12.9.3. Freestanding (ground) signs.

A. ***Setbacks***.

1. *Front.* No portion of any freestanding ground sign described in this section may be located closer than ten feet to any street right-of-way, except in the DMX district where signs shall be no closer than five feet to any street right-of-way.
2. *Side and rear.* No portion of any freestanding sign described in this section shall be located any closer than ten feet to any side or rear property line.

B. ***Non-residential uses in General Residential (GR) and Residential Mixed-Use (RMX) districts.***

1. Nonresidential uses permitted in GR and RMX districts shall be allowed one ground or wall sign, subject to the following:
   a. *Number.* One ground or wall sign may be displayed per business.
   b. *Maximum area.* Shall be no larger than twenty-four square feet.
   c. *Changeable copy.* No changeable copy feature, either manual or electronic, is permitted.
   d. *Height.* Such ground signs shall not exceed five feet in height.
   e. *Illumination.* Neither such wall or ground signs shall not be illuminated.
   f. *Material.* Sign faces shall be composed of rigid material. A banner affixed to a rigid surface shall not suffice for this requirement.
2. *Nameplate signs.* Home occupations shall be allowed one nameplate sign that shall not exceed four square feet of surface area, shall be attached to the residence, and shall not be illuminated.

C. ***Non-residential uses all other zoning districts.*** The following standards shall apply to individual businesses on individual parcels. Non-residential group developments, non-residential conditional zoning districts, and institutional campuses shall be subject to the same dimensional requirements, but the number of allowable ground signs in such developments is set forth in Section 12.9.6.

1. *Where permitted.* Any zoning district provided the business lies outside the Downtown Development Overlay District. Businesses located in this overlay district may display A-frame signs as described herein.
2. *Number.* One ground sign may be displayed per establishment.
3. *Maximum area.* Shall be no larger than the maximum size as defined in the table below, unless specifically defined elsewhere in this ordinance.

TABLE 12.9.3A: MAXIMUM SIGN SIZE FOR NON-RESIDENTIAL USES	
District	Max Size in Square Feet ($ft.^2$)
NMX	32 $ft.^2$
PGX	32 $ft.^2$
DMX	32 $ft.^2$
CMX	85 $ft.^2$
IC	24 $ft.^2$
GI	50 $ft.^2$
Highway 64 Corridor Sign Overlay District	85 $ft.^2$ in surface area

4. *Changeable copy*. Changeable copy features are allowed.
5. *Height*. No portion of any ground sign shall exceed 20 feet in height.
6. *Illumination*. Illumination levels shall be in compliance with all other applicable provisions as established in Section 11.2, Outdoor Lighting Standards.

7. *Material*. Sign faces shall be composed of rigid material. A banner affixed to a rigid surface shall not suffice for this requirement.

D. ***A-frame/sandwich board signs****.* A sandwich board sign is an A-frame or inverted V-shape sign which is portable and usually double-sided.

1. *Where permitted.* Non-residential business establishments within the DMX, NMX, PGX, and RMX zoning districts may elect for an A-frame sandwich board sign in lieu of a traditional ground sign.
2. *Location.* Such a-frame signs shall be placed on the sidewalk adjacent to the front of the individual business or on the brick paved area providing such a location does not pose a safety hazard, maintains five feet of unobstructed paved space, does not obstruct any building entrances or exist, or impede any public infrastructure, utilities, and amenities. Such A-frame signs must be removed each day at the end of business hours.
3. *Number.* One ground or wall sign may be displayed per business.
4. *Maximum area.* Such A-frame signs shall not exceed eight square feet in area per side.
5. *Height.* Such A-frame signs shall not exceed four feet in height.
6. *Changeable copy.* Manual changeable copy features are allowed.
7. *Illumination.* Such A-frame signs shall not be illuminated.
8. *Alleys.* Business establishments located in any official city-owned alley may also be permitted to collectively place one Type 4 freestanding temporary sign near the primary alleyway entrance, provided the location of the sign does not pose a safety hazard, and that the sign is removed at the end of each day when the last business in the alley closes.

E. ***Electronic display signs****.* Electronic display signs may be permitted as ground signs, subject to the following additional requirements:

1. *Where permitted*. Only the following uses shall be permitted to install electronic display signs:
   a. Colleges/universities;
   b. Schools—Elementary and Secondary;
   c. Schools—Vocational/Technical; and
   d. Government services.
2. Master planned campuses of different uses than described in this section may have one electronic display sign that is internal to the campus and not visible from any public street.
3. Only one electronic display sign shall be permitted per parcel.
4. Only one electronic display sign shall be permitted within any group development, conditional zoning district, or institutional campus.
5. Electronic display signs shall display only non-moving text and images with changes alternating on not less than a five second level, and shall display no scrolling, flashing, blinking, or otherwise moving message.
6. Electronic display signs shall adhere to all other applicable wall or ground sign requirements of this chapter, as well as the lighting standards of CHAPTER 11 of this ordinance.

(Ord. No. 15-08, § 32, 12-5-08; Ord. No. 2015-12, §§ 1, 2, 6-15-15; Ord. No. 2017-09, § 1(Exh. A), 4-24-17; Ord. No. 2020-11 , § 1(Exh. A), 6-29-20; Ord. No. 2020-34 , § 1(Exh. A), 12-7-20; Ord. No. 2021-16 , § 1(Exh. A), 4-19-21; Ord. No. 2022-09, § 1(Exh. A), 3-21-22; Ord. No. 2022-39, § 1(Exh. A), 6-20-22; Ord. No. 2022-72, § 1(Exh. A), 11-21-22; Ord. No. 2024-43, § 1(Exh. A), 11-18-24; Ord. No. 2025-04, § 1(Exh. A), 1-21-25; Ord. No. 2025-07, § 1(Exh. A), 2-3-25; Ord. No. 2025-39, § 1 (Exh. A), 8-4-25; Ord. No. 2025-52, § 1(Exh. A), 11-3-25)

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