

18.05.112 Removal of Abandoned of On-Premises Signs

Any sign or sign structure which has been abandoned for a period of six months shall be removed or restored to use within 30 days after a notice of abandonment is issued by the Administrator to the owner of the sign. The Administrator may allow an abandoned sign or sign structure to remain in place, provided that the sign or sign structure is maintained in good condition, and that there is a reasonable possibility that the sign can be restored to use within a one-year period. ~~;~~

18.05.113 Permanent On-Premises Sign Regulations by Zoning District

Sign regulations for each zoning district are established in Table 5-1, below:

| Table 5-1 Sign Regulations by Zoning District | | | | | |
|--|---|--|--|--------------|-----------------------------|
| District | Height, freestanding (max.) | Area, freestanding (max.) | Area, Wall (max.) | Illumination | Flashing/ Animation |
| <u>Residential Districts</u> | | | | | |
| All | 6' monument only | 50 sq. ft. per access up to 150 sq. ft. max w/site plan review | 20 sq. ft. [1][2] | Indirect [8] | Not allowed |
| Mixed-Use <u>Urban Corridor Districts</u> | | | | | |
| All districts not listed below [6] [11] | 8' maximum OR, if the parcel is \geq one acre, freestanding sign maximum height is 25' (35' if parcel fronts street posted at 35 mph or greater) | 125 sq. ft. maximum [5][7] | 1 sq. ft. of sign area per lineal foot of business frontage. Sign length shall not exceed 75% of business frontage. All wall sign area shall not exceed 400 sq. ft. per parcel. 5' maximum letter height. Notwithstanding above, each business shall be allowed a minimum 40 sq. ft. | All types | Not allowed [12] |
| GC [6][9] | 1' per 4' of linear street frontage | 60 sq. ft. up to 100 lineal street ft. | 1 sq. ft. of sign area per lineal foot of business | All types | Allowed up to 35' in height |

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|--|---|---|---|--|---|
| | Not to exceed 35' for signs adjacent to a major arterial; over 35' adjacent to a major arterial with a conditional use permit | frontage_ 125 sq. ft. for parcel between 100-400 lineal ft. frontage 250 sq. ft. for parcels with more than 400 lineal ft. [5][7] artistic embellishment, no limit | frontage_ 6' maximum letter height for anchor tenants, 4' maximum letter height for line shops and pad sites Notwithstanding above, each business shall be allowed a minimum 40 sq. ft. | | if not facing residential zones |
| NC [6] | Monument only 8' if < 100' street frontage (12' if 100'+) | 60 sq. ft. monument | 1 sq. ft./100 GFA (all signs combined not to exceed 400 sq. ft. per parcel, 3' maximum letter height) [4] | Indirect | Not allowed [13] |
| PO | 8' monument only [3] | 1 sq. ft./100 sq. ft. of GFA, max 25% of business frontage on a building_ | 20 sq. ft./parcel | Indirect [8] | Not allowed |
| Nonresidential Employment Districts | | | | | |
| I | 25' | 80 sq. ft. per frontage; For properties with 2 or more street frontages, maximum combined area of 160 sq. ft. per sign. | 1/business/ street frontage 1 sq. ft./lineal foot of building frontage | All types | Not allowed [13] |
| IC | | | | | |
| ME/MA | 25' or bldg. height 1/ street frontage | 3 sq. ft./100 GFA combined [10] | 3 sq. ft./100 GFA combined [10] | All types; indirect facing residential zones [8] | Allowed up to 25' if not facing residential zones |
| Special Purpose Districts | | | | | |

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|---|---|-------------------------------|-------------------------------|------------------------------------|-------------------------------|
| PGOS/PF/UT5/UT10/UT40F | 6' monument established by conditional use permit | 15% of allowed wall sign area | 10 sq. ft/acre | All types; none facing residential | Not allowed |
| Overlay | | | | | |
| Gaming [11] | Maximum sign height of 100' [11] Conditional use permit required to exceed 100' [11] | No limit [11] | No limit [11] | All types [11] | No limit [11] |
| <p>Notes:</p> <p>[1] Established by conditional use permit for nonresidential use in residential zone.</p> <p>[2] Either a wall or monument sign is allowed per street frontage.</p> <p>[3] On multi-tenant building, may have one 12 feet center identification sign/frontage.</p> <p>[4] Gross floor area (GFA).</p> <p>[5] The allowable square footage may be doubled on arterial roadways with a posted speed limited of 35 mph or greater.</p> <p>[6] Number of freestanding allowed: one per frontage, 2nd or one additional sign allowed if over 10 acres. Gas stations may have one additional 16 sq. ft. sign.</p> <p>[7] Copy area only.</p> <p>[8] Signs of light copy and dark backgrounds with internal illumination are permitted, provided the copy makes up less than 50 percent of the sign area.</p> <p>[9] As an alternative to specific square footage allowances for wall and freestanding signs in the GC zone, two square feet/lineal foot of building frontage may be utilized for all sign types combined.</p> <p>[10] Three sf/100 GFA is the maximum total sign area and may be provided on wall and/or freestanding signs.</p> <p>[11] This section only applies to parcels with legally established Nonrestricted Gaming establishments. Operation and does not apply to the broader Gaming Overlay District. Land uses may use Gaming Overlay district sign requirements.</p> <p>[12] Permitted on parcels fronting North Virginia Street, South Virginia Street, West 4th Street, East 4th Street, and Mill Street and shall not exceed 125 sq. ft. Any other street shall require a Minor Site pPlan rReview for flashing/animated signs.</p> <p>[13] Permitted subject to standards outlined in Section 18.05.114(b)(6)</p> | | | | | |

18.05.114 Additional Regulations for Animated Signs

- (a) **Applicability** The following regulations only apply to fixed message electronic signs and computer controlled variable message electronic signs as defined in Chapter 18.09 Rules of Construction and Definitions.
- (b) **Standards**
- (1) No animated sign shall exceed 1,500 nits between sunset and sunrise. No animated sign shall exceed 5,000 nits between sunrise and sunset. Signs shall automatically adjust/dim due to changes in ambient light, such as inclement weather.
 - (2) Any animated sign constructed prior to December 2, 2015, shall be brought into conformance with the nit standards listed in Subsection 18.05.114(b)(1), above, by December 2, 2017.
 - (3) Animated signs shall only be allowed within 750 feet of residentially zoned property with the approval of a conditional use permit. The 750 feet shall be measured from the base of the sign to the property line of the residentially zoned parcel.
 - (4) No animated signs shall be allowed within 300 feet of the outer boundary of the outer travel lane/white line of:
 - a. State Route 431 (Mount Rose Highway);
 - b. Interstate 80 west of Robb Drive, to the western most city limit;