

ARTICLE 14-9 SIGN REGULATIONS

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SECTION 14-9-1 PURPOSE AND INTENT

A. The purpose of this article is to regulate signs in the Town of Mammoth.

B. It is the intent of the Citizens of the Town of Mammoth to establish reasonable sign regulations to promote economic vitality, a visually attractive environment, and vehicular and pedestrian traffic safety. The regulations are intended to maximize establishment identification, minimize visual clutter and maintain a high quality of signs throughout the Town.

SECTION 14-9-2 DEFINITIONS

1. Frontage, Street: The width of a lot at the street right-of-way line.

2. Frontage/Exposure, Building: The horizontal width of any given building as measured at grade, along the face of the building which is closest to and most nearly parallel with the contiguous street right-of-way line.

3. Frontage/Exposure, Occupancy: The width of that portion of a multi-tenant structure which is occupied by a given tenant.

4. Sign: Any object, device, display or structure, or part thereof, visible from a public right-of-way and situated outdoors of on the inside face of a window, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letter, figures, design, symbols, fixtures, colors, illumination or projected images.

Excluded from this definition are: National or state flags, window displays, athletic scoreboards, or the official announcements or signs of government.

5. Sign, Animated: any sign or part of a sign which changes physical position by any movement, rotation or undulation or which gives the visual impression of such movement, rotation or undulation. This category of signs includes but is not limited to banners, pennants, flags and spinners as well as signs with flashing intermittent or sequential illumination.

6. Sign, Awning, canopy or Marquee: A sign that is mounted or painted on or attached to, an awning, canopy, or marquee that is otherwise

permitted by Ordinance. For the purpose of this Ordinance, a marquee is defined as a canopy constructed of rigid materials which projects over an entrance to a building.

7. Sign, Bulletin Board: A sign which identifies a noncommercial institution or organization on the premises of which is located and which contains the name of the institution or organization, the names of individuals connected with it, and general announcements of events or activities occurring at the institution or similar message of general interest to the public.

8. Sign, Business: A sign which attracts attention to a business or profession conducted, or to a commodity or service sold, offered or manufacture, or to an entertainment offered on the premises where the sign is located.

9. Sign, Construction: A temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors, or similar artisans, and the owners, financial supporters, sponsors, and similar individuals or firms having a role or interest with respect to the structure or project.

10. Sign, Directional: Signs limited to directional messages, principally to direct and aid the flow of pedestrian or vehicular traffic, such as "one-way", "entrance", and "exit" building address, and etc.; as well as providing directional information relating to points of interest, institutions, facilities and districts.

11. Sign, Directory: Any sign listing the names and/or uses and/or locations of various business or activities within a building or a multi-tenant development not for the purpose of bringing same to the attention of vehicular traffic.

Also, known as Tenant Directory.

12. Sign, Double Face: any sign having copy on two faces of equal dimension with an interior angle between the two faces of degrees or less.

13. Sign Facade: See SIGN WALL.

14. Sign, Face: The area or display surface used for the message.

15. Sign, Flashing: Any directly or indirectly illuminated sign which exhibits changing natural or artificial light or color effects by any means whatsoever.

16. Sign, Freestanding: Any non-movable sign not affixed to a building and mounted on its own self-supporting structure.
17. Sign, Governmental: A sign erected and maintained pursuant to and in discharge of any governmental functions, or required by law, ordinance or other governmental regulation.
18. Sign, Ground: any freestanding sign, other than a pole sign, placed upon or supported by the ground independent of any other structure, except footings.
19. Sign, Historic: Any sign which can be shown through photographs or other records/evidence to have been in existence prior to 1950.
20. Sign, Identification: A sign that includes, as copy, only the name of the business, place, organization, building or person it identifies.
21. Sign, Illuminated: A sign lighted by or exposed to artificial lighting either by lights on or in the sign or directed towards the sign.
22. Sign, Mansard: a sign permanently affixed to a wall or surface designed to protect the edge of a roof, constructed no more than 20 degrees from vertical.
23. Sign, Memorial: A sign memorializing a person, event, structure, or site.
24. Sign, Obsolete: any sign which no longer correctly directs or exhorts and person, advertises a bona fide business, lessor, owner, product, activity conducted, or product available on the premises where such sign is displayed.
25. Sign, Off-Site: Any sign which directs attention to any business, commodity, service or entertainment/event conducted, sold or offered at a location other than the premises on which the sign is located.
26. Sign, Pole: A sign that is mounted on a freestanding pole or other support so that the bottom edge of the sign face is six feet (6') or more above grade.
27. Sign Political: A temporary sign announcing or supporting political candidates or issues in connection with any national, state or local election.
28. Sign, Portable: A sign that is not permanent, affixed to a building, structure or the ground.

29. Sign, Private Sale or Event: a temporary sign advertising private sales of personal property such as “house sales”, “garage sales”, “rummage sales” and the like or private not-for-profit events such as picnics, carnivals, bazaars, game nights, art fairs, craft shows, and Christmas tree sales.

30. Sign, Program: A coordinated program of one or more signs for an individual business establishment or business center.

31. Sign, Projecting: A sign that is wholly or partly dependent upon a building for support and which projects more than 12 inches from such building.

32. Sign, Real Estate: A sign pertaining to the sale or lease of the premises, or a portion of the premises, on which the sign is located.

33. Sign, Roof: A sign that is mounted on the roof of a building or which is wholly or partly dependent upon a building for support and which projects above the eave line of a building with a gambrel, gable or hip roof or the deck line of a building with a mansard or within six inches of the top of a parapet.

34. Sign, Temporary: a sign or advertising display constructed of cloth, canvas, fabric, plywood or other light material and designed or intended to be displayed for a short period of time.

35. Sign, Wall: A sign fastened to or painted on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign and which does not project more than 12 inches from such building or structure.

36. Sign, Window: A sign that is applied or attached to the interior of a window or located in such manner within a building that it can be seen from the exterior of the structure through a window.

SECTION 14-9-3 GENERAL REGULATIONS

A. Location and Placement of Signs.

1. No sign shall be allowed on any property unless the same is specifically permitted for the applicable zone.

2. Every sign and its supporting structure shall be designed and constructed to conform with the provisions of all applicable technical codes.

3. No sign shall be erected, relocated or maintained so as to prevent free

ingress to, or egress from, any door, window or fire escape nor shall any sign be attached to a standpipe or fire escape.

4. Signs interfering with Traffic: No sign shall be erected or maintained at or near any intersection of streets in such a manner as to obstruct free and clear vision; or at any location where, by reason of its position, shape, color or illumination, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, or with any device mounted on a police or fire protection vehicle; or which makes use of the words, "Stop", "Look," "Danger", or any other word, phrase, symbol or character in such manner as to interfere with, mislead, or confuse traffic.

5. No sign shall be erected or painted upon or attached to any tree, rock or other natural feature or utility pole or structure.

6. Every illuminated sign shall be so placed as to prevent any light or reflection from being cast directly on any adjoining Residential district.

B. Design Criteria

1. Signs are regarded as an integral and complementary element of the overall architectural character and shall be integrated with the building and landscape design.

2. All freestanding signs shall have a substantial base or planter with a minimum height of two (2) feet.

3. All signs except those consisting of individual letters mounted against a non differentiated surface shall have edge treatment or border.

C. Particular Applications

1. Window Signs up to twenty-five (25) percent, per window, of an establishment's window area may be devoted to signage, providing that the following criteria are complied with.

a. All such signs must be mounted, affixed or painted on the inside face of the window.

b. No such sign shall be animated or distracting or emit sound.

c. Signs conforming to the above criteria shall be allowed in all zoning districts and shall not be considered a part of the aggregate allowed sign area.

2. Political signs and political posters official notices issued by a court or public official are allowed in all zoning districts; however such signs, posters

and notices shall be removed within five (5) days after the election or noticed event. Political signs are not counted against the allowed aggregate sign area on the building or property where such sign is displayed.

3. Temporary signs, real estate, construction and subdivision signs:

a. One temporary sign not more than thirty-two (32) square feet in area, which denotes the realty company, architect, engineer, owner and/or contractor may be established upon the site of any building or structure under construction, alteration or in process of removal.

b. Temporary real estate signs, Each lot or parcel of land may have one (1) temporary real estate sign plus one additional sign for every three hundred thirty (330) feet of street or highway frontage in excess of three hundred thirty (330) feet provided: Such signs advertise only the sale, lease or hire of the premises on which they are located.

4. Residential Zone:

a. On sites of one (1) acre or less no such sign shall exceed four (4) square feet.

b. No such sign, including its post shall be higher than six feet (6') from the ground level.

b. On sites of more than one (1) acre no such sign shall exceed fifteen (15) square feet.

5. Manufactured Home Parks, Commercial, Industrial Zones:

a. No such sign shall exceed twenty (20) square feet.