

DRAFT

Chapter 153.184 Sign Regulations by District

City of Tontitown

3-24-2021

SIGNS

§ 153.184 SIGN REGULATIONS BY DISTRICT.

(A) The following signs shall be permitted to the zoning districts as indicated below. Specific requirements for each sign are shown on the following pages. All of the following sign types require a sign permit.

	<i>A</i>	<i>R-E</i>	<i>R-1</i>	<i>R-2</i>	<i>R-3L</i>	<i>R-3</i>	<i>R-4</i>	<i>R-MF-16</i>	<i>R-MH</i>	<u><i>NC</i></u>	<i>C-1</i>	<i>C-2</i>	<u><i>CT</i></u>	<u><i>LI</i></u>	<i>I</i>
Awning	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Canopy	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Crown	--	--	--	--	--	--	--	--	--	--	A	A	<u>A</u>	<u>A</u>	A
Digital	--	--	--	--	--	--	--	--	--	--	--	A*	<u>A*</u>	<u>A*</u>	A*
Double Post	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Monument	--	C	C	C	C	C	C	C	C	<u>C</u>	A	A	<u>A</u>	<u>A</u>	A
Projecting	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Pylon	--	--	--	--	--	--	--	--	--	--	--	A*	<u>A*</u>	<u>A*</u>	A*
Sandwich Board	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Shingle	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Subdivision	A	A	A	A	A	A	A	A	A	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Wall	--	--	--	--	--	--	--	A	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A
Window	--	--	--	--	--	--	--	A	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

-- = Not Allowed

A = Allowed

A* = Allowed with Restrictions (See specific sign type section for additional details)

C = Allowed through a Conditional Use Permit issued by the Planning Commission

(B) Any sign type that is not listed above shall be prohibited.

(C) The following regulations for each sign type shall apply to any permitted use in a zoning district.

(1) *Awning sign.*



(a) *Description.* A sign where graphics or symbols are painted, sewn or otherwise adhered to the awning fabric or material that is soft or flexible as an integrated part of the awning itself.

(b) *Sign dimensions.*

1. Width (max): no greater than 75% of the width or depth of the awning.
2. Area (max): no maximum.

(c) *Regulations.*

1. Shall not extend beyond the awning itself.
2. Only awnings over ground story windows may contain a sign.

(d) *Number of signs.* In a single tenant situation, one awning sign permitted per awning. The awning sign can be placed on either the front or side valance. For multi-tenant awning signs, and a canopy that extends the length of several tenants, each tenant may have a maximum of nine square feet on the awning sign.

(e) *Total sign area allocation.* The combined square footage of awning, canopy, crown, projection and wall signs shall not exceed 20% of the total square footage of the wall area of that side of the building, not to exceed a maximum total amount of 800 square feet.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	NC	C-1	C-2	CT	LI	I
Awning	--	--	--	--	--	--	--	--	--	A	A	A	A	A	A

(2) *Canopy sign.*



Photo Credit: [wikimedia.org](https://commons.wikimedia.org/wiki/File:Canopy_sign.jpg)



(a) *Description.* Any sign that is mounted, painted, or otherwise applied on or attached to an architectural canopy or structural protective cover over an outdoor area.

(b) *Sign dimensions.*

1. Width: no greater than 75% of the width or depth of the canopy.
2. Height of text or graphics on the canopy: two feet.
3. Sign area (max): 24 square feet.
4. Sidewalk/driving surface clearance (min): ten feet.

(c) *Regulations.*

1. For awnings attached to a building:
 - a. The canopy sign shall not extend beyond the length or the width of the canopy, but it may extend either above or below the canopy.
 - b. Only awnings over ground story windows may contain a sign.
2. For free standing awnings: the canopy sign shall not extend beyond the length or the width of the canopy, but it may extend either above or below the canopy.

(d) *Number of signs.*

1. For awnings attached to a building: one canopy sign permitted per each customer entrance. The canopy sign can be placed on either the front or side valance.
2. For free-standing awnings: one sign allowed per side for up to two sides maximum.

(e) *Total sign area allocation.*

1. For awnings attached to a building: the combined square footage of awning, canopy, crown, projection and wall signs shall not exceed 20% of the total square footage of the wall area of that side of the building, not to exceed a maximum total amount of 800 square feet.
2. For free-standing awnings; no more than 24 square feet total of awning signage allowed per free-standing awning.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	NC	C-I	C-2	CT	LI	I
Canopy	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(3) *Crown sign.*



(a) *Description.* A wall sign extending not more than three feet from the building facade located on the upper horizontal band of a building at least two stories in height.

(b) *Sign dimensions.*

1. Sign area: 250 square feet.
2. Height: eight feet.
3. Projection from facade: three feet.
4. Width: no greater than 75% of the width or depth of the facade.

(c) *Regulations.*

1. Only permitted on buildings at least two stories in height.
2. Cannot be placed below the start of the highest floor and cannot extend above the roofline.
3. Cannot cover architectural detail or windows.

(d) *Number of signs.*

1. No more than one crown sign per building facade and no more than two crown signs per building are allowed.
2. No more than one tenant can be identified on the sign.

(e) *Total sign area allocation.* The combined square footage of awning, canopy, crown, projection and wall signs shall not exceed 20% of the total square footage of the

wall area of that side of the building, not to exceed a maximum total amount of 800 square feet.

	<i>A</i>	<i>R-E</i>	<i>R-1</i>	<i>R-2</i>	<i>R-3</i>	<i>R-3L</i>	<i>R-4</i>	<i>R-MF-16</i>	<i>R-MH</i>	<u><i>NC</i></u>	<i>C-1</i>	<i>C-2</i>	<u><i>CT</i></u>	<u><i>LI</i></u>	<i>I</i>
Crown	--	--	--	--	--	--	--	--	--	<u>--</u>	A	A	<u>A</u>	<u>A</u>	A

(4) *Digital signs.*



(a) *Description.* An electronically displayed sign that is static or changes messages by any electronic process or remote control. Permanently affixed sign which is wholly independent of a building for support. Must be part of a freestanding sign type (monument, pylon, or double post). A digital sign shall only be used in conjunction with another non-digital signage type.

(b) *Sign height, dimensions and number of signs.*

1. *Sign face area and height.* The digital sign shall be no greater than 50% of the size of the accompanying non-digital signage. Reference the individual sign area restrictions for signage type with which the digital sign will be paired.

2. Only one digital sign is allowed per street frontage of each lot.

3. Total structure height (max): Divided into two sections of intensity:

a. Forty (40) feet in height or less (from the eastern city limits boundary) to the intersection of Via De Tonti and HWY 412.

b. Twenty-five (25) feet in height or less (from the intersection of Via De Tonti and HWY 412 to the western city limits).

(c) *Regulations.*

1. Allowed only within 100 linear feet (to the north or south) of the HWY 412 R.O.W.

2. Must be set back at least ten feet from the front lot line and ten feet back from the side lot line.

3. Must have highway frontage.
4. No sign message shall be displayed for a period of time less than eight seconds.
5. No sign shall display animated messages, including flashing, blinking, fading, rolling, shading, dissolving, or any other effect that gives the appearance of movement.
6. No sign shall include any audio message.
7. Transition from one message to another message shall appear instantaneous as perceived by the human eye.
8. Each sign message shall be complete in itself and shall not continue on a subsequent sign message.
9. Signs shall utilize automatic dimming technology to adjust the brightness of the sign relative to ambient light so that at no time shall a sign exceed a brightness level of 0.3 foot candles above ambient light, as measured using a foot candle (Lux) meter.
10. All signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen if the sign malfunctions.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	NC	C-1	C-2	CT	LI	I
Digital	--	--	--	--	--	--	--	--	--	--	--	A*	<u>A*</u>	<u>A*</u>	A*

* Allowable only within 100 feet of the HWY 412 R.O.W.

(5) *Double post sign.*



(a) *Description.* A permanently affixed sign which is wholly independent of a building for support where the primary support is supplied by two posts.

(b) *Sign dimensions.*

1. Sign area (max): 48 square feet.
2. Height (max): eight feet.

(c) *Regulations.* Must be set back at least five feet from the front lot line and five feet back from the side lot line.

(d) *Number of signs.*

1. Only one double post sign structure (or monument or pylon sign*) is allowed per street frontage.

2. Where more than one monument sign or pylon sign* is allowed on the same property, must be a minimum of 500 feet apart.

	<i>A</i>	<i>R-E</i>	<i>R-1</i>	<i>R-2</i>	<i>R-3</i>	<i>R-3L</i>	<i>R-4</i>	<i>R-MF-16</i>	<i>R-MH</i>	<u><i>NC</i></u>	<i>C-1</i>	<i>C-2</i>	<u><i>CT</i></u>	<u><i>LI</i></u>	<i>I</i>
Double Post	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A



(6) *Pylon sign.*

(a) *Description.* A sign erected and maintained on a freestanding frame, mast or pole not attached to any building, and not including signs mounted to the ground.

(b) *Sign dimensions.*

1. Sign area (max): 100 square feet.
2. Total structure height (max): Divided into two sections of intensity:

a. Forty (40) feet in height or less (from the eastern city limits boundary) to the intersection of Via De Tonti and HWY 412.

b. Twenty-five (25) feet in height or less (from the intersection of Via De Tonti and HWY 412 to the western city limits).

(c) *Regulations.*

1. Single tenancy use only.
2. Allowed only within 100 linear feet (to the north or south) of the HWY 412 R.O.W.

(d) *Number of signs.*

1. Only one pylon sign structure* (or double post/monument sign) is allowed per street frontage of each lot.
2. Where more than one monument sign or pylon sign structure* is allowed on the same property, must be a minimum of 500 feet apart.
3. Placement of the sign within the lot may be evaluated by the planning official to achieve appropriate spacing of signage between adjoining lots (the goal is to keep signage evenly spaced along ROWS when possible).

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	<u>NC</u>	C-I	C-2	<u>CT</u>	<u>LI</u>	I
Pylon	--	--	--	--	--	--	--	--	--	<u>--</u>	--	A*	<u>A*</u>	<u>A*</u>	A*

* Allowable only within 100 feet of the HWY 412 R.O.W.

(7) *Monument sign.*



(a) *Description.* A free-standing and permanently affixed sign that is supported by a solid base (other than poles) and such that no air space is visible within or between any portion of the sign display area and sign structure.

(b) *Sign dimensions* when allowed by right.

1. Sign area (max per sign):

- a. One tenant: 48 square feet.
- b. Two to three tenants: 72 square feet.
- c. Four to five tenants: 84 square feet.
- d. Six or more tenants: 108 square feet.

2. Height (max): eight feet for one to three tenants, 12 feet for four to six or more tenants.

(c) Sign dimensions in N-C (allowed by Conditional Use Permit).

1. Sign area (max per sign):

- a. One tenant: 18 square feet.
- b. Two to three tenants: 24 square feet.
- c. Four to five tenants: 30 square feet.
- d. Six or more tenants: 38 square feet.

2. Height (max): four feet for one to three tenants, 6 feet for four to six or more tenants.

(c) *Regulations.*

1. Must be set back at least ten feet from the front lot line and ten feet from the side lot line.

2. The size of the monument sign for applicants which include more than six tenants may be increased by conditional use permit approved by the Planning Commission.

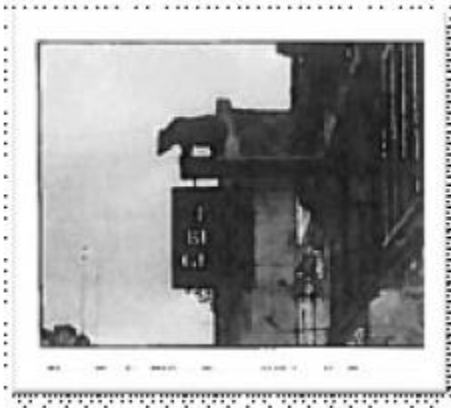
(d) *Number of signs.*

1. Only one monument, double post or freestanding sign structure is allowed per street frontage.

2. Where more than one monument, double post or freestanding sign structure is allowed on the same property, must be a minimum of 500 feet apart.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	<u>NC</u>	C-I	C-2	<u>CT</u>	<u>LI</u>	I
Monument	--	C	C	C	C	C	C	C	C	<u>C</u>	A	A	<u>A</u>	<u>A</u>	A

(8) *Projecting sign.*



(a) *Description.* A sign, other than a wall sign, that is mounted to the wall or surface of a building or structure and which is supported by a wall of a building or structure and projects from the building by 12 inches or more.

(b) *Sign dimensions.*

1. Height (max): four feet (mounted below second floor); eight feet (mounted between the second and third floor); twelve feet (mounted above the third floor).
2. Spacing from building facade (max): one foot.
3. Projection width (max): six feet.
4. Depth (max): one foot.
5. Clear height above sidewalk (min): ten feet.

(c) *Regulations.*

1. May be mounted on a building corner when the building is at the intersection of two streets.
2. Top of the sign may be no higher than the top of the building.

(d) *Number of signs.* A maximum of one projecting sign or shingle sign for each individual building or for each public/private street or parking area frontage side of an individual building.

(e) *Total sign area allocation.* The combined square footage of awning, canopy, crown, projection and wall signs shall not exceed 20% of the total square footage of the wall area of that side of the building, not to exceed a maximum total amount of 800 square feet.

	A	R- E	R- 1	R- 2	R- 3	R- 3L	R-4	R- MF- 16	R- MH	<u>NC</u>	C-I	C- 2	<u>CT</u>	<u>LI</u>	I
Projecting	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(9) *Sandwich board sign.*



(a) *Description.* A movable sign not secured or attached to the ground or surface upon which it is located.

(b) *Sign dimensions.*

1. Sign area (max): nine square feet.
2. Sign height (max): three feet.
3. Sign width (max): two and one-half.

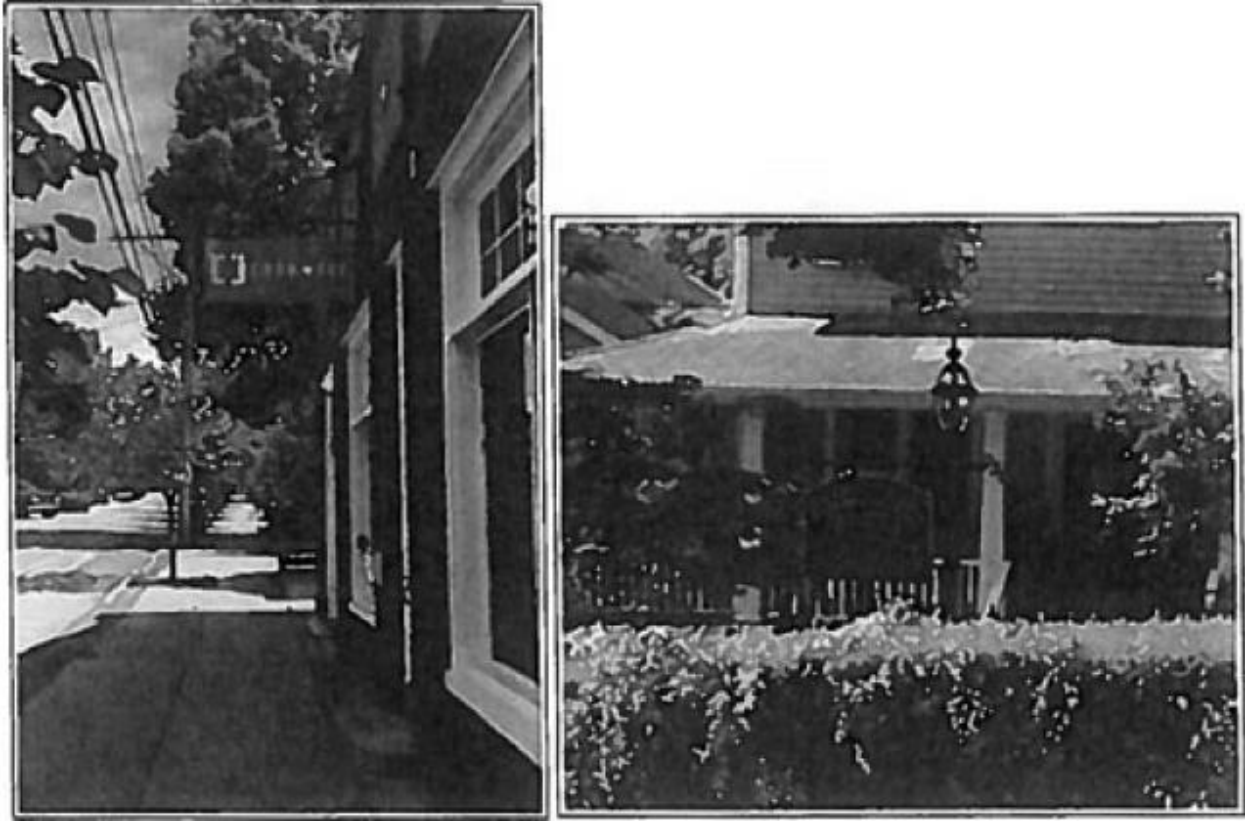
(c) *Regulations.*

1. Must be removed and placed indoors at the close of business each day.
2. Cannot obstruct vehicular, bicycle or pedestrian traffic and must comply with ADA clearance and accessibility.
3. May not be illuminated.

(d) *Number of signs.* Each ground floor tenant can have one sidewalk sign located adjacent to the primary facade on the sidewalk with the principal customer entrance or up to eight feet from the facade.

	<i>A</i>	<i>R-E</i>	<i>R-1</i>	<i>R-2</i>	<i>R-3</i>	<i>R-3L</i>	<i>R-4</i>	<i>R-MF-16</i>	<i>R-MH</i>	<u><i>NC</i></u>	<i>C-I</i>	<i>C-2</i>	<u><i>CT</i></u>	<u><i>LI</i></u>	<i>I</i>
Sandwich Board	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(10) *Shingle sign.*



(a) *Description.* A small projecting sign that hangs from a bracket or support and is located over or near a building entrance.

(b) *Sign dimensions.*

1. Sign area (max): nine square feet.
2. Height (max): three feet.
3. Spacing from building facade (max): one foot.
4. Projection width (max): three feet.
5. Depth (max): six inches.
6. Clear height above sidewalk (min): ten feet.

(c) *Regulations.*

1. Must be located within five feet of an accessible building entrance.
2. Must be located below the window sill of the second story on a multi-story building or below the roof line of a single story building.
3. May not be illuminated.

(d) *Number of signs.* A maximum of one projecting sign or shingle sign for each individual building or tenant of each individual building or for each public/private street or parking area frontage side of an individual building.

	<i>A</i>	<i>R-E</i>	<i>R-1</i>	<i>R-2</i>	<i>R-3</i>	<i>R-3L</i>	<i>R-4</i>	<i>R-MF-16</i>	<i>R-MH</i>	<u><i>NC</i></u>	<i>C-1</i>	<i>C-2</i>	<u><i>CT</i></u>	<u><i>LI</i></u>	<i>I</i>
Shingle	--	--	--	--	--	--	--	--	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(11) *Subdivision sign.*



(a) *Description.* A permanently affixed sign which is wholly independent of a building for support attached along its entire width to a continuous pedestal or wall that is used to identify the entry to or name of an entire development.

(b) *Sign dimensions.*

1. Sign area (max): 32 square feet (sign face).
2. Height (max): eight feet (sign face).

(c) *Regulations.*

1. Must be set back at least ten feet from the front property line and 15 feet from the side property line.
2. Must not impair vision or line of sight for incoming or outgoing traffic.

(d) *Number of signs.* Two subdivision signs are allowed per street frontage, one on each side of an entrance street into a subdivision.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	<u>NC</u>	C-1	C-2	<u>CT</u>	<u>LI</u>	I
Subdivision	A	A	A	A	A	A	A	A	A	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(12) *Wall sign.*



(a) *Description.* Means any attached sign other than a projecting sign or a banner sign, which is permanently attached to or painted on any wall of any building and projects from the plane of the wall less than 12 inches.

(b) *Sign dimensions.* Sign area: a maximum of 15% of the square footage of the building's wall area facing a public/private street, drive, or parking area.

(c) *Regulations.*

1. Must be no higher than the highest point of the second floor of the building.
2. Must not extend above the roof line or above a parapet wall of a building with a flat roof.
3. May not cover architectural detail.
4. May not extend above the lower eave line of a building with a pitched roof.

(d) *Number of signs.*

1. While there is no set restriction on the maximum number of signs allowed, multi-tenancy buildings must consider that the percentage of wall area must be divided between multiple tenants (if a building has multi-tenancy occupancy).
2. In no event shall the sign area for available frontage used by multiple tenants exceed the maximum sign area set forth in this section.

(e) *Total sign area allocation.* The combined square footage of awning, canopy, crown, projection and wall signs shall not exceed 20% of the total square footage of the

wall area of that side of the building, not to exceed a maximum total amount of 800 square feet per wall.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	<u>NC</u>	C-1	C-2	<u>CT</u>	<u>LI</u>	I
Wall	--	--	--	--	--	--	--	A	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(13) *Window sign.*



(a) *Description.* An attached sign that is not a temporary sign and which is attached to, painted on, etched or otherwise adhered to a window or which is displayed within 12 inches of the window and is legible from outside the window.

(b) *Regulations.*

1. No permit required.
2. Limited to 35% of window area.

(c) *Number of signs.* No restrictions.

	A	R-E	R-1	R-2	R-3	R-3L	R-4	R-MF-16	R-MH	<u>NC</u>	C-1	C-2	<u>CT</u>	<u>LI</u>	I
Window	--	--	--	--	--	--	--	A	--	<u>A</u>	A	A	<u>A</u>	<u>A</u>	A

(D) Sign regulations enacted for overlay districts within the city shall supersede this code to the extent that such regulations conflict.

(E) *Illumination.* No sign shall be erected or maintained which, by use of lights or illumination, creates a distracting or hazardous condition to a motorist, pedestrian or the general public. In addition:

(1) Illumination is restricted to incandescent or LED light bulbs rated at 150 watts, or an amount not to exceed 2,700 lumens.

(2) *Internal illumination.* Internally illuminated signs must be lit from a concealed source. No exposed lamps or tubes shall be permitted. The minimum depth for illuminated signs shall be four inches. Illuminated signs may be set out from the mounting surface in order to create a silhouette effect.

(3) *External illumination.* Signs may be externally illuminated as provided herein, but external illumination must direct light at the sign only and avoid spill-over of light.

(F) *Changeable copy signs.* Manual and electronic changeable copy on monument signs shall be permitted provided that the manual or changeable copy does not exceed 40% of the sign area and the copy rotation may not exceed three times per day.

(G) *Procedures.* Applications for a sign permit must be processed through the Building Official.

(H) *Non-conformity and modification.*

(1) A non-conforming sign cannot be replaced by another non-conforming sign, including face material, except that the substitution or interchange of poster panels or painted boards on a non-conforming signs is permitted. All non-conforming signs must be maintained in a safe manner and in good repair.

(2) Minor repairs and maintenance of non-conforming signs is permitted. However, no structural repairs, structural changes or changes in the size, shape or technology currently being used on the sign is permitted except to bring the sign out of its non-conforming condition and into compliance with the requirements of this code.

(3) Non-conforming signs may stay in place until one of the following conditions occurs:

(a) The business advertised ceases at that location, except that the substitution or interchange of poster panels or painted boards is permitted;

- |
- (b) The deterioration of the sign makes it a hazard; or
 - (c) The sign has damage exceeding 50% of its replacement cost.

(l) *Compliance.* Any non-conforming sign which is altered, relocated, replaced in a manner not specifically covered in division (F) above must be brought immediately into compliance with all provisions of this code.

(Ord. 2018-05-786, passed 5-1-18)

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