

Chapter 23

SIGNS*

* **Cross References:** Buildings and building regulations, Ch. 6; licenses, permits and miscellaneous business regulations, Ch. 13; distribution of handbills restricted, § 16-165; posting of bills, painting of signs, restricted, § 16-166; parks and recreation, Ch. 17; planning, Ch. 20; public works and improvements, Ch. 22; streets, sidewalks and public places, Ch. 24; subdivision regulations, Ch. 25; zoning regulations, Ch. 29.

Sec. 23-0.5. Purposes.

The purposes of these sign regulations are:

- (1) To allow the effective use of signs as a means of communication in the city;
- (2) To maintain and enhance the city's ability to attract sources of economic development and growth;
- (3) To improve pedestrian and traffic safety;
- (4) To minimize possible adverse effects of signs on nearby property;
- (5) To bring all signs into compliance with adopted regulations;
- (6) To enable the fair and consistent enforcement of these sign regulations.
- (7) To maintain and enhance the appearance of the community.

(Ord. No. 13191, § 1, 12-16-91)

Sec. 23-1. Definitions and rules of construction.

For the purposes of this chapter, the following words and terms shall have the meanings respectively ascribed:

Animated sign. A sign with action or motion, flashing or color changes, requiring electrical energy, electronic or manufactured sources of supply, but not including wind actuated elements such as flags, banners, or specialty items (not to include time and temperature signs, safety warning signs and devices, revolving barber poles, or display signs.)

Awning. A roof-like cover, made of fabric, over a door or window and attached to a building.

Awning sign. Any sign or graphic attached to, painted on or applied to an awning or awning canopy.

Banner. Any piece of cloth or other flexible material used as a sign.

Billboard. An off-premise sign which advertises a product or service.

Canopy. A roof-like cover extending over an entrance of a building or over a service island such as fuel service pumps.

Central business district. The central business district includes all property located within the boundaries of the Columbia Special Business District except property located adjacent to Providence Road.

Civic sign. A sign that describes services available, function of, activities conducted upon, use of premises or facilities used, maintained, or owned by any government entity.

Development. Includes development by cooperative or collective or other similar means of development through common ownership or through the use of leasehold estates.

Directional sign. A sign designed to guide pedestrians or vehicular traffic.

Display sign. A structure that is arranged, intended, designed or used as an advertisement, announcement or direction; and includes a sign, screen billboard, poster panel and advertising devices of every kind. Display sign includes electronically operated changing alpha-numeric message signs. Display sign does not include animated signs or signs placed on the inside of display cases or show windows fronted with glass which do not protrude more than six (6) inches from the outside surface of the building wall.

Elevation. A side of a building that faces a public or private street or alley. One (1) of the exterior walls of a building, inclusive of windows, doors and other openings, but not including any structural or nonstructural elements which extend beyond the roof of a building.

Flag. A piece of fabric attached to a staff.

Floor level. The level of habitable space in a building. "Street level" shall be the lowest floor level in a building in which no less than fifty-one (51) percent of the interior side of the business adjacent to a street or alley is above the adjacent grade. "Lower level" shall be a level below the street level; "second level" shall be the first level above the main street level; and "upper level" shall be any level above the second. Floor level shall be determined for each elevation. Where buildings are situated on sloping lots and are adjacent to more than one (1) street or alley, the level of a business may differ from one (1) elevation to another.

Freestanding sign. Any sign supported by structures or supports that are placed on, or anchored in, the ground, and that are independent from any building or any other structure.

Freeway. A highway which has been designated as a freeway on the major thoroughfare plan but which is not part of the federal interstate system.

Illuminated sign. A sign that is artificially lighted either internally or externally from a source of light connected with such sign.

Interstate. A highway which is part of the federal interstate system.

Marquee. A roofed structure projecting from and supported by a building, or free-standing when such roofed structure extends beyond the building line, building wall or street lot line.

Marquee sign. A display sign attached to or hung from a marquee.

Maximum height. The maximum height of a sign shall be measured from the elevation of the point nearest the sign on the center line of the public street or highway nearest the sign upward to the elevation of the highest part of the sign or its supporting structure, whichever is higher. Notwithstanding the foregoing, unless otherwise specified in this chapter, all signs may have a height of eight (8) feet measured from the ground location of the sign to the highest part of the sign or its supporting structure, whichever is higher.

Model home. A house used as an example or sample of homes in a residential area, open for viewing.

Monument sign. A freestanding sign of which the entire bottom of the sign is generally in contact with or in close proximity to the ground, other than a pylon sign.

Multiple-family dwelling. A dwelling or group of dwellings on one plat, each containing separate living units for three (3) or more families, but which may have joint services or facilities. This may include orphanages, housing for elderly and handicapped, nursing homes, convalescent hospitals, fraternities, sororities, cooperatives, rooming houses, boarding houses, dormitories and residence halls.

Off-premise sign. A sign which contains a message unrelated to a business or profession conducted, or to a commodity, service or entertainment, sold or offered upon the premises where such sign is located.

On-premise sign. A sign directly pertaining to an existing permitted use on the property upon which said sign is located.

Open house. A house for sale or rent open for viewing.

Painted wall surface sign. A sign painted directly on the surface of buildings, walls or fences.

Portable sign. A sign which is not designed or manufactured to be permanently anchored or affixed to the ground, building or other structure, but rather is designed or primarily used as a sign which is movable from place to place and which includes but is not limited to signs affixed to a trailer or other portable structure and "A" frame or sandwich signs.

Projecting sign. Any sign which projects from and is supported by a wall of a building with the display surface of the sign perpendicular to the building wall.

Pylon sign. A freestanding sign of which the entire bottom of the sign is generally in contact with or in close proximity to the ground and which has a width of two (2) feet or a height at least three (3) times the width.

Roof sign. A display sign which is erected, constructed and maintained above the roof of the building.

Sandwich board. Any sign designated or constructed in such a manner that it can be moved or relocated

without involving any structural or support changes.

Shopping center. A separate and distinct commercially used area in single ownership or under unified control, including more than one separate business establishment.

Shopping center master sign and industrial park master sign. A sign indicating the name of the shopping center or industrial park and/or names of businesses in the shopping center or industrial park.

Sign. A structure that is arranged, intended, designed or used as an advertisement, announcement or direction; and includes a sign, sign screen, billboard, poster panel and advertising devices of every kind, but does not include signs placed on the inside of display cases or show windows fronted with glass which do not project more than six (6) inches from the outside surface of the building wall.

Structure. Anything constructed or erected, which requires location on the ground, or attached to something having a location on the ground, including but not limited to, advertising signs, billboards and poster panels, but exclusive of customary fences or boundary or retaining walls.

Surface area. Total area of that part of a sign structure that carries any sort of written or graphic materials or in any way conveys a message as seen from any one direction at any one time; except when cut-out letters and/or graphics only are used for wall signs or only lettering and/or graphics are used on awning signs in which cases the surface area is measured as the area of the basic geometric shape that would enclose the message and/or graphics. When individual cut out letters or graphics are installed on a wall, whether that wall be a part of a building or other structure, the area of the basic geometric shape that encloses the message is the surface area of the sign. The definition shall not apply to section 23-24.1.

Temporary signs. A commercial sign promoting or providing information concerning a sale, event or activity which is occurring or shall occur on the property where the sign is displayed.

Time and temperature signs. A sign which displays the current time or outdoor temperature or both, but which sets forth no other advertisement, other than the name of the business or establishment located upon the premises where such sign is located.

Wall sign. A sign attached to the wall of a building with the exposed face of the sign in a plane parallel to the face of said wall, not extending more than twenty-five (25) per cent above the roof line or parapet of the building, nor more than twenty-four (24) inches from the wall surface.

Wind sign. A display of pennants, streamers, whirligigs or similar devices strung together and activated by wind.

Window sign. Any sign printed, attached, glued or otherwise affixed to the outside glass of a window. (Code 1964, § 19.730; Ord. No. 10666, § 1, 8-5-85; Ord. No. 10715, § 1, 9-3-85; Ord. No. 11304, § 1, 12-8-86; Ord. No. 12502, § 1, 2-5-90; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13621, § 1, 3-15-93; Ord. No. 13898, § 1, 12-20-93; Ord. No. 15155, § 1, 3-3-97; Ord. No. 16161, § 1, 9-20-99; Ord. No. 16972, § 1, 8-6-01; Ord. No. 19431, § 1, 3-5-07)

Cross References: Definitions and rules of construction generally, § 1-2.

Sec. 23-2. Unlawful signs.

(a) No sign shall be erected in such a manner that it will or reasonably may be expected to interfere with, obstruct, confuse, distract or mislead traffic, or be considered obscene or a nuisance to the general public.

(b) No person, except a public officer or an employee in the performance of a public duty, shall fasten any sign or notice of any kind on any curbstone, lamppost, street or sidewalk surface, pole, bridge or tree upon a public street, except for any banner attached to a city street light standard for which an attachment permit has been issued as provided in section 23-8.5. This prohibition is not to be construed as prohibiting signs or notices indicating danger or aids to service or safety, or subdivision identification signs, as hereinafter defined, to be erected with written permission from the director of public works. Such signs or notices include but are not limited to, advertisements and announcements of buildings or land for sale or rent, garage sales, private picnics and election campaign posters.

(c) No signs painted on buildings, walls or fences shall be allowed.

(d) No wind signs shall be allowed.

(e) No freestanding, on-premise commercial sign, including the supporting structures, shall be allowed to remain on any property more than six (6) months after the business or uses advertised on the sign have been discontinued.

(f) No sign shall be erected or maintained in a location or in such a manner that any portion of the sign will be within ten (10) feet, measured either horizontally, vertically or at any intermediate angle, of any electric power line wire carrying a voltage in excess of two hundred forty (240) volts, nor shall any sign be within ten (10) feet of a vertical line extended upward from such an electric power line wire.

(g) No portable signs shall be allowed.

(h) No animated signs shall be allowed.

(i) No billboards shall be allowed, except as provided in section 23-16.

(j) No commercial signs shall be allowed except as provided for in this chapter.

(k) No commercial flags shall be allowed except that a business may display one flag no larger than forty (40) square feet which bears the symbol or trademark or name of the business. No further advertising shall be permitted on such flags.

(l) No display signs which contain or include electronically operated changing alpha-numeric message signs shall be allowed.

(Code 1964, § 19.770; Ord. No. 11448, § 1, 5-4-87; Ord. No. 12502, § 2, 2-5-90; Ord. No. 14205 § 1, 9-19-94)

Sec. 23-3. Nonconforming signs--Amortization

(a) All signs which have been lawfully erected shall be deemed to be legal and lawful signs and may be maintained subject to the provisions of this Section.

(b) Nonconforming signs which become deteriorated or dilapidated to the extent of over sixty (60) per cent of the physical value they would have if they had been maintained in good repair must be removed within sixty (60) days. Nonconforming signs which are damaged to the extent of sixty (60) per cent or less of their physical value must be repaired within sixty (60) days from date of notification, or removed.

Nonconforming signs which are damaged, other than by vandalism, to the extent of over sixty (60) per cent of their physical value must be removed within sixty (60) days of receiving such damage or brought into compliance with the provisions of this chapter. Nonconforming signs which are damaged by vandalism to the extent of over sixty (60) per cent of their physical value must be restored within sixty (60) days or removed or brought into compliance with the provisions of this chapter.

(c) Nonconforming signs may not be enlarged or increased in height.

(d) Nonconforming signs which are enlarged or increased in height in violation of this section must be removed.

(e) A nonconforming sign may not be relocated except when such relocation brings the sign into compliance with this chapter. Nonconforming signs which are relocated in violation of this section must be removed.

(f) Freestanding signs lawfully in existence on January 6, 1992, including freestanding signs existing pursuant to variances granted by the board of adjustment, which do not conform with the provisions of this chapter shall be removed, altered or replaced so as to conform with the provisions of this Chapter no later than January 1, 2007. This subsection does not apply to billboards which were lawfully erected.

(g) The sign face of a nonconforming sign may be altered if the sign face is not thereby enlarged beyond the maximum area allowed by this chapter.

(h) On-premise wall, canopy and awning signs lawfully in existence on December 20, 1993, including such signs existing pursuant to variances granted by the board of adjustment, which do not conform with the provisions of this chapter shall be removed, altered or replaced so as to conform with the provisions of this chapter no later than December 20, 2008.

(i) On-premise wall, canopy and awning signs in the Central Business District that were lawful conforming signs on February 19, 2007 but that do not conform with the provisions of section 23-12 shall be allowed to remain in place as lawful nonconforming uses until structurally altered or replaced through the sign permitting process. Ordinary replacement of sign messages, including replacement of sign panels and repainting of signs, and other alterations not requiring the use of the sign permitting process are permitted alterations provided the activity does not increase the extent of nonconformity. Lawful nonconforming signs in the Central Business District that were installed before 1956 that are deteriorated or damaged to any extent may be restored to their original condition. Any such sign that is destroyed may be replaced with a sign substantially the same as the original sign.

(Code 1964, § 19.780; Ord. No. 13221, § 1, 1-6-92; Ord. No. 13898, § 1, 12-20-93; Ord. No. 19431, § 1, 3-5-07)

Sec. 23-4. Permit--Required.

A permit is hereby required prior to the erection, construction, reconstruction, alteration, moving, conversion or maintenance of any sign, except as elsewhere exempted by this chapter.

Cross References: Licenses, permits and miscellaneous business regulations, Ch. 13.

Sec. 23-5. Same--Application.

Application for a permit shall be made to the director of public works upon a form provided by the city showing the plans and specifications of the proposed sign, including dimensions, material and details of construction including loads, stresses and anchorage and any additional information as may be required to assure compliance with the ordinances of the city. The application shall be accompanied by the written consent of the owner or lessee of the premises upon which the sign is to be erected.

(Code 1964, § 19.740)

Sec. 23-6. Same--Issuance.

No permit for the erection, alteration or enlargement of any sign shall be issued by the director of public works unless:

(1) Application therefor has been made in accordance with the provisions of this chapter.

(2) The sign complies with the ordinances of the city.

(3) The fee for such permit has been paid.

(Code 1964, § 19.740)

Sec. 23-7. Same--Expiration.

Permits issued hereunder shall become null and void upon the expiration of six (6) months after the date of issuance if the work authorized by such permit has not been completed.

(Code 1964, § 19.740)

Sec. 23-8. Same--Revocation.

The director of public works may revoke any permit issued by him pursuant to this chapter upon failure of the holder to comply with any of the provisions of this chapter.

(Code 1964, § 19.740)

Sec. 23-8.5. Banners.

(a) The Special Business District may attach banners to city street light standards located on public rights-of-way, or within public utility easements, adjacent to public rights-of-way, within an area defined as follows: bound on the north by Rogers Street, on the east by College Avenue, on the south by Elm Street and on the west by Providence Road. Attachment of the banners shall be done under the following conditions:

(1) The message conveyed relates to cultural, civic or other city wide activities.

- (2) No banner can carry a political or nonsecular message.
- (3) The Columbia Special Business District, after executing an attachment agreement with the city, shall have the exclusive right to install banners on city street light standards in the above-described area. The attachment agreement shall set out requirements for the design of attachment brackets and installation, removal, maintenance, and responsibility for such attachment brackets and banners. Said requirements shall be set out in banner regulations promulgated by the city manager and reviewed annually and approved by the city council.
- (4) Banners shall conform to design specifications established by the Special Business District.

(b) A college, university or hospital may attach banners to city street light standards located on public rights-of-way, or within public utility easements, adjacent to the campus of the college, university or hospital. Attachment of the banners shall be done under the following conditions:

- (1) The banners shall be limited to identifying the name of the college, university or hospital or conveying a message related to cultural, civic or city-wide activities.
- (2) No banner can carry a political or nonsecular message.
- (3) The college, university or hospital, after executing an attachment agreement with the city, shall have the exclusive right to install banners on the city street light standards described in the agreement. The attachment agreement shall set out requirements for the design of attachment brackets and installation, removal, maintenance, and responsibility for such attachment brackets and banners.

(c) Notwithstanding any other provisions of this chapter, a public library may display banners subject to the following conditions:

- (1) *Attachment to city street light standards.* Upon entering into an attachment agreement with the city, a public library may attach banners to city street light standards located on public rights-of-way, or within public utility easements, adjacent to the library premises, including library parking lots. The library, after executing the attachment agreement with the city, shall have the exclusive right to install banners on the city street light standards described in the agreement. The attachment agreement shall set out requirements for the design of attachment brackets and installation, removal, maintenance and responsibility for such attachment brackets and banners.
- (2) *Attachment to library light standards and sign poles.* A public library may attach banners to library light standards and to library sign poles.
- (3) *Parking lot sign poles.* Each library parking lot shall be allowed up to four (4) banner sign poles for each adjacent street right-of-way. The banners on the poles shall be the same height as the banners on the library light standards in the lot. The poles shall be located at least four (4) feet from the street right-of-way.
- (4) *Banner content.* The banners shall be limited to identifying the name of the library or library

facility or conveying a message related to a cultural, civic or city-wide activity. No banner can carry a political or nonsecular message.

- (5) *Banner number and size.* There is no limit on the number of banners, however, banners shall not exceed sixteen (16) square feet in sign surface area per side or a total of thirty-two (32) square feet per banner.

- (6) *Banners other than for library identification.* If a banner is for a purpose other than identifying the library or library facility, the banner shall not remain in place for more than thirty (30) days.

(Ord. No. 11448, § 1, 5-4-87; Ord. No. 13191, § 1, 12-16-91; Ord. No. 17734, § 1, 7-7-03; Ord. No. 20069, § 1, 10-6-08)

Sec. 23-8.6. Temporary signs.

Temporary signs may be allowed subject to the following conditions:

- (1) A permit in accordance with section 23-4 shall be required.
- (2) Such signs shall not exceed thirty-two (32) square feet in size or four (4) feet in height.
- (3) The sign setback requirements of this chapter shall apply.
- (4) No person shall be allowed to display a temporary sign or signs on a parcel of land for more than fourteen (14) days in a calendar year.

(Ord. No. 13191, § 1, 12-16-91)

Sec. 23-9. Sign plan approval.

(a) *Application.* The owner or lessee of the premises upon which a sign is to be erected may file an application with the board of adjustment for approval of a sign plan upon forms provided by the city, except if the proposed sign locations(s) is within a planned zoning district. Revisions to such sign plans in planned districts shall be made, subject to the procedures outlined in section 23-25(j). The application shall be accompanied by a sketch showing the type, size and location of the signs proposed to be erected upon the property or premises. Sign plans for planned zoning districts approved prior to December 16, 1991, shall remain in effect.

(b) *Approval of variance.* The board of adjustment may approve such a plan allowing a variance in the number or particular type of sign otherwise permitted by this ordinance provided that:

- (1) No unlawful signs shall be permitted.
- (2) All nonconforming signs on the property or premises shall be brought into compliance with the requirements of this chapter.
- (3) Each sign meets the size, setback and other limitations and requirements for that type or class of sign.

- (4) The board of adjustment finds that the plan:
 - a. Reduces the number of signs which would otherwise be permitted on the premises or property;
 - b. Reduces the total square footage of signs which would otherwise be permitted on said property; and
 - c. Would not violate the spirit or intent of this chapter.
 - (5) No permit shall be issued for erection of a sign on premises or property on which such a plan has been approved, where the sign does not conform with the requirements of the plan, without the removal at the applicant's expense of all signs permitted by the plan and not otherwise permitted.
- (Code 1964, § 19.745; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13621 § 1, 3-15-93)

Sec. 23-10. Exemptions from application, registration and permit requirements.

The following classes of signs shall be exempt from application and registration and permit fee, provided that such exemption shall not be construed so as to relieve the owner of the sign from meeting all other standards for its erection, maintenance, size, location and removal:

- (1) Home for sale, rent, lease.
- (2) Apartment for sale, rent, lease.
- (3) Construction signs.
- (4) Memorial signs or tablets, names of buildings and dates of erection, when cut into masonry surface or when constructed of bronze or other incombustible material.
- (5) Government building signs erected on a municipal, state or federal building which announce the name, nature of the occupancy and information as to use of or admission to the premises.
- (6) Official signs furnished by the superintendent of the Missouri State Highway Patrol designating an official vehicle inspection station in accordance with Section 307.365, RSMo. One such sign shall be allowed for each street frontage at all such official vehicle inspection stations, in addition to the signs allowed by the following provisions.
- (7) Noncommercial signs.
- (8) Commercial flags allowed under section 23-2.
- (9) Signs prohibiting peddlers, solicitors, hawkers, itinerant merchants or transient vendors of merchandise, when placed upon private residential property.

(10) "No Parking" signs in conformance with the provisions of section 23-21 or 14-561; provided the sign does not exceed eighteen (18) inches by twenty-four (24) inches in dimension.

(11) Garage sale signs.

(Code 1964, § 19.750; Ord. No. 13191, § 1, 12-16-91)

Sec. 23-11. Signs related to residential uses.

(a) *Identification of resident's name, address or home occupation.* One (1) on-premise sign for each street frontage, not exceeding four (4) square feet in sign surface area shall be allowed to identify the resident, the street address and the home occupation.

(b) *Single- or two-family home for sale or rent.* One (1) on-premise sign for each street frontage, not exceeding four (4) square feet in sign surface area, shall be allowed to indicate that a dwelling unit is for sale or rent.

(c) *Identification of multiple-family dwelling.* One (1) on-premise sign for each street frontage, not exceeding fifteen (15) square feet in sign surface area, shall be allowed to identify the residence.

(d) *Multiple-family dwelling for sale or rent.* One (1) on-premise sign for each street frontage, not exceeding four (4) square feet in sign surface area, shall be allowed to indicate that a multiple-family dwelling is for sale or rent.

(e) *Identification of mobile home park.* Identification signs for mobile home parks are regulated by section 23-25.

(f) *Identification of subdivision or neighborhood area.* Identification signs for subdivisions and residential areas are regulated by section 23-25. Said signs may be situated on private property adjacent to the entrance or, by special permission of the city council, such signs may be located on median strips which divide public streets leading into the named subdivision area. In the event that such signs are permitted to be located in the public right-of-way, the design and location thereof shall first be approved by the public works director and the following criteria shall be met:

(1) Minimum setback at an intersection shall be twenty-five (25) feet.

(2) Minimum width of an island on which a sign is to be located shall be eight (8) feet.

(3) Location on the island or median strip shall be along the centerline of the median parallel to the entrance street.

(4) Signs shall be designed and located so as not to interfere with the visibility of traffic at any location.

(g) *Identification of open house and model home.* In the case of an open house or model home a maximum of three (3) on- or off-premise signs pertaining to a specific piece of property, not exceeding four (4) square feet in sign surface area per sign, shall be allowed, provided that the signs are permitted only during the

hours the home is open for viewing.

(h) *Land for sale or lease.* One (1) on-premises sign not exceeding twelve (12) square feet in sign surface area per acre, with a maximum sign surface area reached at thirty-two (32) square feet, shall be allowed to advertise land for sale or rent. For lots of less than one (1) acre in size, a twelve-square-foot sign shall be allowed.

(i) *Prohibition of peddlers, solicitors, hawkers, itinerant merchants or transient vendors of merchandise.* One (1) on-premises sign not exceeding one (1) square foot in sign surface area, shall be allowed for the purpose of prohibiting solicitors, peddlers, hawkers, itinerant merchants or transient vendors of merchandise from coming in or upon private residential property.

(j) *Garage sale signs.* One (1) on-premises sign, not exceeding four (4) square feet in sign surface area, for each street abutting the premises shall be allowed to advertise a garage sale conducted upon the premises only during the actual time of the sale.

(k) *Identification of temporary real estate sales office in a residential zoning district.* One (1) on-premise sign not exceeding six (6) square feet in sign surface area and not exceeding four (4) feet in height shall be allowed to identify a temporary real estate sales office in a residential zoning district.
(Code 1964, § 19.790; Ord. No. 13191, § 1, 12-16-91; Ord. No. 14839, § 1, 5-6-96)

Sec. 23-12. Business signs--In central business district.

The Columbia Special Business District is intended to be attractive, historic and pedestrian friendly. Accordingly, signs should be smaller in scale and fewer in number. This will enhance the attractiveness of the area, reduce visual clutter, increase property values and encourage tourism and other business.

(a) *Applicability.* This section shall regulate business uses of signs within the central business district with the exception of theaters which shall be subject to section 23-24.

(b) *General sign standards.*

(1) *Aggregate size limitations.* The aggregate of all signs on a single elevation of a building shall not exceed fifteen (15) percent of the wall space of one (1) elevation.

(2) *Awning signs.* The total area of awning signs for street level businesses shall not exceed thirty-two (32) square feet. The total area of awning signs for lower, second level or upper level businesses shall not exceed eighteen (18) square feet.

(3) *Building directories.* Each building entrance may have a building directory not larger than six (6) square feet in addition to the other allowed signs. The building directory shall not be counted in calculating the aggregate of all signs.

(4) *Building identification signs.* Each building may have a building identification sign in addition to the other allowed signs. The maximum size of a building identification sign shall be eighteen (18) square feet. The building identification sign shall not be counted in

calculating the aggregate of all signs.

- (5) *Projecting signs.* Projecting signs shall not exceed eight (8) square feet and shall not project more than three (3) feet from the face of the wall. The bottom of a projecting sign must be at least eight (8) feet from the ground and the top of the sign must be no more than twelve (12) feet from the ground.
 - (6) *Sandwich boards.* In addition to any other signs allowed, each business with a street level entrance shall be allowed one (1) sandwich board sign located on the sidewalk directly in front of the business, provided that a straight, unobstructed pathway at least sixty (60) inches wide is maintained on the sidewalk. The sandwich board sign shall not exceed eight (8) square feet per side and shall not be attached to any city or Columbia Special Business District property.
 - (7) *Wall signs.* Wall signs for street level businesses shall not exceed thirty-two (32) square feet and must be placed below the bottom of the second level window on multi-story buildings. Wall signs for second level businesses shall not exceed twenty-four (24) square feet if placed no higher than the bottom of the second level window or shall not exceed eighteen (18) square feet if placed below the bottom of the third level window. Wall signs for lower level businesses shall not exceed twenty-four (24) square feet and must be placed no higher than the bottom of the second level window. Where no windows exist on the higher level, "bottom of window" shall not be higher than forty (40) inches above the finished floor level.
 - (8) *Window signs.* Window signs for street level businesses shall not exceed thirty-two (32) square feet. Window signs for lower, second level or upper level businesses shall not exceed eighteen (18) square feet. Window signs located in multiple windows shall be counted as one (1) sign.
 - (9) Signs on any building elevations that would be adjacent to Providence Road but for city-owned property or vacant property no greater than one hundred fifty (150) feet in depth between the elevation and the road right-of-way shall be subject to the sign regulations applicable outside the central business district.
- (c) *Permitted sign types.* Maximum surface area of each sign type is subject to the aggregate size limitations in section 23-12(b)(1).
- (1) *Lower level businesses.* Each business located on the lower level of a building shall be allowed one (1) of the following sign types per elevation:
 - a. Awning (maximum eighteen (18) square feet);
 - b. Wall (maximum twenty-four (24) square feet);
 - c. Window (maximum eighteen (18) square feet);

- d. Projecting (maximum eight (8) square feet, subject to subsection (b) placement standards).
- (2) *Street level businesses.* Each business located on the street level of a building shall be allowed two (2) of the following sign types per elevation:
 - a. Awning (maximum thirty-two (32) square feet);
 - b. Projecting (maximum eight (8) square feet, subject to subsection (b) placement standards);
 - c. Wall (maximum thirty-two (32) square feet);
 - d. Window (maximum thirty-two (32) square feet).
- (3) *Second level businesses.* Each business located on the second level of a building shall be allowed one (1) of the following sign types per elevation:
 - a. Awning (maximum eighteen (18) square feet);
 - b. Window (maximum eighteen (18) square feet);
 - c. Projecting (maximum eight (8) square feet, subject to subsection (b) placement standards);
 - d. Street level wall (maximum twenty-four (24) square feet placed no higher than the bottom of the second level window);
 - e. Second level wall (maximum eighteen (18) square feet, placed no higher than the bottom of the third story window).
- (4) *Upper level businesses (third level and above).* Each business located on the upper level of a building shall be allowed one (1) of the following sign types per elevation:
 - a. Awning (maximum eighteen (18) square feet);
 - b. Window (maximum eighteen (18) square feet).
- (5) *Single-use buildings.* A business that occupies an entire building with a frontage equal to or greater than forty-eight (48) feet may choose to install only one (1) sign per elevation. In that case, the maximum size of the single sign is the lesser of sixty-four (64) square feet or fifteen (15) percent of the wall space of one (1) elevation, provided all other criteria are met. Wall sign placement is not restricted to below the second story window sill.
- (6) *Large businesses.* Street level tenants with forty-eight (48) feet or more of frontage and

located in multiple-tenant buildings may choose to install only one (1) sign per elevation as an alternative to any two (2) sign types as provided in section 23-12(c)(2). In that case, the maximum size of the single sign is the lesser of forty-eight (48) square feet or fifteen (15) percent of the wall space of one (1) elevation, provided all other criteria are met. Wall signs must be placed no higher than the bottom of the second story window sill.

(7) *Temporary signs.* Temporary signs are allowed as provided for in section 23-8.6. (Code 1964, § 19.800; Ord. No. 11304, § 1, 12-8-86; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13192, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93; Ord. No. 19431, § 1, 3-5-07)

Sec. 23-13. Same--For uses outside central business district.

(a) *Number and type.* Business uses outside the central business district, with the exception of shopping centers, office buildings, theaters, automobile service stations, hotels and motels, shall be allowed two (2) of the following four (4) signs, but not both a freestanding and a roof sign:

- (1) *Wall signs.* Each establishment may be allowed any combination of on-premise wall, canopy or awning signs not to exceed the maximum surface area allowed under section 23-25.1. Establishments with rear entrances may also have one wall or awning sign at the rear entrance not exceeding ten (10) square feet of sign surface area.
- (2) *Projecting signs.* Each establishment may be allowed one on-premises sign not to exceed eight (8) feet in projection from the building wall on each wall facing a street. In the case of a one-story building, such signs may extend ten (10) feet above the roof line or parapet of the building. In all other cases, such signs shall not extend above the roof line or parapet of the building.
- (3) *Roof signs.* Each establishment of one or two (2) stories may be allowed one on-premise roof sign for each wall facing a street. The maximum sign surface area shall be determined at the rate of two (2) square feet per linear foot of building frontage. No roof sign shall extend beyond the highest point of the roof upon which it is located.
- (4) Each establishment may be allowed one freestanding sign for each adjacent street right-of-way, per the regulations of section 23-25.

(b) *Sale or lease of land.* One on-premise sign not exceeding twelve (12) square feet in sign surface area per one acre shall be allowed to advertise the sale or lease of land. A maximum shall be reached at thirty-six (36) square feet. For lots of less than one acre in size, a twelve (12) square foot sign shall be allowed.

(c) *Sale or lease of building.* One on-premise sign not exceeding twelve (12) square feet in sign surface area shall be allowed to advertise the sale, rental or lease of office or commercial space.

(d) *Development identification signs.* Each commercial development, with the exception of shopping centers or C-P districts, shall be allowed one identification sign, limited to six (6) feet in height and thirty-two (32) square feet.

(Code 1964, § 19.810; Ord. No. 11304, § 1, 12-8-86; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13192, § 1, 12-16-91; Ord. No. 13621, § 1, 3-15-93; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-14. Shopping center signs.

The following signs shall be permitted at shopping centers:

- (1) Each separate business within the shopping center shall be allowed:
 - a. On-premises wall, canopy and awning signs on each wall facing a street not to exceed the maximum surface area allowed under section 23-25.1, and on each wall that does not face a street but which does face the main shopping center parking area, not to exceed sixty-four (64) square feet maximum surface area; or
 - b. On-premises roof signs, for each wall facing a street or main shopping center parking area; total maximum sign surface area of all such signs appearing above any one wall to be determined at the rate of four (4) square feet of sign surface area per linear foot of wall length the business occupies.
- (2) A business with a rear or side entrance shall be allowed one on-premises wall or awning sign not to exceed ten (10) square feet in sign surface area for each such entrance. Roof signs shall not extend beyond the highest point of the roofs upon which they are located.

- (3) Freestanding signs in shopping centers shall be regulated by section 23-25.

(Code 1964, § 19.820; Ord. No. 11793, § 1, 3-7-88; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-15. Signs for industrial uses.

- (a) *Freestanding signs.* One freestanding sign may be allowed per adjacent street right-of-way and further regulated by section 23-25.
- (b) *Wall signs.* In addition to the freestanding sign permitted above, each business shall be allowed on-premises wall, canopy and awning signs not to exceed the maximum surface area allowed under section 23-25.1.
- (c) *Sale or lease of land.* One on-premises sign, not exceeding twelve (12) square feet in sign surface area per acre, shall be allowed to advertise the sale or lease of land, except that on a multiple frontage lot, one such sign shall be allowed on each street. A maximum shall be reached at thirty-six (36) square feet. For lots of less than one (1) acre in size, a twelve-foot sign shall be allowed.
- (d) *Sale or lease of building.* One on-premises sign, not exceeding thirty-six (36) square feet in sign surface area, shall be allowed to advertise the sale, lease or rent of industrial space. space.
- (e) *Industrial parks.* In industrial parks, one industrial park master sign, shall be allowed for each adjacent street right-of-way, in accordance with section 23-25.
(Code 1964, § 19.830; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-16. Billboards.

(a) Billboards shall be allowed within sixty (60) feet of the nearest edge of the right of way of any interstate (I-70) or freeway (U.S. 63) in areas zoned C-1, C-2, C-3, C-P (if a permitted use under Sec. 29-17), M-R, M-C, M-1 or M-U, subject to the following regulations:

- (1) Billboards shall be oriented toward traffic on the interstate or freeway.
- (2) No billboard along any interstate shall be erected closer than two thousand (2,000) feet from another billboard. No billboard along any freeway shall be erected closer than four thousand (4,000) feet from another billboard.
- (3) No billboard shall be erected closer than five hundred (500) feet from any area zoned A-1, R-1, R-2, R-3, R-4, PUD or RMH, or any equivalent county zoning.
- (4) No billboard shall be erected closer than five hundred (500) feet from any residential structure.
- (5) No billboard shall be erected closer than five hundred (500) feet from any church, school or park.
- (6) No billboard shall be erected closer than five hundred (500) feet from any historical site or historical district so designated by the federal, state or city government.
- (7) No billboard shall be erected closer than one hundred (100) feet from any on-premise freestanding sign.
- (8) No billboard shall be erected within five hundred (500) feet of an interchange or intersection at grade. Such five hundred (500) feet shall be measured from the beginning or ending of the pavement widening at the exit from or entrance to the main traveled way.
- (9) The maximum height of a billboard along any interstate shall be forty-five (45) feet. The maximum height of a billboard along any freeway shall be thirty (30) feet.
- (10) The maximum surface area of a billboard along any interstate shall be two hundred eighty-eight (288) square feet. The maximum surface of a billboard along any freeway shall be one hundred twenty-eight (128) square feet.
- (11) Billboards shall have only one sign surface area except that billboards may have two (2) sign surface areas if the surface areas are oriented in opposite directions. No V-shaped billboards shall be allowed.
- (12) External lighting of billboards, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed toward any residential structure or into any portion of the main traveled way of the interstate or freeway and the lights are not of such intensity so as to interfere with the residential use of property or to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation

of a motor vehicle.

- (13) No billboard shall have wind-actuated elements or any material which glistens or sparkles.
- (14) No billboard shall be erected closer than five hundred (500) feet from a city greenspace access easement, greenspace conservation easement or greenspace trail easement.
- (15) No billboard shall have any revolving, moving, flashing, blinking or animated characteristics.
- (16) No billboard shall have any electronic, digital, tri-vision or other changeable copy display.

(b) The following billboard regulations shall apply along all highways, other than interstates or freeways, where the city is mandated by law to allow billboards:

- (1) Billboards shall be oriented toward traffic on the highway.
- (2) No billboard shall be erected closer than one thousand (1,000) feet from another billboard.
- (3) No billboard shall be erected closer than five hundred (500) feet from any area zoned A-1, R-1, R-2, R-3, R-4, PUD or RMH, or any equivalent county zoning.
- (4) No billboard shall be erected closer than five hundred (500) feet from any residential structure.
- (5) No billboard shall be erected closer than five hundred (500) feet from any church, school or park.
- (6) No billboard shall be erected closer than five hundred (500) feet from any historical site or historical district so designated by the federal, state or city government.
- (7) No billboard shall be erected closer than one hundred (100) feet from any on-premise freestanding sign.
- (8) No billboard shall be erected within five hundred (500) feet of an interchange or intersection at grade. Such five hundred (500) feet shall be measured from the beginning or ending of the pavement widening at the exit from or entrance to the main traveled way.
- (9) The maximum height of a billboard shall be twelve (12) feet.
- (10) The maximum surface area of a billboard shall be seventy-two (72) square feet.
- (11) Billboards shall have only one sign surface area except that billboards may have two (2) sign surface areas if the surface areas are oriented in opposite directions. No V-shaped billboards shall be allowed.
- (12) External lighting of billboards, such as floodlights, thin line and gooseneck reflectors are permitted, provided the light source is directed upon the face of the sign and is effectively shielded so as to prevent beams or rays of light from being directed toward any residential

structure or into any portion of the main traveled way of the highway and the lights are not of such intensity so as to interfere with the residential use of property or to cause glare, impair the vision of the driver of a motor vehicle, or otherwise interfere with a driver's operation of a motor vehicle.

- (13) No billboard shall have wind-actuated elements or any material which glistens or sparkles.
- (14) No billboard shall be erected closer than five hundred (500) feet from a city greenspace access easement, greenspace conservation easement or greenspace trail easement.
- (15) No billboard shall be erected farther than sixty (60) feet from the nearest edge of the right-of-way of the highway along which the city is mandated by law to allow billboards.
- (16) No billboard shall be erected outside areas zoned C-1, C-2, C-3, C-P (if a permitted use under section 29-17), M-R, M-C, M-1 or M-U.
- (17) No billboard shall have any revolving, moving, flashing, blinking or animated characteristics.
- (18) No billboard shall have any electronic, digital, tri-vision or other changeable copy display.

(Ord. No. 12502, § 2, 2-5-90; Ord. No. 14205, § 1, 9-19-94; Ord. No. 15155, § 1, 3-3-97; Ord. No. 19857, § 1, 4-7-08)

Editors Note: Section 2 of Ord. No. 12502, adopted Feb. 5, 1990, deleted former § 23-16 and enacted provisions in lieu thereof to read as set out herein. The deleted provisions pertained to advertising along highway rights-of-way and derived from Code 1964, § 19.840.

Sec. 23-17. Civic signs.

One on-premises freestanding sign shall be allowed for any religious or governmental entity per street block in accordance with section 23-25. One on-premises illuminated wall sign for each street frontage, shall be allowed in accordance with section 23-25.

(Code 1964, § 19.850; Ord. No. 13191, § 1, 12-16-91)

Sec. 23-18. Noncommercial signs.

(a) Except as otherwise allowed or restricted in this chapter, noncommercial signs are subject to the following restrictions:

- (1) They shall be ground or wall signs, except when placed in a location where other types of signs are allowed.
- (2) They shall not exceed sixteen (16) square feet in sign surface area per premises; provided, that any noncommercial sign may have a sign surface area as large as that of any allowable sign in the same location.
- (3) They shall not exceed a maximum height of ten (10) feet; provided, that any noncommercial sign may be as high as any allowable sign in the same location.

- (4) The area and height limitations of this section shall not apply to any noncommercial message placed on a structure that has existed as a nonconforming billboard.
- (5) Any structure which may be lawfully used for an on-premise commercial sign may be used for a noncommercial sign.

(b) The restrictions of this section shall not apply to banners on the campus of any college, university or hospital. Such banners, however, shall not exceed thirty-two (32) square feet in sign surface area and if the banners are for a purpose other than identifying the college, university or hospital, the banners shall not remain in place for more than thirty (30) days.

(Code 1964, § 19.860; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93; Ord. No. 14200, § 1, 9-6-94; Ord. No. 17734, § 1, 7-7-03)

Sec. 23-19. Office signs.

(a) Office buildings shall be allowed on-premises wall, canopy and awning signs not exceeding the maximum surface area allowed under section 23-25.1.

(b) *Freestanding Sign.* Each office development may be allowed one on-premise freestanding sign for each adjacent street right-of-way in accordance with Section 23-25.

(Code 1964, § 19.870; Ord. No. 11304, § 1, 12-8-86; Ord. No. 13192, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-20. Construction signs.

One on-premises unilluminated construction sign, a wall or freestanding sign, which may indicate the names of architects, engineers, builders, contractors, owners and financial institutions shall be allowed at the site of construction, provided such signs shall be erected only after the issuance of a city building permit and removed upon issuance of a certificate of occupancy by the city. The maximum height shall be eight (8) feet and the maximum size shall be sixty-four (64) square feet.

(Code 1964, § 19.880; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13621, § 1, 3-15-93)

Sec. 23-21. Automobile parking lot signs.

On-premise wall or freestanding signs designating the conditions of use or identity of such parking area and not less than eighteen (18) inches by twenty-four (24) inches in dimension, nor greater than thirty-two (32) square feet in sign surface area, shall be allowed. Freestanding signs shall not be more than eight (8) feet in height, and shall be set back a minimum of ten (10) feet from the property line.

(Code 1964, § 19.890; Ord. No. 13621, § 1, 3-15-93)

Sec. 23-22. Directional signs.

(a) *In central business district.* One on-premises sign not exceeding eight (8) square feet in sign surface area, nor three (3) feet in height as measured from the grade immediately below the sign, shall be allowed at each automotive entrance and exit of any establishment within the central business district.

(b) *Outside central business district.* Outside the central business district, one on-premises sign, not exceeding thirty-two (32) square feet in sign surface area nor three (3) feet in height as measured from the grade immediately below the sign, shall be allowed at each automotive entrance and exit of any establishment.

(c) *Stand-alone automatic teller machine (ATM).* One (1) on-premises sign, not exceeding eight (8) square feet in sign surface area, nor three (3) feet in height as measured from the grade immediately below the sign, shall be allowed at each automotive entrance and exit to the ATM.

(Code 1964, § 19.900; Ord. No. 13621, § 1, 3-15-93; Ord. No. 14200, § 1, 9-6-94; Ord. No. 16161, § 1, 9-20-99)

Sec. 23-23. Automobile service station signs.

Automobile service stations shall be allowed a total of three (3) of the following four (4) signs:

- (1) One freestanding sign, indicating the name, emblem or symbol of the company, in accordance with section 23-25.
- (2) One on-premises freestanding sign, indicating services available, in accordance with section 23-25.
- (3) On-premises wall, canopy and awning signs not exceeding the maximum surface area allowed under section 23-25.1.
- (4) One on-premises roof sign not exceeding two (2) square feet in sign surface area per linear foot of building frontage. No roof sign shall extend beyond the highest point of the roof upon which it is located.

(Code 1964, § 19.930; Ord. No. 11304, § 1, 12-8-86; Ord. No. 11793, § 1, 3-7-88; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-24. Theater signs--Generally.

Anything to the contrary in this chapter notwithstanding, theaters and drive-in theaters shall be allowed any two (2) of the following five (5) types of signs:

- (1) One marquee sign not to exceed two (2) square feet for every linear foot of building frontage.
- (2) One wall sign not to exceed the maximum surface area allowed under section 23-25.1.
- (3) One freestanding sign with a maximum of two hundred eighty-eight (288) square feet in area and thirty (30) feet in height. However, no sign shall be greater in area than thirty-two (32) square feet for each screen in the theater, plus thirty-two (32) square feet.
- (4) Each establishment of one or two (2) stories may be allowed one on-premise roof sign for each wall facing a street. The maximum sign surface area shall be determined at the rate of two (2) square feet per linear foot of building frontage. No roof signs shall exceed the highest point of the roofs upon which they are located.

(5) One awning sign not to exceed the maximum surface area allowed under section 23-25.1. (Code 1964, § 19.910; Ord. No. 11793, § 1, 3-7-88; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13192, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-24.1. Automatic teller machine signs.

A stand-alone automatic teller machine shall be allowed a total of seventy-five (75) square feet of wall or canopy sign surface area. The sign surface area shall be determined as the area of the basic geometric shape that encloses the message. Sign area for an automated teller machine located within the footprint of an occupied building shall be considered as part of the permitted wall sign surface area for the occupied building. (Ord. No. 16161, § 1, 9-20-99)

Sec. 23-25. Area, height and placement standards.

(a) Freestanding signs shall be regulated by the following table of sign regulations in accordance with the more detailed regulation of this section:

TABLE OF SIGN REGULATIONS--FREESTANDING SIGNS

Zoning Dist./Street Class	R-1, R-2, and A-1	R-3, R-4 and RMH	O-1, O-2	C-1, C-2 Outside the Central Business District, C-3	M-1 and M-C
Local residential	For buildings originally designed and constructed for residential occupancy; only one sign per site. 16 sq. ft. max area, 4 ft. max ht. Must be a monument sign. All other buildings: 32 sq. ft. max. area, 6 ft. max. ht. (Must be a monument sign.)	For buildings originally designed and constructed for residential occupancy; only one sign per site. 16 sq. ft. max area, 4 ft. max ht. Must be a monument sign. All other buildings: 32 sq. ft. max. area, 6 ft. max. ht. (Must be a monument sign.)	32 sq. ft. max. area, 6 ft. max. ht.	32 sq. ft. max. area, 6 ft. max. ht.	32 sq. ft. max. area, 6 ft. max. ht.
Collector or local nonresidential	For buildings originally designed and constructed for residential occupancy; only one sign per site. 16 sq. ft. max area, 4 ft. max ht. Must be a monument sign. All other buildings: 32 sq. ft. max. area, 6 ft. max. ht. (Must be a monument or pylon sign)	For buildings originally designed and constructed for residential occupancy; only one sign per site. 16 sq. ft. max area, 4 ft. max ht. Must be a monument sign. All other buildings: 32 sq. ft. max. area, 6 ft. max. ht. (Must be a monument or pylon sign)	48 sq. ft. max. area, 10 ft. max. ft	64 sq. ft. max. area, 12 ft. max. ht.	64 sq. ft. max. area, 12 ft. max. ht.
Arterial	32 sq. ft. max. area, 6 ft. max. ht. (Must be a monument or pylon sign)	32 sq. ft. max. area, 6 ft. max. ht. (Must be a monument or pylon sign)	64 sq. ft. max. area, 12 ft. max. ht.	64 sq. ft. max. area, 12 ft. max. ht., for each 1.25 ft. setback, add 3.55 sq. ft./128 max. and 1 ft. ht. to 30 ft. max.	64 sq. ft. max. area, 12 ft. max. ht., for each 1.25 ft. setback, add 3.55 sq. ft./ 128 max. and 1 ft. ht. to 30 ft. max.

Expressway	32 sq. ft. max. area, 6 ft. max. ht.	32 sq. ft. max. area, 6 ft. max. ht.	64 sq. ft. max. area, 12 ft. max. ht.	64 sq. ft. max. area, 12 ft. max. ht., for each 1.25 ft. setback, add 3.55 sq. ft./128 max. and 1 ft. ht. to 30 ft. max.	64 sq. ft. max. area, 12 ft. max. ht., for each 1.25 ft. setback, add 3.55 sq. ft./128 max. and 1 ft. ht. to 30 ft. max.
Interstate freeway	32 sq. ft. max. area, 6 ft. max. ft.	128 sq. ft. max. area, 12 ft. max. ht.	128 sq. ft. max area, 30 ft. max. ht.	128 sq. ft. max. area, 30 ft. max. ht., for each 2.00 ft. setback, add 10.65 sq. ft./288 max. and 1 ft. ht. to 45 ft. max.	128 sq. ft. max. area, 30 ft. max. ht., for each 2.00 ft. setback, add 10.65 sq. ft./288 max. and 1 ft. ht. to 45 ft. max.

(b) Existing street classifications notwithstanding, the area, height and placement of freestanding signs on property adjacent to the following arterial streets, because of their proximity to existing or planned residential neighborhoods and environmentally sensitive areas, shall be regulated by the collector street provisions of the table:

Stadium Boulevard (State Rt. E) north of Interstate 70.

Creasy Springs Road.

Paris Road south of Business Loop 70.

Waco Road.

Mexico Gravel Road/Brown Station Road.

Ballenger Lane.

Clark Lane, east of Olympic Boulevard.

Broadway, east of Tenth Street and west of Sixth Street.

New Haven Road.

Old 63.

College Avenue.

Rangeline Street from Rogers Street to Business Loop 70.

Providence Road between Stewart Road and Stadium Boulevard; and, north of Bear Creek.

Nifong Boulevard, west of Monterey Drive and east of Buttonwood Drive.

Forum Boulevard.

West Boulevard.

Scott Boulevard.

Chapel Hill Road.

Sinclair Street.

Old Plank Road.

Vandiver Driver, east of Parker Street.

(c) The area, height and placement of freestanding signs on property adjacent to the following collector and local, non-residential streets, because they serve established business areas or are near an interstate or expressway, shall be regulated by the arterial street provisions of the Table:

I-70 Drive Northwest from Stadium Boulevard to Garden Drive.

I-70 Drive Southwest.

I-70 Drive Southeast.

West Worley Street from 800 ft. east of Bernadette Drive to 1,500 ft. west of Stadium Boulevard.

West Ash Street from 800 ft. east of Bernadette Drive to 1,500 ft. west of Stadium Boulevard.

Bernadette Drive from Stadium Boulevard to West Worley Street.

Fairview Road between Bernadette Drive and Bernadette Place.

Bernadette Place.

Knipp Street.

Hutchens Drive.

Beverly Drive.

Green Meadows Road from Providence Outer Roadway to 150 feet west of Green Meadows Way.

Parkade Boulevard from Business Loop 70 to Interstate 70.

Garth Avenue from Business Loop 70 to Interstate 70.

Indiana Avenue.

Grand Avenue from Business Loop 70 to Dakota Avenue.

Colorado Avenue.

Dakota Avenue.

Illinois Avenue.

Nebraska Avenue.

7th Street from Business Loop 70 to Interstate 70.

Commerce Court.

Hathman Place.

Bowling Street, south of Business Loop 70.

Belmont Street.

Peach Tree Drive.

(d) The interstate and freeway category in subsection (a) shall apply only to property within one hundred (100) feet of the right-of-way of Interstate 70 and U.S. 63 and property, either in whole or in part, within one thousand (1,000) feet of the mid-point of the intersections with Interstate 70 and U.S. 63.

(e) Street classifications are defined by the Major Thoroughfare Plan of the City of Columbia and the Subdivision Regulations of the City of Columbia. Zoning categories are defined by the Zoning Ordinance and the Zoning District Map of the City of Columbia.

(f) Freestanding signs located on interior lots shall be set back from each side lot line a distance equal to twenty-five (25) per cent of the lot width. On corner lots, the side setback shall be equal to twenty-five (25) per cent of the lot width and applied only to the side lot line not adjacent to a street right-of-way.

(g) Freestanding signs shall, at a minimum, be set back ten (10) feet from the right of way line, except that freestanding signs located on through lots shall be set back from the right-of-way lines no more than one-half (1/2) the lot depth. Freestanding signs located on corner lots abutting three (3) or more street rights-of-way shall be set back from the front and rear lot lines no more than one-half (1/2) the lot depth.

(h) Where increased sign area and height are allowed by reason of increased setback, the set back shall be measured from the point of minimum setback.

(i) Shopping centers shall be allowed one (1) freestanding master sign per adjacent street right-of-way. A sign shall not exceed sixty-four (64) square feet in area per acre of land containing the shopping center, to a maximum of two hundred eighty-eight (288) square feet or one-half (1/2) square foot in area for each linear foot of the adjacent street right-of-way the sign is oriented toward, whichever is greater, except that when

an adjacent street is an arterial street designated for collector street sign regulations, freestanding signs shall be regulated by collector street provisions of the Table of Regulations. Maximum height of shopping center master signs shall be thirty (30) feet.

(j) In planned office, planned business and planned unit development districts, freestanding sign area, height, placement and number shall be subject to review and approval of development plans or final development plans. Specific regulations shall be recommended to and approved by the city council as part of a development plan or final development plan, or in the case of minor revisions, by the planning and zoning commission or the director of planning and development. Changes to specific sign regulations within a development plan shall only be approved through compliance with zoning ordinance procedures for review and approval of development plans and final development plans and changes to them.

(k) Within C-2, central business district, signage shall be regulated by the provisions of Section 23-12. Signs within M-R districts shall be regulated by the zoning ordinance.

(l) Freestanding sign regulations for R-1, R-2, R-3, R-4 and RHM zoning districts found in the Table of Regulations shall only be applicable to signs described in Section 23-11(e) and (f). Any non-residential uses allowed in the A-1, R-1, R-2, R-3 and R-4 districts shall be allowed freestanding signage in accordance with the Table of Sign Regulations in this section.
(Ord. No. 13191, § 1, 12-16-91; Ord. No. 13221, § 1, 1-6-92; Ord. No. 13621, § 1, 3-15-93; Ord. No. 16783, § 1, 2-19-01; Ord. No. 16972, § 1, 8-6-01)

Sec. 23-25.1. On-premise wall, canopy and awning signs.

(a) On-premise wall, canopy and awning signs shall be regulated by the following table of sign regulations in accordance with the more detailed regulations of this section:

TABLE OF SIGN REGULATIONS--ON PREMISE WALL, CANOPY AND AWNING SIGNS

Zoning Dist./Street Class	R-1, R-2, and A-1	R-3, R-4 and RMH	O-1, O-2	C-1, C-2 and C-3	M-1 and M-C
Local Residential	32 sq ft max area	32 sq ft max area	32 sq ft max area	32 sq ft max area	32 sq ft max area
Collector or Local Non-Residential	32 sq ft max area	32 sq ft max area	48 sq ft max area	64 sq ft max area; except that if the business does not have a freestanding sign, for each 1.25 feet of setback, add 3.55 sq ft to a 128 sq ft max	64 sq ft max area; for each 1.25 setback add 3.55 sq ft to a 128 sq ft max area
Arterial	32 sq ft max area	32 sq ft max area	64 sq ft max area	64 sq ft max area; for each 1.25 ft setback, add 3.55 sq ft to a 192 sq ft max area	64 sq ft max area; for each 1.25 ft setback, add 3.55 sq ft to a 192 sq ft max area
Expressway	32 sq ft max area	32 sq ft max area	64 sq ft max area	64 sq ft max area; for each 1.25 ft setback, add 3.55 sq ft to a 256 sq ft max area	64 sq ft max area; for each 1.25 ft setback, add 3.55 sq ft to a 256 sq ft max area
Interstate Freeway	32 sq ft max area	128 sq ft max area	128 sq ft max area	128 sq ft max area; for each 2.00 ft setback, add 10.65 sq ft/ 288 max	128 sq ft max area; for each 2.00 ft setback, add 10.65 sq ft/ 288 max

(b) Arterial streets listed in section 23-25(b) shall be regulated by the collector street provisions of the table.

(c) Collector and local, non-residential streets listed in section 23-25(c) shall be regulated by the arterial street provisions of the table.

(d) The interstate and freeway category in subsection (a) shall apply only to property within one hundred (100) feet of the right-of-way of Interstate 70 and U.S. 63 and property, either in whole or in part, within one thousand (1,000) feet of the midpoint of the intersections with Interstate 70 and U.S. 63.

(e) Street classifications are defined by the Major Thoroughfare Plan of the City of Columbia and the Subdivision Regulations of the City of Columbia. Zoning categories are defined by the Zoning Ordinance and the Zoning District Map of the City of Columbia.

(f) Where increased sign area is allowed by reason of increased setback, the setback shall be measured from a point thirty-five (35) feet from the curb or, if there is no curb, then thirty-five (35) feet from the edge of the pavement.

(g) The surface area of any wall sign shall not exceed fifteen (15) per cent of the area of the wall or twenty (20) per cent of the area of the wall if the business does not have a freestanding sign.

(h) In planned office, planned business and planned unit development districts, on-premise wall, canopy and awning sign surface area shall be subject to review and approval of development plans or final development plans. Specific regulations shall be recommended to and approved by the city council as part of a development plan or final development plan, or in the case of minor revisions, by the planning and zoning commission or the director of planning and development. Changes to specific sign regulations within a development plan shall only be approved through compliance with zoning ordinance procedures for review and approval of development plans and final development plans and changes to them.

(i) When an establishment has frontage on more than one street, the sign surface area for wall, canopy and awning signs shall be determined separately for each street.
(Ord. No. 13898, § 1, 12-20-93)

Sec. 23-26. Hotel and motel signs.

Motels and hotels shall be allowed the following signs:

- (1) *Wall signs.* Motels and hotels shall be allowed on-premises wall, canopy and awning signs on each wall facing a street, with the sign surface area not to exceed the maximum surface area allowed under section 23-25.1.
- (2) *Projecting sign.* Except in the central business district, one on-premises projecting sign not to exceed eight (8) feet in projection from the building wall shall be allowed on each wall facing a street. In the case of a one-story building, such signs may extend ten (10) feet above the roof line

or parapet of the building. In all other cases such signs shall not extend above the roof line or parapet of the building.

- (3) *Freestanding signs.* One on-premises freestanding sign in accordance with Section 23-25 (except that only one shall be allowed).
- (4) *Supplemental signs.* Supplemental signs, not to exceed three (3) for each street frontage, may be used to advertise additional facilities and services (restaurant, bar, night club, etc.) available at the motel or hotel. Such supplemental signs shall be wall signs and shall have a maximum sign surface area of one hundred (100) square feet per street frontage.
- (5) *Marquee signs.* Motels and hotels with an entrance marquee shall be permitted a marquee sign with a maximum sign surface area not to exceed two (2) square feet per linear foot of frontage for the marquee.

(Code 1964, § 19.940; Ord. No. 13191, § 1, 12-16-91; Ord. No. 13898, § 1, 12-20-93)

Sec. 23-27. Time and temperature signs.

Time and temperature signs with a maximum sign surface area of thirty (30) square feet may be placed in any commercial or industrially zoned district, subject to all other restrictions on signs in the commercial or industrially zoned district in which they are placed.

(Code 1964, § 19.950)

Sec. 23-28. Enforcement.

It shall be the duty of the director of public works to enforce the provisions of this chapter and to refuse to issue any building permit for any sign which would violate any of the provisions hereof, and such director of public works or any deputy or inspector working under his direction, by and with the consent of the director of public works, is hereby authorized and instructed to arrest, prosecute or bring any proceedings in a proper court in the name of the city against any person violating any of the terms of this chapter. In case any sign is erected, constructed, reconstructed, altered, moved, converted or maintained, or any sign is used in violation of this chapter, such director of public works is hereby authorized and directed to institute any appropriate action or proceedings to prevent such unlawful erection, maintenance, construction, reconstruction, alteration, repair, conversion or use, to restrain, correct or abate such violation, and to prevent any illegal act.

(Code 1964, § 19.680)

Sec. 23-29. Abatement of violations.

In case any sign is erected, constructed, reconstructed, altered, moved, converted or maintained, or any sign is used in violation of this article, the proper local authorities of the municipality, in addition to other remedies, may institute any appropriate action or proceedings to prevent such unlawful erection, construction, reconstruction, alteration, moving, conversion, maintenance or use, to restrain, correct or abate such violation. Such regulations shall be enforced by the director of public works, who is empowered to cause any sign or premises to be inspected and examined and to order in writing the remedying of any condition found to exist therein or thereat in violation of any provision of the regulations enumerated herein.

Sec. 23-30. Penalty.

The owner or general agent of a building or premises where a violation of any provision of the regulations of this article has been committed or shall exist, or the lessees or tenant of an entire building or entire premises where such violation has been committed or shall exist, or the general agent, architect, builder, contractor or any other person commits, takes part or assists in any such violation or who maintains any sign or premises in which any such violation shall exist, shall be guilty of a misdemeanor punishable by a fine of not less than ten dollars (\$10.00) and not more than one hundred dollars (\$100.00) for each and every day that such violation continues; but if the offense be wilful, on conviction thereof, the punishment shall be a fine of not less than one hundred dollars (\$100.00) or more than two hundred fifty dollars (\$250.00) for each and every day that such violation shall continue or imprisonment for ten (10) days for each and every day such violation shall continue, or both such fine and imprisonment in the discretion of the court. Any such person who, having been served with an order, within ten (10) days after such service shall continue to violate any provision of this chapter made under authority of this chapter in the respect named in such order, shall also be subject to a civil penalty of two hundred fifty dollars (\$250.00).

(Code 1964, § 19.690)

Sec. 23-31. Appeals to board of adjustment.

(a) The board of adjustment may, in appropriate cases and subject to appropriate conditions and safeguards, make exceptions to the terms of this article in harmony with its general purpose and intent. The board shall have the following powers:

- (1) To hear and decide appeals where it is alleged there is an error in an order, requirement, decision or determination made by an administrative official in the enforcement of this chapter.
- (2) In passing upon appeals, where there are practical difficulties or unnecessary hardship in the way of carrying out the strict letter of the provisions of this chapter, to vary or modify the application of any of the regulations or provisions of such chapter relating to the use, construction or alteration of billboards, panelboards, signboards and signs, so that the spirit of this chapter shall be observed, public safety and welfare secured, and substantial justice done.

(b) Appeals to the board of adjustment pursuant to this section shall be submitted in accordance with the procedure set forth for appeals to the board of adjustment in Chapter 29, Zoning.

(c) The criteria used for granting variances to this chapter shall be as follows:

- (1) Variances shall not be granted for both size and height of freestanding signs.
- (2) The degree of variance shall be the minimum necessary to afford relief from the practical difficulty or hardship imposed by the requirements of the chapter.

(Code 1964, § 19.720; Ord. No. 13621, § 1, 3-15-93)

Sec. 23-32. Removal of unlawful signs.

(a) The director of public works is authorized to remove unlawful signs on street right-of-way and

on property owned by the city.

(b) The director of public works is authorized to order the owner of any private property to remove or bring into compliance any unlawful sign on the owner's property within a reasonable time specified by the director. The order shall require the unlawful sign to be removed or brought into compliance unless the owner, within ten (10) days of receipt of the order, appeals the matter to the board of adjustment pursuant to Section 23-31. If the board finds that the sign is unlawful, it shall order the sign removed or brought into compliance within a specified time.

(c) If a sign is not removed or brought into compliance as specified in an unappealed order of the director of public works or as specified by the board of adjustment, the director of public works may cause the sign to be removed. The director of public works shall submit the actual cost of such removal to the owner of the property. If the owner does not pay the cost within thirty (30) days of receipt, the director of public works shall certify the cost to the director of finance who shall cause a special tax bill against the property to be prepared and collected. The tax bill shall be due and payable from the date of issuance and shall be a lien on the property from the date of issuance until paid. Tax bills issued pursuant to this section shall bear interest from the date of issuance at the rate of nine (9) per cent per annum.

(d) The remedies provided in this section are not exclusive but are in addition to other remedies provided for in this code.
(Ord. No. 13191, § 1, 12-16-91)