

## **9.0 SIGNAGE REGULATIONS**

### **9.1 SIGNAGE STANDARDS**

The purpose of Sign regulations in this section is to provide a comprehensive system of regulations for Signs visible from the public right-of-way and to provide a set of standards that are designed to optimize communication and quality of Signs while protecting the public and the aesthetic character of the City.

### **9.2 PURPOSE**

It is further intended that these regulations:

- a. Safeguard and enhance property values;
- b. Protect public and private investment in real property values;
- c. Protect public and private investment in real property and improvements;
- d. Preserve and improve the aesthetic qualities and features of the City;
- e. Reduce public safety hazards;
- f. Enhance and promote the development of business and industry within the City;
- g. Generally, promote the health, safety, and welfare of the general public.

### **9.3 APPLICABILITY**

These regulations apply to all Signs, except those Signs located in the public right-of-way, within the City. No Signs or advertising devices of any kind or nature shall be erected or maintained on any premises or affixed to the inside or outside of any Structure to be visible from the public right-of-way except as specifically permitted in or excepted by these regulations. Signs and components thereof shall be maintained in a safe, neat, clean, attractive, and structurally sound condition and not adversely affect or impair public safety. All Signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant material. Land adjacent shall be kept free of weeds and trash and shall be the responsibility of the owner.

### **9.4 ENFORCEMENT**

- a. The Code Enforcement Officer will frequently inspect, take notice of unauthorized Signs, Signs that do not meet the conditions of the permit, abandoned Signs, and Signs in disrepair.
- b. The Code Enforcement Office shall give notice to the owners of record of non-compliant Signs and provide them with the opportunity to be heard by the Planning Commission concerning the Signs' status as legal or non-compliant. The timely filing of a proper notice of appeal of the decision to the Board of Aldermen shall stay any criminal prosecution under the terms of this code.
- c. Any person failing to remove or repair a non-compliant sign after having been directed to do so by the Code Enforcement Officer shall be guilty of a misdemeanor, punishable by a fine of not more than \$1,000 or by imprisonment not exceeding 30 days, or both, fine and imprisonment. Each day that a violation continues after due notice has been served shall be deemed a separate offense.

- d. If the owner cannot be found, or fails to respond to notice, then the Code Enforcement Officer shall order the removal of the illegal sign and stored at the City Barn. For any Sign removed by the City, the owner, agent, or person having the beneficial interest in the building or premises upon which such Sign is located, or in the sign itself, will incur all costs necessary to remove the Sign, and must reclaim such Sign within thirty (30) days. After thirty (30) days, the Sign will be properly disposed of by the City and a lien will be placed on the property.

## **9.5 FEES**

The permit and fees prescribed in the City Code must be paid to the City of Pass Christian for each Sign to be installed and shall be paid before any permit is issued. The Fees for a Sign permit are for each Sign erected, installed, affixed, structurally or electrically altered or relocated, and the fee schedule is established by resolution of the Board of Aldermen.

## **9.6 PERMIT PROCESS**

The permit process is intended to ensure that Signs in the City, where they are allowed, meet conditions perceived by this Code before permits are issued.

- a. Applicants for new Signs shall apply to the Planning Office and complete the appropriate application form. If an applicant is applying for a sign on new construction, the sign permit will be given at the same time as the building permit. Work on new Signs shall not be initiated until permits have been issued.
- b. The City Planner shall examine all applications and approve those that clearly meet the requirements of the Code Ordinance, and issue permits for conforming Signs after receiving the requisite fee set forth. Applicants requesting a Variance from any of the required stipulations set forth in this code shall be heard by the Planning Commission.

## **9.7 GRANDFATHERED/NON-CONFORMING SIGNS**

All regulations concerning non-conforming existing structures in Section \_\_\_ of the Code shall apply to non-conforming signs, which existed as of the date of the adoption of the Code. A list of grandfathered non-conforming signs shall be maintained by the City Planner.

## **9.8 PERMITTED SIGNAGE BY TRANSECT**

### **9.8.1 Transects T3R & T3E**

- a. One address number no more than 6-inches measured vertically shall be attached to the building in proximity to the principal entrance or at a mailbox.
- b. One Blade Sign for each business may be permanently installed perpendicular or parallel to the Facade. Such a sign shall not exceed a total of 4 square feet.
- c. Signage not specified in this section, including illumination, may be requested by Warrant.
- d. Signage shall not be lit.

### **9.8.2 Transects T4L, T4+ & T4C**

- a. One address number no more than 6-inches measured vertically shall be attached to the building in proximity to the principal entrance or at a mailbox.
- b. One Blade Sign for each business may be permanently installed perpendicular or parallel to the Facade. Such a sign shall not exceed a total of 4 square feet.

- c. Signage not specified in this section, including illumination, may be requested by Warrant.
- d. Signage shall not be lit.
- e. Either (1) a single external sign band may be applied to each building Facade (in the T4C Subzone sign bands are prohibited on the rear of the building), not to exceed 3 feet in height; or (2) one Monument Sign as defined in may be installed in the First Layer.
- f. A sign may be attached to a fence only when no other location for a sign is available, the sign may not exceed 3 feet in height and 10-feet in width, and on corner lots a sign may front each street.
- g. Any illumination of signs shall be external from the top of the sign downward by means of Fully Shielded Luminaires.

### 9.8.3 Transects T5C & T5H

- a. One address number no more than 6-inches measured vertically shall be attached to the building in proximity to the principal entrance or at a mailbox.
- b. One Blade Sign for each business may be permanently installed perpendicular or parallel to the Facade. Such a sign shall not exceed a total of 4 square feet.
- c. Signage not specified in this section, including illumination, may be requested by Warrant.
- d. Signage shall not be lit.
- e. Signage not specified in this section; including illumination, may be requested by Warrant.
- f. Signage shall be lighted only by external means, except that interior signage visible through the shop front window may be neon lit not to exceed 25% of the window. Externally illuminated signs shall be lighted from the top of the sign downward by means of a Fully Shielded Luminaire. Illumination of off-site advertising signs is prohibited in TS Zones, except in T5H Zone within one half mile of a Special District where, by explicit allowance in this Code, a lighted off-site Monument Sign as defined in Article 7 may be permitted by Warrant.

### 9.8.4 Special Districts

- a. One address number with numerals no less than 6-inches measured vertically shall be attached to the building in proximity to the principal entrance.
- b. Blade signs, not to exceed 6 square feet for each separate businesses entrance, may be attached perpendicular to the facade. Alternatively, for each public entrance to the building, one external-facing sign may be applied to the Fa9ade of a building in the vicinity of each entrance provided that such sign shall not exceed 3 feet in height. Such sign may be lighted by external means only (see h below).
- c. Additionally, one external-facing sign independent of all entrance locations may be applied to the Facade of each building provided that such sign shall not exceed 8-feet in height. Such sign may be lighted by internal or external means (see h below).
- d. One (1) on-site Monument Sign may be installed in the Front Yard, the area within 3-feet of the Monument base shall be landscaped with native species and may be externally lighted.
- e. Within a Special District, each parcel of 10-acres or more, which is built in compliance with this code, shall be permitted to place one off-site Monument Sign as defined in Article 7. Such sign shall be located within one quarter mile of the corresponding parcel, may be internally or

externally illuminated (see h below), and may be located outside of the corresponding Special District SD-W within an adjacent TSC or TSH Zone by Warrant. The area within 3 feet of the Monument base shall be landscaped with native species.

- f. Additional on-site signage may be provided for the purpose of safety or traffic direction, externally lighted (see h below), by Warrant.
- g. A sign may be attached to a fence only when no other location for a sign is available, the sign may not exceed 3-feet in height and 10-feet in width, may be externally lighted (see h below). Corner lots may have a sign fronting each street.
- h. The external lighting of signs, where permitted, shall be accomplished by lighting from the top of the sign downward by means of Fully Shielded Luminaries, with the exception that signs permitted to be applied to the Facade of a building may be externally illuminated from beneath by Luminaries shielded from view from above the building.
- i. A flagpole, where permitted, may be illuminated from either the top down or by uplighting. If illumination is provided by uplighting, Luminaries shall be entirely shielded from the direct view of drivers of automobiles on public roads and from the view of pedestrians more than fifteen feet (15) from the base of the flagpole. Such uplighting shall be limited to 5,000 lumens maximum.
- j. For sites with a Parking Lot Frontage or with front setbacks exceeding 20 feet, one off-site Monument Sign may be employed by the business established, not to exceed one sign per 200-feet of street frontage in any case. Such sign shall be located with a setback of at least 10 feet from the Frontage Line and may be externally or internally illuminated. The area within 3-feet of the Monument base shall be landscaped with native species

## **9.9 OTHER SIGNAGE REQUIRING A PERMIT**

### **9.9.1 Service Stations:**

- a. One brand identification sign not higher overall than fifteen (15) feet.
- b. The Signage area atop the pole is restricted to a maximum of twenty (20) square feet.
- c. Design can include only brand name, logo, and prices of principle types of fuel sold. Sign may be illuminated from within.
- d. No sign shall be closer than twelve (12) feet from the curb.
- e. There may be one (1) non-illuminated price sign at each pump, two (2) non-illuminated self-service Signs per pump island, and necessary instructions for assistance of customers.
- f. Any glass areas of the station may carry credit card information and temporary promotional material no to exceed in size 25% of the glass area.
- g. External banners, promotional Signs, or neon Signs will not be permitted except by Warrant.
- h. Combination of fuel and food operations may have Food Information Sign rather than fuel prices on a ground mounted sign.

**9.9.2 Multiple-Occupancy Professional Buildings Monument Sign:** The building shall be allowed a Sign Band no more than three feet in height on each facade of the building. The site is also allowed

either a Monument Sign as defined in Article 7 (Warrant NOT required), or a ground-mounted sign, a maximum of (15) feet in height measured from Finished Grade, identifying the name and address, and if appropriate, a directory. A Warrant is required for the ground-mounted sign only, to determine the height, surface area and directory. Lighting of the sign is determined by the Transect Zone's Signage Standards.

**9.9.3 Shopping Centers:** One (1) ground-mounted sign bearing the name of center and logo, a maximum of fifteen (15) feet in height measured from Finished Grade. Height, surface area, and directory to be determined by Warrant. Lighting of the sign is determined by the Transect Zone's Signage Standards.

**9.9.4 Subdivision Signs:** One permanent Monument Sign as defined in Article 7 may be located at each subdivision entrance; lighting of the sign is determined by the Transect Zone's Signage Standards. The sign can only contain the name of the subdivision and motto/logo. No promotional matter may be shown.

**9.9.5 Multiple-Family Residential Development as Condominiums, Town Houses, and Apartments:** One permanent Monument Sign as defined in Article 7 is allowed on each thoroughfare abutting the development; lighting of the sign is determined by the Transect Zone's Signage Standards. Signs may contain only the name, motto, logo, and a brief description of the complex and its address. One hang-on sign announcing availability of units with sale agency address and telephone number is permitted. Additional small directional Signs of not more than two (2) square feet each will be permitted.

**9.9.6 North Street Corridor Overlay District:** Businesses on parcels fronting North Street in the T 4 and T5 Zones and all Special Districts, may have 1 Feather Flag Sign per business, on the Immediate Premises only, a maximum of 10-feet in height measured from the Finished Grade, and 3-feet in width. If the parcel has multiple frontages, the sign may only be installed fronting and in proximity to North Street. Signs that become damaged or weathered must be removed.

**9.9.7 Billboards**

New Billboards will be allowed only in two (2) areas:

- a. Privately owned Billboards are permitted in Special District – IM only.
- b. The City will design and erect one (1) or more Directional Sign Boards at suitable locations for providers of goods and services whose place of business is within the City of Pass Christian. Advertisers may arrange for the display of uniform advertising panels affixed to the Sign Boards upon payment of the necessary fees for the permit, preparation, and placement of panels.
- c. Any off-premise outdoor advertising sign, light, display, device, figure, painting, drawing, message, placard, poster, billboard or other thing which is designed, intended or used to advertise or inform and is visible from the main traveled way of a state-controlled route by law must have a permit.

**9.9.8 BUSINESS SIGNS REQUIRING A PERMIT**

- a. Business Signs are permitted on the Immediate Premises of businesses on properties zoned T 4L, T 4+, T 4C, T5C, T5H, and all Special Districts. Off premises Signs are prohibited in the T1, T2, T3R, T3E, T4L, T 4+, T 4C, T5C and T5H Zones, and all Sectors, with the exceptions listed in 5.15.8 b and c below.

- b. New Businesses may post a maximum of 5 temporary signs, a maximum of 3 square feet (Yard Sign), at off premises locations, for a maximum of 30 days, within the first six months of opening, a sign permit is required, without a fee.
- c. Temporary Signs Supporting Local Businesses: Four times a year for special events and promotions, a business may erect 1 on-premises Temporary Sign, no lighting, maximum of 3-feet in height and 5-feet in width, which can be attached to the building, or if free standing cannot be more than 4-feet in height when measured from Finished Grade; and 2 off-premises Temporary Signs, no lighting, a maximum of 3 square feet (Yard Sign), cannot be more than 3-feet in height when measured from Finished Grade. A Sign Permit is required, without a fee. Signs may be posted for a maximum of 17 days, failure to remove the sign entitles the City to remove the Signs and bill the business. Signs that become damaged or weathered must be removed.
- d. Corner Visibility: On a corner lot in any T4L, T4+, T5C, T5H, when the building is so constructed, no sign shall be erected, placed or allowed in such a manner as materially to impede visibility across the corner between a height of two and one-half (2 ½) feet and ten (10) feet above the center line grades of the intersecting streets and within twenty (20) feet of the corner as measured at the property line.
- e. Graphic Design and Content: Content may include only name of associated business and generic description of precuts, services offered, and logo identifying the type of business. Product name may not be used if the product constitutes less than 25% of the volume of business.
- f. Sandwich Board Signs: 1 Sandwich Board Sign per businesses may be displayed at time of store opening and removed at store closing, on-premises only, maximum height of 3-feet and width of 2-feet, may not block sidewalks, permit not required. Signs that become damaged or weathered must be removed.
- g. Signs for Vendors Selling Goods from Temporary Locations/Structures: Vendors in compliance with all laws, may have 1 Temporary Sign at the immediate location, may be displayed at time of opening and removed at closing, maximum of 3-feet in height and 5-feet in width, which can be attached to the structure, or if free standing cannot be more than 4-feet in height when measured from Finished Grade, no lighting, additional directional signs are prohibited, permit and fee required. Failure to remove the sign entitles the City to remove the Signs and bill the vendor. Signs that become damaged or weathered must be removed.

#### **9.10 SIGNS EXEMPTED FROM PERMIT REQUIREMENTS**

All Signs shall require permits except for classes of Signs exempted from permit requirements. The following types of Signs are exempted from the permit requirements because such Signs are needed in order to convey messages to protect lives, give direction, identify public access way, and protect civil rights.

- a. *Signs Identifying Streets:* No sign permit shall be required for Signs identifying streets. Signs identifying streets shall be the responsibility of the City to specify and erect.

- b. *Signs Displaying Assigned Address Numbers:* No sign permit shall be required for addresses, as required by the applicable Building Code, on all buildings to assist emergency and postal authorities. These Signs are the responsibility of the owner or tenant.
- c. *State Historical Markers:* No sign permit shall be required for standard historical markers erected by Official State authority. Standard historical markers erected by the Official State Authority shall be considered public information signs.
- d. *Real Estate Signs:* No sign permit shall be required for Real Estate Signs. On properties in the T1, T2, and T3 Transects, Temporary Real Estate Signs of up to 16 square feet plus one smaller "hang on" sign may be erected on each street frontage during the listing period and for fourteen (14) days after closing. On properties in the T 4 and T5 Transects, Temporary Real Estate Signs of up to 32 square feet plus one smaller "hang on" sign may be erected on each street frontage during the listing period and for fourteen (14) days after closing. Additional real estate Signs may be erected on any frontage fronting a waterway, civic space, recreational space, or golf course. On properties with 200 ft. or greater at the Frontage, additional Real Estate Signs may be erected at intervals of no less than 100 ft. On parcels five (5) acres or more, signs can be up to 32 square feet regardless of Transect. Such signs shall be non-illuminated and limited in content to the name of the owner or agent, the address or telephone number for contact, and an indication of the area and general classification of the property. In all Transects, Temporary Directional Signs may be erected during the listing period and for 14-days after closing, one per property, a maximum of 1.5 square feet.
- e. *Political Election Signs:* No sign permit shall be required. Political Signs must be removed within seven (7) days after the last election in which the candidate participates. Failure to do so will entitle the City to remove them and bill the candidate for the cost of removal and destruction.
- f. *Contractor/Architectural Signs:* No permit shall be required for contractor/architectural Signs. Up to two (2) temporary Contractor/Architectural Signs - the first sign of fourteen (14) square feet or less-and the second sign of eight (8) feet or less, may be erected during the building or renovation period and for ten (10) days thereafter.
- g. *Signs, Banners and Flags supporting Civic and Charitable Events of Community Interests:* No sign permit shall be required for Signs, Banners, and Flags not exceeding thirty-two square feet may be erected. Signs may not be erected more than fourteen (14) days in advance of the scheduled event and must be removed within three days after the event, weather permitting. Failure to do so will entitle the City to remove the Signs and bill the sponsor of the event.
- h. *Decorative flags, bunting and other decorations related to holidays:* No permit shall be required for decorative flags, bunting, and other decorations related to holidays that may be displayed at residences and private and public clubs.

## 9.11 PROHIBITED SIGNS

Prohibited Signs are not permitted in all Transects Zones and Special Districts including the Harbor District unless an exception is listed below. To be grandfathered, a Prohibited Sign must be permitted, installed and operational by July 1, 2021.

- a. Bench Signs;
- b. Cloth, paper, vinyl, canvas, and placard advertising Signs;

- c. Signs affixed to utility poles and trees;
- d. Signs on vehicles used primarily for advertising and not transportation;
- e. Manual or electronic movable letter signs;
- f. Any type of electronic signs including Electronic Variable Message Signs (EVM).
- g. Portable signs;
- h. Rooftop signs;
- i. Signs using rotating or flashing lights, animation, or motion;
- j. Billboards (except in the Industrial-Marine Special District);
- k. Neon and similar-style lighting.