way.* The maximum height of the sign shall be six (6) feet above the level of the surrounding grade when setback 10 feet or more from the right-of-way; provided, the maximum height of the sign may increase to 10 feet above the surrounding grade when setback 20 feet or more from the right-of-way.
 - c. *Setback from adjoining property.* Signs shall be setback a minimum of 25 feet from the boundary of any adjoining property.
- (b) *Pole.* The following regulations apply to pole-mounted joint identification signs:
 - (i) *Display surface area and setback from right-of-way.* The display surface area shall not exceed 10 square feet and shall be setback 15 feet or more from the right-of-way; provided, the display surface area may be increased two (2) square feet for each one (1) foot of additional setback from the right-of-way beyond 15 feet; provided further, the maximum display surface area for a sign which is setback from the street right-of-way 40 feet or more shall be 75 square feet.
 - a. *Exception.* Display surface area shall not exceed 75 square feet, provided the display surface area of joint identification signs may be increased one additional square foot per 500 square feet of gross leaseable building area over 37,500 square feet, as approved by the Building Official. Total display surface area shall not exceed 300 square feet.
 - (ii) *Setback from adjoining property.* Signs shall be setback a minimum of 25 feet from the boundary of any adjoining property.
 - (iii) *Height.* The height of a sign shall be a maximum of 17.5 feet, provided the pole-mounted sign may be increased in height one-half (1/2) foot for every foot of additional setback beyond the required 15 feet from the right-of-way with a maximum height of 30 feet.
- (D) *Area signs.* The location of the fence, wall, or other structure which will contain the area identification sign must be approved by the Building Official, which will approve such structure upon the criterion of traffic safety sight lines. Area signs shall not be located within the Master Street Plan right-of-way.
 - (1) *R-A, RSF, MU, P, and R-O Districts.*
 - (a) *Number of signs.* Areas with one entrance may not have more than one sign. Areas with more than one entrance may not have a sign at more than two locations.
 - (b) *Display surface area.* An area sign with display on one side located on each side of an entrance street may be substituted for a single sign with display on both sides. The display surface area shall not exceed 32 square feet.
 - (2) *C, and I Districts.*
 - (a) *Number of signs.* Areas with one entrance may not have more than one sign. Areas with more than one entrance may not have a sign at more than two locations.
 - (b) *Display surface area.* An area sign with display on one side located on each side of an entrance street may be substituted for a single sign with display on both sides. The display surface area shall not exceed 75 square feet.

(E) *Bulletin Boards*. The following regulations pertain to signs identified as "bulletin boards", which are erected for the purposes of announcing events which are held on the premises:

- (1) *RSF Districts*. Where a conditional use permit has been approved for a charitable, educational, or religious institution or a public body within these districts, the following limitations shall apply:
 - (a) *Number of signs*. Only one on-site bulletin board shall be permitted on a lot or for a use operating on two or more adjoining lots.
 - (b) *Display surface area*. Monument sign only, with a display surface area not to exceed 16 square feet.
 - (c) *Setback from right-of-way*. The bulletin board shall be setback a minimum of 10 feet from the street right-of-way.
 - (d) *Setback from adjoining properties*. The sign shall be setback a minimum of 25 feet from the boundary of any RSF district and 15 feet from all other zoning districts.
 - (e) *Height*. The height of the bulletin board shall not be greater than six (6) feet above the level of the street upon which the sign faces.
 - (f) *Illumination*. Electronic message boards shall be prohibited.

9.11 Projecting Signs

- (A) *Sidewalks*. It shall be unlawful to erect any projecting sign that projects from the wall of a building upon which it is erected a distance of more than two-thirds of the width of the sidewalk (in those instances where there is a sidewalk next to the building) or within two feet of street right-of-way (in those instances where there is no sidewalk next to the building); provided, no projecting sign shall project more than six (6) feet from the wall of the building upon which it is erected.
- (B) *Location*. Projecting signs shall be located on the vertical surface of a building and shall not be higher than the eave or rafter line, whichever is higher. Projecting signs shall clear the sidewalk grade level below the sign by a minimum of eight (8) feet.
- (C) *Display surface area*. The display surface area of a projecting sign shall not exceed 16 square feet. Only one (1) projecting sign per business shall be permitted and a projecting sign shall not

be permitted on property which has a freestanding sign.

- (D) *Off-site*. Off-site projecting signs shall be prohibited in all zoning districts.
- (E) On-site projecting signs shall be prohibited in the R-A, RSF, and RMF zoning districts.

9.12 Wall Signs

Wall signs shall not project more than 18 inches from the surface upon which they are mounted. The upper edge of a wall sign mounted on a mansard roof may project more than 18 inches so long as the sign is perpendicular to the ground. The allowable display surface area of a wall sign is determined by the wall on which it is located.

(A) *MU and RSF Districts*. Where a conditional use permit has been approved for a nonresidential use within these zoning districts, the following limitations shall apply:

- (1) *Number of signs*. Limit of one (1) on-site wall sign per business per building; provided, when a building abuts more than one street, the limit shall be one on-site wall sign per business per building for each wall which faces an abutting street. In no case shall a business have more than one wall sign on any one wall.
- (2) *Display surface area*. Display surfaces of each sign shall not exceed 8 square feet.
- (3) *Illumination*. The color of the sign shall be compatible with the colors of the structure, and only indirect external lighting is permitted.

(4) *Exceptions*:

- (a) *Home Occupations*. Signage for a home occupation in an RSF districts shall be prohibited except where it is required by the applicable licensing board, subject to proof of said requirement.

(B) *RMF Districts*.

- (1) *Number of signs*. Limit of one on-site wall sign per business per building; provided, when a building abuts more than one street, the limit shall be one on-site wall sign per business per building for each wall which faces an abutting street. In no case shall a business have more than one wall sign on any wall.
- (2) *Display surface area*. Display surfaces of each sign shall not exceed 16 square feet.

(C) *R-A, R-O, and P Districts*.

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- (1) *Number of signs.* Limit of two on-site wall signs per business per building. In no case shall a business have more than one wall sign on any wall.
- (2) *Display surface area.* The display surface area of a sign shall not exceed 16 square feet where the wall adjoins a residential land use, or 50 square feet where the wall adjoins a nonresidential land use, or street right-of-way.

(D) *C, and I Districts.*

- (1) *Number of signs.*
 - (a) *Single tenant.* Where a building houses only one business, a maximum of four (4) wall signs may be placed on one wall, but no more than four (4) wall signs may be placed on the building.
 - (b) *Multiple tenants.* Where a building houses more than one business, each business shall be entitled to a maximum of one wall sign per business on each wall of the building, with a maximum of four (4) total wall signs per business per building. In no case shall a business have more than one wall sign on any wall.
- (2) *Display surface area.*
 - (a) *Single tenant.* The display surface area shall not exceed 20% of the first 1000 square feet of wall area and 5% of any additional wall area.
 - (b) *Multiple tenants.* Where a building houses more than one business, the display surface area of each tenant's allowable wall sign(s) shall not exceed 150 square feet. Furthermore, the display surface area for all wall signs on any one wall may not exceed 20% of that total wall area.

- (E) *Off-site wall signs.* Off-site wall signs shall be prohibited in all zoning districts.