

**AN ORDINANCE REGULATING AND CONTROLLING  
THE SIZE, LOCATION, CHARACTER, APPEARANCE,  
PURPOSE, CONTENT AND OTHER PERTINENT  
FEATURES OF ALL EXTERIOR SIGNS IN  
THE CITY OF MADISON, MISSISSIPPI**

WHEREAS, it has been found and determined by the Mayor and Board of Aldermen of the City of Madison that the public interest requires the regulation of the size, location, character, appearance, purpose and content of all exterior signs in the City so as to improve and maintain the appearance and character of the community and in order to protect the health, safety, morals and to promote the public welfare; and

WHEREAS, because signs have become more aggressive, more numerous and more obtrusive, that in order to maintain the same level of attention, they threaten to defeat the purpose for which they were created; and

WHEREAS, lack of control has caused dangerous conflicts between advertising signs on the one hand and traffic control signs and signals on the other, thus destroying the effectiveness of both which when combined with the great increase in automotive traffic have greatly aggravated this danger; and

WHEREAS, it has been found and determined that it would promote the welfare of Madison and its environs if a comprehensive and continuous program of community beautification and improvement be undertaken; and

WHEREAS, it has become necessary in the public interest to regulate the sizes, location, character, content, appearance and other pertinent features of all exterior signs in the City of Madison.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND BOARD OF ALDERMEN OF THE CITY OF MADISON AS FOLLOWS:

## ARTICLE I. DEFINITIONS

### 101. DEFINITIONS OF THE FOLLOWING TERMS

- A. Rules for words and phrases: For the purpose of this Ordinance, words used in the present tense include the future tense; words in the singular number include the plural number and words in the plural number include the singular; the word “shall” is MANDATORY and not directory; the word “may” is PERMISSIVE. Any term not defined in this Section shall be construed to be used in this Ordinance as by the latest edition of WEBSTER’S UNABRIDGE DICTIONARY.
- B. Definitions:
1. Abandoned Sign: A sign which no longer correctly directs or exhorts any person, advertises a bona fide business, lessor, owner, project or activity conducted or product available on the premises where such sign is displayed.
  2. Animated Sign: Any sign which includes action or motion. For purposes of this Ordinance, this term does not refer to flashing or changing, all of which are separately defined.
  3. Arterial Sign: As shown on the official Madison Thoroughfares Plan.
  4. Background Area: The entire area of a sign on which copy could be placed, but does not include permanent building surface.
  5. Bench Sign: An advertising message on any portion of a bus stop or other bench.
  6. Billboard: An outdoor advertising sign structure which advertises goods, products or services. The poster panels or bulletins, usually free standing, illustrate such

advertising in the form of pasted paper or painted copy.

7. Board: Mayor and Board of Aldermen.
8. Building Face or Wall: All window and wall area of a building in one plane or elevation.
9. Canopy Sign: A sign mounted on and supported by a canopy, or found on the side of, below the roof line, or hanging beneath the canopy, but in all cases mounted perpendicular to the building or primary direction of pedestrian travel.
10. Changeable Copy Sign (Manual): A sign on which copy is changed manually in the field, i.e., reader boards with changeable letters or changeable pictorial panels.
11. Changing Sign (Automatic): A sign such as an electronically or electrically controlled message center or reader board, where different copy changes are shown on the same lamp bank. No mechanical means.
12. Collector Street: As shown on the official Madison Thoroughfares Plan.
13. Commemorative Sign: Any sign commemorating persons, organizations or events having some historical relationship to the property upon which such sign is located.
14. Copy: The wording or graphics on a sign surface.
15. District: As defined under the Zoning Ordinance and Zoning District Map.
16. Double Faced Sign: Sign with more than one face. If the angle formed between the backs of the signs is more than 90 degree it shall constitute one sign face for determination of sign area or size.

17. Erected: This term shall mean attached, altered, built, constructed, reconstructed, enlarged or moved.
18. Face of Sign: The entire area of sign on which copy could be placed. The area of a sign which is visible from one direction as projected on a plane.
19. Flashing Sign: Any sign which contains an intermittent or flashing light source, or which includes the illusion of intermittent or flashing light by means of animation, or an externally mounted intermittent light source.
20. Ground Level: Immediate surrounding grade.
21. Ground Mounted Sign: A sign erected on a free-standing frame, mast or pole, and not attached to any building.
22. Height of Sign: The vertical distance measured from the surrounding grade to the highest point of the sign.
23. Illegal Sign: A sign which contravenes this Ordinance, or a non-conforming sign for which a permit required under a previous Ordinance was not obtained.
24. Interior Property Line: Property lines other than those forming a dedicated public right-of-way.
25. Interior Sign: Signs legible only inside a building. If a sign is legible from the street right-of-way, that sign will be considered an exterior sign and regulated under this Ordinance.
26. Logo: Any pictorial or graphic representation that may be presented by itself or with verbiage to identify a business. Where used will be considered as a sign or part of a sign.
27. Lot of Record: A lot is part of a subdivision, the map of which has been recorded in the office of the

Chancery Clerk of Madison County.

28. Marquee Sign: A wall sign mounted on a permanent roof-like projection over the entry to an establishment.
29. Multi-Tenant Sign: Ground mounted sign with name of building or development at top and name of businesses or tenants below.
30. Non-conforming Sign: A sign existing prior to enactment of this Ordinance which does not meet all requirements of this Ordinance. If a permit is obtained this will be a legal non-conforming sign.
31. Non-Regulated Sign: Signs not visible from a street right-of-way.
32. Off Premises Sign: A sign which advertises an activity, business, product or service not conducted on the premises on which the sign is located.
33. Outdoor Advertising: See “Billboard”.
34. Owner: A person recorded as such on official records and including duly authorized agent or notary, a purchaser, devisee, judiciary; any person having a vested or contingent interest in the property in question. If the owner of the sign cannot be determined to be separate from the land owner, then the owner shall be the land owner, then the owner shall be the land owner for purposes of this Ordinance.
35. Premises: An area of land with its appurtenances and buildings which, because of its unity of use, may be regarded as the smallest conveyable unit of real estate.
36. Project Sign: A sign used for business identification and address only, when there are more than four tenants businesses, and when the lot is over two acres in size.

37. Right-of-Way (R.O.W.) Shall be the right-of-way indicated on the official Madison Thoroughfares Plan and/or as set forth in the Madison Subdivision Ordinance.
38. Roof Line: The lowest edge of the main roof.
39. Seasonal or Special Occasion Temporary Sign: A sign which is not permanent and is limited to a specific activity or in the celebration of holidays or other special events.
40. Setback: The minimum horizontal distance between the property line and any part of the sign. On dedicated streets the setback is measured from the right-of-way line. On private streets for public use, the setback is measured from the street easement, curb or pavement, or legally required width, whichever results in greater setback.
41. Sign: Any identification, description, illustration, mural, painting, decal or other device illuminated or non-illuminated which is visible from any public place or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise; or any emblem, mural, painting, decal, banner, pennant or placard designed to advertise, identify or convey information.

The term “Sign” shall further mean and include every device, frame, letter, figure, character, mark, point design, picture, trademark or reading matter, which is used or intended to be used to attract attention or convey information when the same is placed out of doors in view of the general public. The terms “Sign” shall also include any sign that shall be painted, printed, or otherwise affixed or placed on the wall or roof of any building, fence or other structure.

The term “Sign” shall not include decorative devices or emblems which may be displayed at residential doors, windows, or mail boxes. Also not included are yard or building decorations associated with legal holidays, provided no business logo, name or advertising message is displayed.

42. Sign Enforcement Official or Sign Official: The designated authority or officer charged with the administration and enforcement of this Code, or his duly authorized representative.
43. Sign Review Appeal Board: A commission consisting of five (5) members appointed annually by the Mayor and Board of Aldermen to hear appeals pertaining to the decisions of the Sign Enforcement Official.
44. Sign Structure: Any structure which supports, has supported or is capable of supporting a sign, including decorative cover.
45. Size: Determination of the measured area of a sign including the mounting surface where it can be determined. In the case of lettering on a wall, size shall be determined by the measured area of the letter and the space between the letters.
46. Spreader Bar: A horizontal member, parallel to the ground, connecting two columns.
47. Street: A public thoroughfare which affords the principal means of access to abutting property.
48. Street Banner: A temporary sign composed of light-weight material either enclosed or not enclosed in a rigid frame.
49. Temporary Sign: A sign which is allowed in addition to a permanent sign for a specific period of time. Permanent and temporary do not refer to method of

attachment for purpose of this Ordinance.

50. Traffic Directional Sign: Any sign which aids the flow of traffic.
51. Use: The purpose of which a building, lot, sign or other structure is arranged, intended, designed, occupied or maintained.
52. Wall Sign: A sign at the wall of a building with the face parallel to and within 12 inches of the plane or building wall.



## ARTICLE II. PERMITS AND FEES

### 201. PERMITS

- A. All permanent signs allowed under this Ordinance, including existing signs, shall require a permit, except for certain temporary signs in single family districts. Refer to Section 401, paragraph B.2.
- B. All temporary signs requiring a permit may be approved and granted by the Sign Enforcement Official for a period of time as specified by the applicable section of this Ordinance. All temporary signs shall be limited to a maximum period of six (6) months.
- C. Permits for all existing regulated signs must be obtained within ninety (90) days of passage of the Ordinance, or be removed within the next ninety (90) days if no permit is obtained.
- D. No sign shall be erected, altered or relocated without a permit, except as otherwise provided herein. Electrical permits as required shall be obtained at the same time as the sign permit.

### 202. APPLICATIONS

Applications shall be filed with the Sign Official on forms provided by the City. The permit application shall contain the location of the sign structure, zoning district, sign type requested, the name and address of the sign owner and of the sign erector, drawing showing the design, location, materials, finishes of the sign and such other pertinent information as may be required to ensure compliance with the Ordinances and requirements of the City. The Sign Official will maintain a record of all applications and permits. A separate application form shall be submitted for each sign to be erected.

203. FEE ESTABLISHMENT

A. Fees for sign permits shall be as fixed by the Mayor and Board of Aldermen.

B. Fees:

1. Permanent Signs:

- a. Each owner shall pay only one permit fee per property, but shall submit separate applications for each sign to be erected.
- b. Commercial retail centers (shopping centers, malls, offices, complexes, etc.) shall be required to submit a fee and applications for the overall development and for each tenant within the property who desires to erect a sign.
- c. An application fee is hereby established to be \$20.00 which fee shall cover the submission of applications for a period of one year from the date of the payment.

2. Temporary Signs: No fee required.

204. NULLIFICATION

A sign permit shall become null and void if (1) the work for the permit was issued has not been completed within a period of six (6) months after the date of the permit; (2) the sign varies in any respect from the approved design or location. A new application with fee is required in the event of any nullification.

205. PERMIT EXCEPTION

- A. All regulatory signs placed or required by the federal, state, county or city government.
- B. Utility company standard markers, or warning signs

denoting utilities will not require a permit.

- C. The following operations shall not be considered creating a Sign and, therefore, shall not require a sign permit.
  - 1. Maintenance: repainting, cleaning and other normal maintenance to prolong the life of the sign as originally approved.
  
- D. Decals, numerals, names, addresses, hours, credit information, etc., attached to doors or windows and all of which occupy a total area of one (1) square foot or less are excluded from this Ordinance.

ARTICLE III. REQUIREMENTS FOR PERMANENT SIGNS BY DISTRICT (ZONE)

301. GENERAL

- A. Districts: The districts are as defined by the Zoning Ordinance and Official Zoning Map. Only permanently located signs as described herein and as may be described under Temporary Signs will be permitted in each particular district, except for public signs and City, County, State and Federal regulatory signs.
- B. New District: If a new district is created after the enactment of this Ordinance, no new signs shall be permitted therein until this Ordinance is amended to include the new district. All existing regulated signs must have a City Permit or be removed in ninety (90) days.
- C. Existing Signs in Annexed Areas: Signs lawfully existing in areas annexed after the passage of this ordinance may be continued for a period of one year from the date of annexation provided they are properly maintained. Within three (3) months after the date of annexation all signs in the newly annexed area shall be submitted to the City Sign Official for a permit or be removed within the next ninety (90) days. At the end of the one year period, any sign not in conformance with this Ordinance shall be removed by the agent or person having beneficial use of the structure or land on which the sign is located.
- D. Construction: All signs shall conform with the pertinent requirements of the current Standard Building code and current National Electrical Code.
- E. Ground Mounted Signs: All permanent ground mounted signs shall either utilize a double-pedestal base or a fully enclosed base. If the base is fully enclosed, the base will not be counted in the allowable

square footage of the sign face. In either event, the area surrounding the base shall be appropriately landscaped.

302.

AGRICULTURAL (A-1)  
LOW AND MODERATE DENSITY RESIDENTIAL  
DISTRICT (R-E, R-1, R-2, R-3 AND R-4), APPLICABLE  
PUD AREAS AND CHURCHES IN ALL ZONING  
DISTRICTS

- A. General: This section of the Ordinance shall apply to all districts designated by the Zoning ordinance as Agricultural (A-1), Low and Moderate density Residential (R-E, R-1, R-2, R-3 and R-4) such uses in PUD areas and churches in all zoning districts.
- B. Allowable Signs:
1. Subdivision Identification Sign – One subdivision identification shall be allowed at each entrance.
    - (i) a ground mounted sign is acceptable.
    - (ii) a wall mounted sign which is one integral surface mounted unit is acceptable.
  2. Church, public or semi-public building and public park identification signs. Changeable copy must be enclosed and secured against vandalism.
- C. Size: The area of one face of the sign portion of the subdivision entrance identification shall not exceed thirty-two (32) square feet. In no case shall total sign area exceed sixty-four (64) square feet regardless of the number of faces.
- D. Location:
1. Subdivision Identification Sign – shall be set back a minimum of twenty (20') feet from the face of curb or edge of the pavement of any arterial street. In some instances a setback of

more than twenty (20') feet may be required by the Sign Official for safety reasons.

2. Church, public or semi-public building or park signs – setback for these signs shall be one-half the distance of other buildings in the district.

E. Content:

1. Subdivision Identification and other identification signs shall indicate only the name of the subdivision or the name and address of the building or business.
2. Signs shall be restricted to letters, numbers and a business logo.
3. Public or semi-public building or park signs shall only display the name of the building or park, as well as information relating to scheduled activities therein.

F. Specific Church Sign Requirement:

Any other provision of this article notwithstanding, the following provisions shall apply to church signs:

1. The height of any church signs shall be not more than six (6) feet from the surrounding grade.
2. The total sign area shall not exceed thirty-two (32) square feet per face and the area of the total sign structure, base included, shall not exceed fifty-two (52) square feet, per face.
3. The content of the sign shall only include the name of the church, the name of the pastor, and a schedule of services and activities.

303.

MULTI-FAMILY RESIDENTIAL (R-5)  
MOBILE HOME PARK DISTRICT (R-M)  
RETIREMENT VILLAGE DISTRICT (S-1)  
AND APPLICABLE PUD AREAS

A. General:

This section of the Ordinance shall apply to all Districts designated by the Zoning Ordinance as Multi-Family, Residential (R-5), Mobile Home Parks (R-M), Retirement Village (S-1) and applicable PUD areas.

B. Allowable Signs:

1. A wall sign face mounted on building wall provided said wall contains the main entrance and store front of the business or occupant. The following wall signs may also be allowed:
  - a. Sign on other wall of occupant in lieu of or in combination with sign on wall containing a main exterior entrance.
  - b. More than one sign when there is more than one entrance.
2. Ground Mounted Identification Sign – One ground mounted sign shall be allowed per project, except where the project fronts on two or more streets. A ground mounted sign shall be allowed for each street frontage provided the project has a major traffic entrance on the frontage.
3. Traffic dimensional signs – shall not exceed a maximum total area of two hundred sixteen (216) square inches per face (12” x 18”) with a maximum of two faces per sign, not to exceed a total of four hundred thirty-two (432) inches. Such signs shall not exceed thirty-one (31) inches above the existing grade.



D. Location:

1. Ground mounted identification signs – setback for signs shall be one half of the distance required for buildings in the district.
2. Traffic directional signs – may be located anywhere on the property.

E. Height of Signs:

Height of signs shall be a maximum of six (6) feet as measured from surrounding grade.

F. Content:

1. Ground mounted and wall mounted identification signs – shall indicate only the identification of the project and its address.
2. Signs shall normally be restricted to letters and numbers only; however, graphic logos may be approved by the Sign Official.
3. Changeable copy signs – shall only display information regarding scheduled activities.
4. Traffic/intra-site directional signs – shall indicate “enter” or “exit” only, except as noted above, in which case intra-site directional signs shall be limited to designation of specific parking, drive-up business windows or service designations.

304.

**ALL COMMERCIAL AND INDUSTRIAL DISTRICTS, OLD MADISON STATION DISTRICT AND APPLICABLE PUD AREAS:**

A. General:

This section of the Ordinance shall apply to all

commercial districts, all industrial districts, the Old Madison Station District and applicable PUD areas.

B. Allowable Signs:

1. A wall sign face mounted on building wall provided said wall contains the main entrance and store front of the business or occupant. The following wall signs may also be allowed.
  - a. Sign on other wall of occupant in lieu of or in combination with sign on wall containing a main exterior entrance.
  - b. More than one sign when there is more than one entrance.
2. Ground mounted signs – In no case shall more than one ground mounted sign be allowed per street frontage.
  - a. For building, tenant or project identification In lieu of or in combination with wall signs – one sign is allowed for each street frontage.
  - b. Multi-tenant sign for building or Development and tenant identification for office buildings, office parks and professional complexes only. In lieu of or in combination with wall signs – one ground mounted sign is allowed for each street.
3. Permanent project signs.
4. Traffic/Intra-site directional signs – two (2) are allowed at each vehicular entrance to property.
5. Changing signs (automatic) – automated changing signs which provide community event information, time and temperature, in

addition to advertisement. Sign may not change more than once every sixty (60) seconds and change must be completed in one (1) second.

6. Changeable copy signs – for schools and churches.
7. Temporary Signs.
8. Canopy Signs.
9. Non-illuminating commemorative wall mounted signs – constructed of metal or wood only.
10. Interstate 55 – signs allowed if property is adjacent to Interstate 55.

C. Size:

1. Wall signs – a maximum total sign area of forty (40) square feet or one-half (1/2) square foot for each lineal foot of building wall width or lease space on which the sign is erected, whichever results in the smaller sign area, with a minimum of twenty (20) square feet. Where frontage is on more than one (1) street, only signs computed with the frontage of that street shall face that street.
2. Ground mounted signs – in lieu of or in combination with Wall Signs – shall conform to paragraph 1 above. Ground mounted signs shall not exceed forty (40) square feet per face and total sign area shall not exceed eighty (80) square feet total of all faces.
3. Changing and changeable copy signs – In lieu of or in combination with Mounted Signs

shall comply with paragraph 2 above.

4. Permanent project signs – shall not exceed fifty (50) square feet per face per street frontage and the total sign area shall not exceed two hundred (200) square feet.
5. Traffic directional signs – shall not exceed a maximum total area of two hundred sixteen (216) square inches per face (12” x 18”) with a maximum of two (2) faces per sign, not to exceed a total of four hundred thirty-two (432) square inches for signs denoting “enter” or “exit”. Signs denoting intra-site directions should not exceed a single face side of twenty-six (26) inches by fifteen (15) inches (26” x 15”), with two (2) faces (back to back) allowable. Intra-site directional signs shall have letters, numbers, or graphics no larger than two inches (2”) in height, and no more than forty percent (40%) of the face may be blank. Lettering for “enter” or “exit” signs shall not exceed three and one-half inches (3 ½”) in height. Such signs shall not exceed thirty-one inches (31”) above existing grade.
6. Canopy signs – in lieu of or in combination with wall signs and ground mounted signs shall conform to the restrictions set forth in Section 304 (C) (1). Length of canopy is not to be considered in allowable signage.
7. Multi-tenant signs – overall sign size is to follow same wording as rules governing ground mounted signs. Individual tenant signs shall be as follows:
  - a. All lettering shall be uniform in size for all tenants’ names with a letter height of

three (3) inches.

- b. Color of background shall be uniform on entire sign and letters shall be uniform on entire sign with dark background and color of letters shall be uniform on entire sign. If more than one sign is used, as in the case of a corner with two (2) frontage, both signs shall be uniform in color.
  - c. Individual tenant signs shall be mounted to the main sign. In no case shall individual tenant signs be allowed to hang from the main sign. Individual tenant signs must be identical in size, shape, material and color. The size of tenant signs shall be no taller than nine (9) inches and shall be the width of the main sign background. However, where the entrance to an individual tenant's business fronts on a private street, and tenant may have a separate sign, not to exceed four square feet in size, in lieu of any other signage. This sign, which must front on the private street, will be deducted from the total sign area allowed for the site.
8. Commemorative wall mounted signs – Shall not exceed one hundred ninety-two (192) square inches in area. Such signs may be erected in addition to other signs created by this section. No more than one such commemorative sign shall be permitted per building or per lot.

D. Location:

- 1. Wall signs – All signs shall be face

mounted on the building wall. Wall Mounted Signs shall not project more than twelve (12) inches from the face of the building. Signs shall not project above the roof line unless incorporated in the roof design and only if approved by the Board of Aldermen.

2. Ground mounted identification signs – Setback for signs shall be one-half of the distance required for buildings in the district.
3. Height of ground mounted identification sign – shall be a maximum of six (6) feet as measured for surrounding grade.
4. Permanent project signs – The project sign shall be setback one-half of the distance required for buildings in the district. Height of sign shall be a maximum of six (6) feet as measured from surrounding grade.
5. Traffic/Intra-site directional signs – shall be located a minimum of one foot from the right-of-way (existing and/or proposed whichever is greater) of any street. Such signs shall not exceed thirty-one inches (31”) above existing grade. Intra-site directional information (words other than “enter” or “exit”) shall be allowed only to owners with one business or single use per property.
6. Canopy signs – bottom of sign shall have a minimum seven (7) foot clearance from finish grade directly below.
7. Changeable copy and automatic changing

signs – shall conform to paragraph 1 or 2 and 3 above.

8. Regulatory information signs – as required by federal, state, county and city authorities.
9. Commemorative wall mounted signs – Commemorative wall signs shall not project more than four (4) inches from the face of the building.

E. Contents:

1. Wall signs – shall be limited to the name of the development, business, address, hours, dates, instructions and primary products and services to be located at the one main entrances as determined by owner.
2. Ground mounted signs – shall be limited to the name of the development or business, address, hours, dates, instructions and primary products and services.
3. Permanent project signs – shall be limited to the name and address of the project. Tenant names shall not allowed on permanent project signs.
4. Logos.
5. Changeable copy signs – for schools and churches shall only display information concerning scheduled activities.
6. Traffic/Intra-site directional signs - shall indicate “enter” or “exit” and approved

logos only, except as noted above, in which case intra-site directional signs shall be limited to designation of specific parking, drive-up business windows or service designations.

7. Canopy signs – shall be limited to the name of the business, address, hours, dates, instructions and primary products and services.
8. Multi-tenant sign – shall be limited to the name of the building or development and/or its address and the name of each business and/or tenant. A minimum of the top twenty-five percent (25%) of the sign shall be used to identify the name of the building or development and/or its address.
9. Changing signs (automatic) – refers to Section 304 B.5.



305.

SERVICE STATIONS

A. General:

A section of the Ordinance shall apply to only those properties engaged in the retail gasoline and petroleum products business.

B. Allowable Signs:

1. One ground mounted or wall mounted brand Identification sign per street frontage.
2. One wall mounted sign.
3. One non-illuminated permanent price sign per pump island or one illuminated permanent price sign as part of a ground mounted brand identification sign.
4. Two non-illuminated self-service or full service signs per pump island.
5. Federal and state stamps, octane ratings, pump use directions, no smoking signs as required by federal, state and local authorities.
6. A canopy sign shall be allowed if the canopy-sign side of the property abuts a public street; alternatively, in lieu of a canopy sign an illuminated spreader bar sign is allowed.

C. Size:

1. Brand identification signs:
  - a. Wall signs – a maximum total sign area of forty (40) square feet, or one-half (1/2) square foot for each lineal foot of building frontage, whichever results in the smaller sign area with

a minimum of twenty (20) square feet.

b. Ground mounted sign – Where one ground mounted sign, with or without pricing information, is allowed, the allowable square footage would be forty-five square feet (45 sq. ft.) per face for a total of ninety square feet (90 sq.ft.). Not more than fifty percent (50%) of the sign face shall be devoted to the price information.

2. Wall signs (other than brand identification) - a maximum total sign area of forty (40) square feet, or one-half (1/2) square foot for each lineal foot of building footage, whichever results in the smaller sign area, with a minimum of twenty (20) square feet.
3. Canopy signs – area to be included in area permitted for Brand Identification signs under Section 305 C.1.
4. Price signs – a maximum total sign area of sixteen (16) square feet and no more than eight (8) square feet per face when affixed to the end of a pump island.
5. Self-service signs and/or full service signs – a maximum total area per sign of one hundred sixty (160) square inches.
6. Federal and state stamps, octane ratings, pump use directions, no smoking signs and other mandatory signs and stamps shall be as required by the governing authority.

D. Location:

1. Brand identification signs.

- a. Wall signs – all signs shall be face mounted on the building wall. Wall signs shall not project more than twelve (12) inches from the face of the building. Signs shall not project above the roof line or be mounted on any part of the roof.
  - b. Ground mounted signs – shall be set back a minimum of one-half (1/2) distance required for buildings in the district.
  - c. Height of sign – shall be a maximum of six (6) feet as measured for surrounding grade.
2. Price signs – price signs shall be attached to pump island, or ground mounted, but not both. A decision to use a ground mounted sign for price information shall not be justification for any increase in size of the ground mounted sign.
  3. Self-service signs – Self-Service signs shall be attached to pump or pump island or spreader bars.
  4. All no smoking signs, federal and state stamps, octane rating, and pump use directions shall be placed on the body of the gasoline pump.

E. Content:

1. Brand identification signs – shall contain only the accepted logo or brand name.
2. Wall signs – (non-brand identification) shall contain only the name of the business, address, hours, dates, instructions and the primary products and services.
3. Price signs – shall identify pump fuel only, “Cash”, “Self-service” and/or “Full Service”. Letters and/or numbers on price signs shall be a maximum of ten (10) inches in height but not less than three (3) inches in height.

4. Trim – to include company slogans, the use of decorative logos or trademarks, and striping, shall be located and be of such size and content as approved by the Sign Review Official.
5. All lighted exterior signs shall be extinguished when the service station is not open for public business.
6. Self-service and full service signs shall have a maximum letter height of three (3) inches.

## ARTICLE IV. TEMPORARY SIGNS

401. AGRICULTURAL (A-1)  
RESIDENTIAL DISTRICTS (R-E, R-1, R-2, R-3, R-4,  
AND R-5)  
MOBILE HOME PARK DISTRICT (R-M), OLD  
MADISON STATION DISTRICT (NON-DEPOT SUB-  
DISTRICT) (O-M), RETIREMENT VILLAGE DISTRICT  
(S-1) AND APPLICABLE PUD AREAS

### A. General

This section shall apply to all districts designated by the Zoning Ordinance as A-1, R-E, R-1, R-2, R-3, R-4, R-5 R-M, O-M (non Depot sub-district), S-1 and applicable PUD areas.

### B. Allowable Temporary Signs:

1. Temporary signs requiring permits:
  - a. Construction signs excepted as allowed under paragraph B.2 of this section.
  - b. Real estate signs except as allowed under paragraph B.2 of this section. One sign per street frontage.
  - c. Signs Announcing Openings – one sign per street frontage.
  - d. Subdivision Identification Signs – one sign per street frontage.
  - e. Street banners as approved by the Board for the purpose of advertising a public event.
2. Temporary signs not requiring permits, but subject to the requirements of this article.

- a. Construction signs for single-family and two-family residences.
- b. Real estate sign for sale or lease of a single-family, two-family residence or individual lot.
- c. Political signs provided they are erected no earlier than sixty (60) days prior to election.
- d. Private sale signs provided they are erected no earlier than five (5) days prior to the sale.
- e. Yard of the Month sign.
- f. Miscellaneous yard signs.

C. Size:

- 1. Construction signs – the sign area of one face shall not exceed nine (9) square feet for a residence or twenty-five (25) square feet for a multi-family project of five (5) units or more. In no case shall the total sign area exceed eighteen (18) square feet for a residence or fifty (50) square feet for a multi-family project of five (5) units or more.
- 2. Real Estate Signs
  - a. Single-family, two-family, or multi-family developed lots – the sign area of one face shall not exceed nine (9) square feet. In no case shall the total sign area exceed eighteen (18) square feet.
  - b. Undeveloped tracts of three (3) acres or more (lots for sale) – the sign area of one face shall not exceed fifty (50) square feet.
- 3. Signs announcing openings – the sign area of one

face shall not exceed thirty-two (32) square feet. In no case shall the total sign area exceed sixty-four (64) square feet.

4. Subdivision or mobile home park – Identification signs – the sign area of one face shall not exceed thirty-two (32) square feet. In no case shall the total sign area exceed sixty-four (64) square feet.
5. Political signs – the sign area of one face shall not exceed eight (8) square feet. In no case shall the total sign exceed sixteen (16) square feet.
6. Private sales signs – the sign area of one face shall not exceed four (4) square feet. In no case shall the total sign area exceed (8) square feet.
7. Yard of the month signs – the sign area of one face shall not exceed four (4) square feet. In no case shall the total sign area exceed eight (8) square feet.
8. Miscellaneous yard signs – the sign area of one face shall not exceed four (4) square feet. In no case shall the total sign area exceed eight (8) square feet.

D. Location:

1. Construction signs for a single-family or two-family residence may be located anywhere on the property. Height of the sign shall be a maximum of four (4) feet as measured from surrounding grade. Construction signs for multi-family projects of five (5) units or more shall be set back a minimum of twenty (20) feet from the property line. Height of sign shall be maximum of six (6) feet as measured from surrounding grade.
2. Real estate signs may be located anywhere on the

property. Height of sign shall be a maximum of four (4) feet as measured from surrounding grade.

3. Signs announcing openings shall be set back a minimum of twenty (20) feet from face of curb or edge of pavement of any street. Height of sign shall be a maximum of six (6) feet above the surrounding grade. A sign shall be allowed on each street frontage.
4. Subdivision identification signs shall be located a minimum of twenty (20) feet from the face of curb or edge of pavement of a street. Height of sign shall be a maximum of six (6) feet as measured from surrounding grade.
5. Political signs shall be located on occupied lots only. Signs may be located anywhere on the property. Height of sign shall be a maximum of four (4) feet as measured from surrounding grade.
6. Private sale signs shall be located on occupied lots only. Signs may be located anywhere on the property. Height of sign shall be a maximum of four (4) feet as measured from surrounding grade.
7. “Yard of the month” signs may be located anywhere on the property. Height of sign shall be a maximum of four (4) feet as measured from surrounding grade.
8. Miscellaneous yard signs shall be located on occupied lots only. Signs may be located anywhere on the property. Height of sign shall be a maximum of four (4) feet as measured from surrounding grade.

E. Contents:

1. Construction signs: Identification of the project,



contractor, architect, engineer and other firms (including financing) involved in construction.

2. Real Estate signs: Advertisement for the sale, rental or lease of the premises or part of the premises and the identification of the agents for same.
3. Signs announcing openings: Information regarding the opening of a subdivision or multi-family project.
4. Subdivision identification: Announcement of the character of the building enterprise and the identity of the project shall be allowed during the construction period.
5. Political signs – may contain the name and picture of candidate and information concerning the election.
6. Private sale signs, “yard of the month” signs, miscellaneous yard signs: content not regulated.

F. Removal of Temporary Signs:

1. Construction signs shall be removed upon expiration of sign permit.
2. Real Estate signs shall be removed within seven (7) days after the closing of the complete sale, rental or lease of the premises. Development signs advertising lots for sale shall be removed when eighty percent (80%) of the lots have been sold.
3. Signs announcing openings shall be limited to a sixty (60) day period.
4. Subdivision identification signs shall be removed upon expiration of sign permit.

5. Political signs shall be removed within one (1) day after the day of the election.
6. Private sale signs shall be removed within one (1) day after the sale.
7. Yard of the month sign shall be removed at the expiration of the award project.
8. Miscellaneous yard signs are not regulated.
9. Temporary signs erected without approval as allowed by paragraph B.2 are subject to removal if the Sign Official finds the signs to be detrimental to the appearance or character of the area in which they are erected.

402.

COMMERCIAL DISTRICT (C-1, C-2, AND C-3)  
INDUSTRIAL DISTRICT (I-1, & I-2), OLD MADISON  
STATION DISTRICT (DEPOT SUB-DISTRICT) (O-M),  
AIRPORT SPECIAL USE DISTRICT (S-2) AND  
APPLICABLE PUD AREAS

A. General:

This section of the Ordinance shall apply to all non-Residential districts as designated above.

B. Allowable Temporary Signs:

1. Temporary signs building permit:
  - a. One construction sign per project.
  - b. One real estate sign per street frontage or two signs side by side not exceeding the total allowable area.
  - c. Street banners.
  - d. One sign, announcing openings, per street frontage.
2. Temporary sign not requiring permit, but subject to requirements of the article.
  - a. Show window signs in C-1, C-2, and C-3 districts only.
  - b. Seasonal or special occasion signs such as special events and special business hours during holiday periods.

C. Size:

1. Construction signs – the sign area shall not exceed thirty-two (32) square feet.

2. Real Estate signs – the sign area of one face shall not exceed thirty-two (32) square feet. In no case shall the total sign area exceed sixty-four (64) square feet.
3. Street banners – as approved by the Sign Official.
4. Signs announcing openings – the area of one face shall not exceed thirty-two (32) square feet and the total sign shall not exceed sixty-four (64) square feet.
5. Show window signs – shall not occupy more than fifteen (15%) of window opening.
6. Seasonal or special occasion signs – the sign area of one face shall not exceed eight (8) square feet, and the total sign area shall not exceed sixteen (16) square feet.

D. Location:

1. Construction signs shall be orientated parallel to the public street. They shall be located a minimum of twenty (20) feet from the property line. Height of sign shall be maximum of six (6) feet as measured from surrounding grade. Sign shall not be located within fifty (50) feet of an intersection.
2. Real Estate sign shall be located a minimum of twenty (20) feet from the property line; except a street intersection, signs shall be located a minimum of fifty (50) feet from the intersection of the right-of-way lines. Height of sign shall be a maximum of six (6) feet as measured from surrounding grade.
3. Street banner location as approved by the Board.

4. Signs announcing openings shall be located a minimum of twenty (20) feet from the face of curb or edge of pavement of any street; except that at street intersections signs shall be located a minimum of fifty (50) feet from the intersection of the right-of-way lines. Height of sign shall be a maximum of six (6) feet as measured from the surrounding grade.
5. Show window signs must be located inside the window.
6. Seasonal or special occasion signs shall be located a minimum of twenty (20) feet from the face of the curb or edge of pavement of any street, except that at street intersections, signs shall be located a minimum of fifty (50) feet from the intersection of the right-of-way lines. Height of sign shall be a maximum of six (6) feet as measured from the surrounding grade.

E. Content:

1. Construction signs – the sign may announce the character of the building, enterprise, or identity of the project. The sign may also identify the contractor, architect, engineer, and other individuals or firms (including financing) involved in the construction.
2. Real estate – the sign may advertise the sale, rental or lease of the premises and the identification of agents for same.
3. Street banner – content as approved by the Sign Official.
4. Signs announcing openings – information regarding the opening of a business.

5. Show window signs – shall be limited to the advertisement of sales or specials.
6. Seasonal or special occasion signs – content shall be limited to identification of the occasion and pertinent information regarding on-site activity, hours and dates.

F. Removal:

1. Construction signs shall be removed within one (1) week after substantial completion of the project or installation of any permanent sign.
2. Real estate signs – shall be removed within seven (7) days after the closing of the complete sale, rental or lease of the premises.
3. Street banners – advertising a public event shall be removed within two (2) days after the event.
4. Signs announcing openings – shall be removed upon expiration of permit.
5. All other temporary signs – shall be removed upon expiration of permit.
6. Seasonal or special occasion signs – shall not be installed more than two (2) weeks prior to the activity described and shall be removed two (2) days after the activity or event.

ARTICLE V. NON-CONFORMING PROPERTY USE SIGNS

501. GENERAL:

Where a legally allowed non-conforming structure, lot, or use exists, new signs shall conform to the district in which the property is located.

## ARTILCE VI. NON-CONFORMING SIGNS

### 601. GENERAL:

Signs lawfully existing at the time of the enactment of this ordinance not conforming to the provisions of this ordinance, but which were constructed in compliance with previous regulations shall be regarded as non-conforming signs. Said regulations shall be regarded as non-conforming signs. Said signs may be continued for a period of one (1) year providing they are properly maintained as provided in ordinance of this Municipality. Following the expiration of the one (1) year period said signs shall be removed by and or at the property owner's expense.

Application and permits are required for non-conforming signs. If the sign owners can furnish proof sufficient to the board that the sign is less than three years old, the sign may be allowed to remain until it becomes four years old.



## ARTICLE VII. PROHIBITED SIGNS

### 701. General

- A. Signs which show pictures of human figures or animals except for approved logos; signs which show pictures of food or which contain characters, cartoons or contain statements, words or pictures of an obscene, indecent or immoral character, which would offend local public morals or decency.
- B. Signs which contain or are an imitation of an official traffic sign or signal or contain the words “stop”, “go slow”, “caution”, “danger”, “warning” or similar words.
- C. Signs which are of a size, location, movement, content, coloring or manner or illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal.
- D. Changeable copy signs with interchangeable letters, except that changeable copy signs are allowed for schools and churches as provided under Section 303 of this Ordinance.
- E. Signs which advertise an activity, business, product or service not conducted on the premises upon which the sign is located, excluding churches and schools.
- F. Signs which have any moving parts.
- G. Signs which contain or consist of banners, posters, pennants, ribbons, streamers, strings or light bulbs, spinners or other related items are similarly prohibited, except when allowed by special permit.
- H. Interior lighted translucent signs with translucent background and opaque letters.

- I. Signs which contain reflective type bulbs, pulsating light or strobe light.
- J. Signs which are made structurally sound by guide wires or unsightly bracing.
- K. Neon signs.
- L. Signs which are not expressly permitted by this Ordinance.

## ARTICLE VIII. ILLUMINATION

### 801. General:

Illuminated signs shall adhere to the following provisions and restrictions in addition to those stated in the sign requirements by zone.

- A. The light for or from any illuminated sign shall be so shaded, shielded or directed that the light intensity will not be objectionable to surrounding areas.
- B. No sign shall have blinking, flashing, or fluttering lights or other illuminating devices which have a changing light intensity, brightness or color. Beacon lights are not permitted.
- C. No colored lights shall be used at any location in any manner so as to be confused with or construed as traffic control devices.
- D. Neither the direct nor reflected light from primary light sources shall create a traffic hazard to operators of motor vehicles.
- E. Exposed bulbs shall not be used on the exterior surface of any signs.
- F. Interior lighted individual translucent letters, numerals, logos and graphic symbols, or interior lighted signs with translucent letters, logos and graphic symbols, are allowed for the uses listed below provided that the specific location of the light source within the sign cannot be seen or determined when the lights are in operation. Additionally, when the interior lighted signs are utilized, the background shall be opaque.
  - 1. Permanent project signs in commercial and industrial zoned areas.

2. Ground mounted signs in commercial and industrial zoned areas for the purpose of building or business identification and logos only.
  3. Wall signs for the purpose of building or business identification and logos only.
  4. Permanent project signs in PUD and R-5 zoned areas.
- G. Decorative lights are allowed on top of ground mounted signs. Lights shall not extend more than eighteen (18) inches beyond the top of the sign but total height, including lights, shall not exceed six feet (6').
- H. Electrical requirements for all signs shall conform to the pertinent requirements of the current National Electrical Code.
- I. Internally illuminated signs are prohibited in the Old Madison Station District. Only internally illuminated ground-mount signs, with illumination restricted to 500 watts, shall be allowed.

ARTICLE IX. INSPECTION, REMOVAL AND SAFETY

901. Inspection:

All signs shall be inspected at least annually by the Sign Enforcement Official for compliance with this Ordinance.

902. Maintenance:

All signs and components thereof shall be kept in good repair and in safe, neat, clean and attractive condition.

903. Abandoned Signs:

A sign shall be removed by the owner when the business which it advertises is no longer conducted on the premises.

ARTICLE X. ADMINISTRATION AND PENALTIES

1001. Enforcement:

The Sign Enforcement Official is hereby authorized and directed to enforce all of the provisions of this Ordinance. upon presentation of proper credentials, the Sign enforcement Official or his duly authorized representative may enter at reasonable times any building, structure, or premises in the City of Madison to perform any duty imposed upon him by this Ordinance. The Sign Enforcement Official shall be appointed by the Board.

1002. Variances:

A variance may be granted by the Mayor and Board of Aldermen for locations of signs only.

1003. Appeal from Decision of the Sign Enforcement Official:

The decision of the Sign Enforcement Official may be appealed to the Sign Review Appeals Board. Decisions of the Sign Review Appeals Board may be appealed to the Mayor and Board of Aldermen. All appeals shall be submitted in writing to the City Clerk within thirty (30) days of the decision. The Appellant shall cite the specific Sign Ordinance rule applicable to the decision rendered and the grounds for the appeal of the decision. The Sign Review Appeal Board must render a written decision on appeal within thirty (30) days of receipt of the appeal by the City Clerk, and the matter will then be forwarded to the Mayor and Board of Aldermen for a decision. The Mayor and Board of Aldermen will render a written decision within sixty (60) days of receipt of the appeal from the City Clerk, unless there is a mutual agreement for a time extension. The appeal of the decision of the Mayor and Board of Aldermen shall be as provided by law.

1004. Penalties:

Any person, firm or corporation violating any of the Provisions of this Ordinance shall be deemed guilty of a Misdemeanor, and upon conviction thereof, shall be fined Not more than Fifty Dollars (\$50.00). Each day's Continuance of a violation shall be considered a separate Offense and punishable as such. The owner of any sign, Building or premises, or part thereof, where anything in Violation of this Ordinance shall be placed, or shall exist, And any person who may have knowingly assisted in the Commission of any such violation, shall be guilty of a Separate offense.

1005. Severability:

If any section or provision of this Ordinance be declared by a court of competent jurisdiction by invalid, such decision shall not affect the validity of the Ordinance as a whole, or any part thereof, other than the part so declared to be invalid.

1006. All Ordinances heretofore adopted on the subject of this ordinance are hereby repealed, and the provisions of this ordinance are substituted in the place thereof.

1007. This Ordinance shall be in force and take effect thirty (30) days from and after its adoption.

\* \* \* \* \*

The above and foregoing Ordinance was first reduced to writing and offered by Aldermen Butler, who moved its adoption, which motion was seconded by Alderman Clingan-Smith. Said Ordinance was read, considered and adopted, section by section, and then was adopted as a whole and the vote on the final passage thereof was as follows:

Alderman Butler voted	<u>Aye</u>
Alderman Clingan-Smith voted	<u>Aye</u>
Alderman Dunn voted	<u>Aye</u>
Alderman Johnson voted	<u>Aye</u>
Alderman Weaver voted	<u>Aye</u>

WHEREUPON, the Mayor declared the Ordinance passed, ordained and adopted on the 3<sup>rd</sup> day of May, 1994.

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Mary Hawkins, Mayor

ATTEST:

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Susan Crandall, City Clerk/  
Administrative Director



Planning and Zoning Department  
Memorandum #94-03

To: Honorable Mayor and Board of Aldermen  
From: Hellyn R. Riggins, Planning and Zoning Director  
Date: September 1, 1994  
In Re: Sign Ordinance Amendment - Fee Charge

In memorandum 94-04 you have been advised that I am proposing to amend fees associated with this department. Most fees may be set at this discretion of the Board, however, the sign ordinance has preset fees listed in the ordinance which I am proposing to change in order to accommodate staff cost in processing sign permits.

Current Ordinance:

ARTICLE II. PERMITS AND FEES

203. FEE ESTABLISHMENT

A. Fees for sign permits shall be as fixed by the Mayor and Board of Aldermen.

B. Fees:

1. Permanent Signs:

- a. Each owner shall pay only one permit fee per property, but shall submit separate applications for each sign to be erected.
- b. Commercial retail centers, (shopping centers, malls, offices, complexes, etc.) shall be required to submit a fee and applications for the overall development and for each tenant within the property who desires to erect a sign.
- c. An application fee is hereby established to be \$20.00, which fee shall cover the submission of applications for a period of one year from the date of the payment.

2. Temporary Signs: No fee required.

Proposed Ordinance:

ARTICLE II. PERMITS AND FEES

203. FEE ESTABLISHMENT

- A. Fees for sign permits shall be as fixed by the Mayor and Board of Aldermen.
- B. Fees will be assessed for the following:
  - 1. Application
  - 2. Permanent Signs
  - 3. Temporary Signs (except for signs to be erected less than 21 days and signs for religious, philanthropic, civic and athletic special events as approved by the designated sign administrator)

Proposed Fees Sign Permits:

Application Fee	\$10.00
Permanent Sign Permit Fee	\$50.00 per sign
Temporary Sign Permit Fee	\$25.00 per sign