

ARTICLE VI
SIGN REGULATIONS

The regulations herein shall apply and govern in all Zoning Districts. No sign, intended for view from any public right-of-way, shall be erected or maintained unless it is in compliance with the regulations of this Article, except a non-conforming sign which shall comply with the provisions set forth in Article VII.

SECTION 600 GENERAL PROVISIONS

The following regulations shall apply to all permitted signs in the City of Seneca:

600.1 A sign permit is required for the erection, alteration, or reconstruction of any sign unless otherwise noted herein, and shall be issued by the Zoning Administrator in accordance with Article VIII of this Ordinance.

600.2 Signs and awnings must be constructed of durable materials, maintained in good condition, and not permitted to become dilapidated. (awnings added Ord. 00-16)

SECTION 601 PROHIBITED SIGNS

The following signs are prohibited in the City of Seneca.

601.1 Signs Imitating Warning Signals: No sign shall display intermittent lights resembling the flashing lights customarily used in traffic signals or in police, fire, ambulance, or rescue vehicles, nor shall any sign use the words "stop", "danger", or any other word, phrase, symbol, or character in a manner that might mislead or confuse a vehicle driver.

601.2 Signs Within Street or Highway Rights-of-Way: Except as herein provided, no sign whatsoever, whether temporary or permanent except traffic signs, signals and information signs erected by a public agency, is permitted within any street or highway right-of-way. Signs within a street or highway right-of-way are subject to removal by the Zoning Administrator.

601.3 Certain Attached and Painted Signs: Signs painted on or attached to trees, fence posts, and telephone or other utility poles or signs painted on, or attached to, rocks or other natural features or painted on the roofs of buildings are prohibited.

601.4 Roof Signs: Roof signs are prohibited, however, for the purposes of this ordinance, a sign mounted onto or attached to a mansard roof shall be considered a wall sign, provided the sign is located beneath the top of the mansard roof.

SECTION 602 SIGNS FOR WHICH A PERMIT IS NOT REQUIRED

A permit is not required for the following types of signs in any Zoning District:

602.1 Traffic, directional, warning, or information signs authorized by any public agency.

602.2 Official notices issued by any court, public agency, or officer.

602.3 One non-illuminated "For Sale", "For Rent", or "For Lease" sign, not exceeding four (4) square feet in area, in residential districts and twenty (20) square feet in other than residential districts and located not less than ten (10) feet back from the street right-of-way line, unless attached to the front wall of a building. "For Sale", "For Rent", or "For Lease" signs exceeding four (4) square feet in area are expressly prohibited in residential districts. (Ord. 99-01)

602.4 One permitted home occupation sign, provided it is non-illuminated. The sign is to be no larger than four (4) square feet, and shall be mounted against a wall of the principal building.

602.5 Entrance, exit and instructional signs, so long as they do not exceed four (4) square feet in area, are no higher than three (3) feet above the pavement or ground level, and contain no advertisement.

602.6 Identification signs indicating the name and street number of owner or occupant of a parcel, so long as such signs do not exceed five (5) square feet of copy area.

602.7 Bulletin boards, which are defined as permanent signs which primarily display the name of a noncommercial place of public assembly and announce the upcoming events of that organization. In order to not require a permit, such a sign shall not exceed thirty-six (36) square feet of copy area or five (5) feet in height. Signs of this type shall be restricted to one per parcel.

602.8 Signs identifying projects under construction which denote the name of the project, the architect, engineer, contractor, owner, etc., so long as such signs do not exceed twelve (12) square feet of copy area in residential districts, or one hundred (100) square feet of copy area in non-residential zones, are not illuminated, and are removed within seven days of completion of the project.

602.9 Signs attached or integrated into a gasoline pump, automatic bank teller machine, or drive-thru component of a fast food restaurant, which give operational instructions to users, the price of the product, the brand name of the product or descriptive information about the product.

602.10 Awnings: Awning or canopy structure projecting from the wall of any building or structure. Awnings must be at least eight feet above sidewalk level and fourteen feet above vehicle accessible frontages. Awning signs must not exceed six and one-half (6 ½) feet from the surface of the attached wall and may be no closer than eighteen (18) inches to a vertical plane at the street curb line. (Ord. 00-02)

SECTION 603 REGULATIONS APPLYING TO SPECIFIED TYPES OF SIGNS

603.1 Wall Signs: Signs on the walls of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements:

- a) Signs on the Front Surface of a Building: The total area of signs on the exterior front surface of a building shall not exceed twenty (20) percent of the front surface of the building, so long as the total area of all signs does not exceed the total amount of sign area permitted within the Zoning District where the sign or signs are to be located. Wall Signs may not extend above the roof line of the building. (roof line Ord. 01-25)
- b) Signs on the Side and Rear Surface of a Building: The total area of signs on a side or rear surface of a building shall not exceed twenty-five (25) percent of the exterior side or rear surface of the building respectively, so long as the total area of all signs on the parcel does not exceed the total amount of sign area permitted within the Zoning District in which the sign or signs are to be located. Wall Signs may not extend above the roof line of the building. (roof line Ord. 01-25)
- c) Projecting Signs: Wall signs attached flat against a wall may extend not more than twenty-four (24) inches from the wall. Signs projecting from a wall may extend outward from the wall of a building not more than six and one-half (6-1/2) feet and may be located not closer than eighteen (18) inches to a vertical plane at

the street curb line. A projecting sign shall not extend above the roof line more than five (5) feet. In no case shall signs project beyond property lines, except that signs may project over public sidewalks in Core Commercial Districts provided that the minimum height above grade or sidewalk level of such signs shall be no less than ten (10) feet.

- d) Awning Signs: Signs attached, hanging from, painted, or otherwise inscribed upon an awning or canopy structure must be at least eight feet above sidewalk level and fourteen feet above vehicle accessible frontages. Awning signs must not exceed six and one half (6 1/2) feet from the surface of the attached wall and may be no closer than eighteen (18) inches to a vertical plane at the street curb line. (Ord. 00-02)

603.2 Subdivision Entrance Signs, to indicate the name of a residential subdivision development, are permitted at each entrance to a subdivision. Such signs shall be set back not less than ten (10) feet from the right-of-way of any street or from any boundary line of the subdivision. Such signs may be put in place upon the initiation of lot sales within a subdivision and may remain in place for as long as the sign is maintained, including after all lots are sold. Each such sign shall have a copy area of not in excess of forty (40) square feet and shall have a maximum height of eight (8) feet above the ground. If two (2) signs are located at a subdivision entrance, the maximum combined copy area shall be forty (40) square feet. If a subdivision sign is to be illuminated, only indirect lighting shall be permitted, and only one (1) color of illumination shall be permitted. Portable signs are prohibited for use as subdivision signs.

603.3 Private Directional Signs: Signs indicating the location and direction of premises available for sale, or in the process of development, but not erected upon such premises, may be erected and maintained, provided:

- a) The size of any such sign is not in excess of six (6) square feet in area, and not in excess of four (4) feet in length.
- b) Written permission for the temporary rights to the appropriate land is obtained from any or all owners of such land, whether public or private, prior to the erection of such a sign.
- c) Not more than one (1) such sign is erected along each five hundred (500) feet of street frontage.

Portable signs are prohibited for use as subdivision signs. (Ord. 99-01)

603.4 Portable Signs: All portable signs shall be set back no less than ten (10) feet from the street right-of-way line. All portable signs are subject to all regulations, restrictions, and specifications included in this ordinance. Portable signs are subject to the same regulations as all other free standing or detached signs.

603.5 Election Campaign Signs: Election campaign signs are permitted in the City of Seneca, subject to the following conditions:

- a) An election campaign sign shall be permitted upon the qualification of a candidate or the approval of an issue to be placed on the ballot, through a period to not exceed seven (7) days after the election.
- b) Election campaign signs shall not be placed on public property, the public right-of-way, utility post, or trees.
- c) A permit, issued by the City is required to use election campaign signs.
- d) Issuance of a permit shall allow campaign signs to be placed on any privately owned parcel in the City and such signs shall not count against the total number of signs permitted for that parcel.

603.6 Displays: Temporary or permanent outdoor placement of inventory intended for immediate sale and used to advertise or promote the interests of any persons when placed in view of the general public, traveling along a public street right-of-way.

- a) In addition to a freestanding sign, a business may use a display with a valid sign permit. The display must be set ten feet back from the right-of-way with five foot side yard setbacks, and be no more than fifteen (15) feet in height. Surface area of the display is measured on the largest face and must not exceed 150

- square feet. Multiple displays may be used provided that they conform to the required setbacks and height limitations and the cumulative square footage does not exceed 150 square feet.
- b) Displays that are not intended for immediate sale and/or do not meet the guidelines of this ordinance will be considered outdoor storage of inventory.
 - c) Temporary Displays are displays that are only used during business operating hours. After business operating hours, temporary displays must be placed indoors or behind a solid six-foot stockade fence. Temporary displays do not require a valid sign permit.
 - d) Permanent Displays are defined as a display that is used during business hours as well as after business hours. Permanent displays may be accompanied, in lieu of the required fencing, by a ten (10) feet wide vegetative strip placed along the right of way. The vegetative strip must consist of one tree for every twenty (20) feet of road frontage. Required trees may be replaced by shrubs at a ratio of 3:1.
 - e) There are no off-premise displays allowed except for vacant lots (no improvements). Off –premise displays must obtain a valid sign permit and shall be the only sign and/or improvement permitted in the vacant property. (Ord. 00-04)

603.7 Temporary Signs: During any one year period, a business may obtain a permit for a temporary sign structure.

- a) Temporary signs shall be freestanding banners, flags (other than national, state, or local), pennants, fluttering ribbons or other fluttering devices. Portable signs shall not be classified as a temporary sign.
- b) The permitted copy area of a temporary sign is forty (40) square feet. Such temporary sign shall be set back no less than ten (10) feet from any street right-of-way line. The maximum height is ten (10) feet.
- c) A temporary sign may be displayed at various times, but the permit must state the start and end dates of the temporary signage, and not exceed 30 cumulative days in a year.
- d) The cost of a temporary sign permit shall be \$20.00 per year, and must be renewed before placement in consecutive years. In addition, the applicant must post a \$50.00 bond to insure compliance to the permit guidelines. Failure to comply with the temporary sign permit shall result in forfeiture of the full bond amount. After forfeiture of bond, if the applicant remains out of compliance, this will be a violation of the zoning ordinance and subject to action accordingly. (Ord. 01-01)

SECTION 604 SIGN ILLUMINATION

Illumination devices shall be so placed and so shielded that rays there from or from the sign itself will not be directly cast into any adjacent property or public right-of-way.

SECTION 605 HEIGHT RESTRICTIONS

No signs, except as otherwise provided, shall exceed the height limit of the district in which they are located.

SECTION 606 SIGNS PERMITTED IN RESIDENTIAL DISTRICTS

606.1 Permitted Signs and Conditions: The following types of signs are permitted in R-20, R-15, R-10, R-6, RG, RM, and RO Districts:

- a) Signs for which permits are not required;
- b) For multiple family dwellings, hotels, group dwellings, and for buildings other than dwellings, a single nonilluminated business identification sign not exceeding twenty-four (24) square feet in area. Such sign or bulletin board shall be set back not less than ten (10) feet from any street right-of-way line. In addition, such uses shall be permitted entrance, exit and directional signs, so long as such signs contain no more than

- four (4) square feet of copy area each, are no higher than three (3) feet above the ground or pavement, contain no advertisement, and are contained on the same parcel as the activity to which they pertain;
- c) Subdivision signs and temporary private directional signs, under the provisions of Subsection 603.3 and 603.4.

SECTION 607 SIGNS PERMITTED IN COMMERCIAL & INDUSTRIAL DISTRICTS

607.1 Permitted Signs and Conditions: The following type of signs are permitted in OC and NC Districts:

- a) All signs permitted in residential districts are permitted in OC and NC districts;
- b) On any occupied lot in an Office Commercial or Neighborhood Commercial District, one (1) free standing or detached sign is permitted for each three hundred (300) feet of road frontage, except for parcels with less than three hundred (300) feet of road frontage is permitted one (1) such sign. The permitted copy area of free standing or detached signs is fifty (50) square feet per sign. Such free standing or detached sign shall be set back not less than ten (10) feet from any street right-of-way line. The maximum height permitted is thirty (30) feet from pavement;
- c) Attached wall signs are permitted in compliance with Sections 603.1 and 603.2 of this ordinance;
- d) Signs may be illuminated in accordance with Section 604 of this ordinance.

607.2 The following types of signs are permitted in HC, GC, LI, and BI Districts:

- a) All signs permitted in residential districts are permitted in HC, GC, LI, and BI Districts;
- b) On any occupied zoning lot in a Highway Commercial, General Commercial, Light Industrial, or Basic Industrial district, one (1) free standing or detached sign is permitted for each three hundred (300) feet of road frontage, except for parcels with less than three hundred (300) feet of road frontage one (1) such sign is permitted. The permitted copy area of a free standing or detached sign is one hundred fifty (150) square feet per sign permitted. The maximum height permitted is thirty (30) feet from pavement. Such free standing or detached sign shall be set back not less than ten (10) feet from any street right-of-way line. For the purposes of this ordinance, portable signs are considered free standing and detached signs;
- c) Attached wall signs are permitted in compliance with Sections 603.1 of this ordinance;
- d) On any vacant zoning lot in a commercial or industrial district, on which no business enterprise is located, free-standing sign structures having a sign area not exceeding four hundred (400) square feet are permitted, provided such signs are located no closer than three hundred (300) linear feet from any other sign of the class requiring a permit on the same side of the street. Such free standing or detached sign shall be set back not less than ten (10) feet from any street right-of-way line;
- e) Signs in any commercial or industrial district may be illuminated.
- f) Displays, as defined in Section 603.6. (Ord. 00-04)

607.3 The following types of signs are permitted in CC Districts:

- a) All signs permitted in Section 607.1.
- b) The following type signs are expressly prohibited in the CC, Core Commercial, zone:
 - 1) Portable signs;
 - 2) Signs mounted on roof tops.

SECTION 608 SIGNS PERMITTED IN CONSERVATION - PRESERVATION DISTRICTS

608.1 Permitted Signs and Conditions: The following types of signs are permitted in CP Districts:

- a) One (1) non-illuminated business identification sign, not exceeding twenty (20) square feet in area, may be erected for each use permitted in Conservation - Preservation Districts;

SECTION 609 SIGNS PERMITTED IN MOBILE HOME PARK DISTRICTS

609.1 Permitted Signs and Conditions: The following types of signs are permitted in MHP Districts:

- a) One (1) non-illuminated professional or business name plate not exceeding four (4) square feet in area mounted flat against the wall of a building which there is conducted a permitted home occupation.
- b) Identification signs, illuminated or non-illuminated, not to exceed forty (40) square feet per entrance and shall have a maximum height of six (6) feet above ground. If two (2) signs are located at an entrance, the maximum combined copy area shall be forty (40) square feet. If a sign is to be illuminated, only indirect lighting shall be permitted, and only one (1) color of illumination shall be permitted.