

## CHAPTER 3

## ADVERTISING AND SIGNS

(for state law as to authority of city relative to signs generally, see Gov. C. S 38774. As to building regulations generally, see Chapter 6 of this Code. As to adoption of Uniform Sign Code, see S. 6-38)

- 3-1 “Sign or advertising structure” defined.
- 3-2 Political signs
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## 3. ADVERTISING AND SIGNS

- 3-1 “Sign or advertising structure” defined. The words “sign or advertising structure” shall be taken to mean any name, figure, character, outline, spectacle, display, delineation, announcement, advertising, device, appliance or any other thing of a similar nature to attract attention, and shall include all parts, portions, units and materials composing the same, together with the frame, background, structure and support or anchorage therefore, as the case may be, which solicits public support or directs public attention for the purpose of sale, lease, hire or use of any objects, products, services or functions, whether or not such items, services or functions are sold or otherwise available on the premises where the sign or advertising structure is located.

The word “sign or advertising structure” shall not be taken to include the following: Any board, sign or surface used exclusively to display official notices issued by any public officer in the performance of a public duty or by a private person n giving legal notice; a real estate sign advertising the property upon which it stands or referring to any person having the leasing or sale of such property; provided, that such real estate sign has a surface area not greater than four (4) square feet. (Ord. 506)

- ~~3-2 Political signs. Nothing in this chapter shall prevent or prohibit the erection or display of political signs or advertising structures having a surface area forty square feet or less, on privately owned property, with the consent of the owner; provided, that such signs or advertising structures shall be temporary in nature, shall not be erected more than sixty days prior to the election to which they pertain, shall be removed not more than ten days after the election to which they pertain; and, provided further, that no such political signs or advertising structures shall be erected or constructed on any unoccupied property at any location which constitutes a safety or traffic hazard. (Ord. 601)~~

3-3. Permit required. Unless otherwise provided herein, it shall be unlawful for any person to install, construct, alter, move or replace or cause to be installed, constructed, altered, moved or replaced any sign or advertising structure without first obtaining a permit to do such work from the City. The permits described by this section are required in addition to any other permits or entitlements required by law.

3-4. Application for permit; issuance of permit by Planning Director.

- (1) All application for permits provided herein shall be made upon the forms provided by the City. The application shall contain the following information: A detailed description of the proposed sign or advertising structure, proposed location, ownership of the premises upon which the sign or advertising structure is proposed to be constructed. The City may require plans, specifications or drawings and such other information as is deemed necessary.
- (2) The Planning Director may issue permits for signs or advertising structures which meet the following requirements:
  - a. Complies with applicable City Building and Zoning Ordinances;
  - b. Does not exceed forty-eight (48) square feet;
  - c. Proposes lighting which does not flash or revolve nor emit greater than six thousand (6000) lumens nor constitute a nuisance to immediate neighbors;
  - d. Will be located so as not to create an obstruction to visual sight lines of vehicular or pedestrian traffic;
  - e. Proposes a location which does not project into the public right-of-way; and
  - f. Signs may be located on walls, roofs or may be free standing. For those signs which are free standing, the maximum height shall be twenty (20) feet to the top of the sign and a minimum of twelve (12) feet to the bottom of the sign.

The Planning Director shall take action within seven (7) days from the date a completed application is submitted. Failure to take action within such time shall be deemed a denial of the application. (Ord. 506 & 557)

(3) Application for signs or advertising structures denied by the Planning Director or which propose a sign or advertising structure which the Planning Director may not act upon shall be submitted to the Planning Commission for review and recommendation to the City Council. (Ord. 506 & 557)

3-5. Fees. The fees charged by the city for permits provided herein shall be as established by resolution of the City Council. (Ord 506)

3-6 Posting, painting, etc., on public or private property.

- (1) No person shall place, paint, print, paste or nail or secure any banner, handbill, sign, poster, card or advertisement or notice of any kind, or cause the same to be done, on any curb, post, pole, column, arcade, lamp post,

hydrant, tree, or other surface located on or over any public property, except as otherwise provided in this chapter.

- (2) No banner, handbill, sign, poster, card or notice of any kind shall be placed, painted, printed, pasted, nailed or secured upon or to private property, except as otherwise provided in this chapter. (Ord. 420 & 426)

3-7 Distribution of handbills, dodgers, etc. It shall be unlawful for any person to throw any handbill, dodger or paper upon any sidewalk or street of the city, or to place any such handbill, dodger or other advertising matter in any vacant lot, or in any yard, or in any building store, unless the same is delivered personally to some person in such yard, building or store. It shall be unlawful for any person to post or tack any handbill, dodger or other advertising matter upon any telegraph or telephone or electric light pole, or upon any awning post or support, or any brick pier or column of any kind supporting an awning, porch or second story of a building, within the limits of the city, place or billboard or bill post within twenty feet of the property line of any lot in the city.

(Ord. 101 & 205)

(As to streets and sidewalks generally, see Ch. 19 of this Code)