# SIGN ORDINANCE
## OF THE
# CITY OF AURORA, OHIO

**Approved by the Planning Commission**
**on November 6, 2013**

**Approved by the City Council**
**on March 10, 2014**

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# SIGN ORDINANCE OF THE CITY OF AURORA, OHIO

## 1159.01 Official Name and Statement of Purpose

a. Official Name. The chapter shall be known as the Sign Ordinance of the City of Aurora, which may referred to herein as the "Sign Ordinance" or the "Ordinance."

b. Purposes. The purposes of the Sign Ordinance are to authorize signs that accomplish the following goals:

1. Preserve the City's aesthetic charm and historic character;

2. Protect the general public from signs that are distracting to drivers or that obstruct the vision of drivers;

3. Insure that signs will be compatible with their surroundings and appropriate to the type of activity to which they pertain;

4. Permit signs that are expressive of the identity of individual activities and the community as a whole;

5. Permit signs that are legible in the context in which they are seen; and,

6. By accomplishing the above goals, protect property values in the City.

7. It is further the intent of this Ordinance to establish regulations and processes to permit the installation of signs.

## 1159.02 Definitions

The following definitions apply to terms and phrases used in this Ordinance:

a. Accessory Sales Sign means a temporary sign relating to the sales of products on residential lots (see Section 1153.06(c)(2)).

b. Animated Sign means any sign that uses movement or change of lighting, including revolving, rotating, whirling, spinning, blinking, reflecting or flashing to depict action, create an image of a living creature or person, or create a special effect or scene. Animation shall be considered any change or movement more frequent than once every twenty-four (24) hours. An Electronic Display Sign, as defined herein, is not considered an animated sign.

c. Awning Sign means one painted, attached, embossed or affixed to a permanent or retractable awning.

d. Balloon Display means a balloon or grouping of balloons arranged to advertise a special event or promotion related to the commercial activities conducted on the premises.

e. Banner Sign means a temporary sign made of fabric, cloth, paper, or other non-rigid material that is typically not enclosed in a frame, and is often used to highlight special offers or special events. A feather banner is a type of banner sign comprised of a metal or plastic frame, pole, and/or base to which a vinyl, nylon, canvas or polyester fabric sign face is attached (see illustration).

f. Billboard means a sign which contains a message unrelated to a business or profession conducted or to a commodity, service, or activity sold or offered upon the premises where such sign is located.

g. Business Complex means a commercial or industrial development that contains more than one business on a commercial or industrial parcel.

h. Business Frontage means the total lineal feet of building fronting on a street, highway, shopping center parking lot or pedestrian walkway.

i. Candela means the basic unit of measurement of light in the International System of Units.

j. Candela per square meter ($cd/m^2$) means the metric unit used to describe the luminance of a light source or of an illuminated surface that reflects light. Also, referred to as nits.

k. Canopy Sign means a sign attached to the underside of a roof-like structure constructed of rigid materials.

l. Changeable Copy Sign means a sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means (for example, time and temperature units), or manually through placement of letters or symbols on a panel mounted in or on a track system.

m. Comparable Sign means a sign that is not specifically listed in this ordinance as a permitted or prohibited sign, but is deemed to be similar in certain respects to one or more permitted signs.

n. Construction Sign means a temporary sign that identifies the designer, contractor and sub-contractors, and suppliers participating in construction on the property on which the sign is located.

o. Directional Sign means a sign that is intended to direct the flow of vehicular and pedestrian traffic to, from, and within a site.

p. Director of Planning, Zoning & Building Division means the person designated by the City Council to be responsible for implementing the Zoning Ordinance. From time to time, this title may change at the discretion of the City Council.

q. Electronic Display Sign means a sign that uses Electronic Display Technology to form a sign message in text, graphic, or video display form, where the sequence of messages is electronically programmed and modified. As used in this Ordinance, the following definitions shall apply to electronic display signs:

    1. Electronic Changeable Copy Sign means a sign on which text messages change automatically through the use of Electronic Display Technology. Electronic changeable copy signs may include, for example, time and temperature signs or a business bulletin board. Electronic changeable

copy signs do not include electronic graphic display signs or video display signs or multi-vision signs, as defined herein.

2. Electronic Graphic Display Sign means a sign that displays static electronic images, including static graphics or pictures with or without text by using Electronic Display Technology, immediately or by means of fade, repixalization or dissolve modes. An Electronic Graphic Display Sign may be combined with an Electronic Changeable Copy sign.

3. Video Display Sign means a sign that displays a message characterized by motion, movement, or pictorial imagery. Video display signs may include text, moving objects, moving patterns, bands of light or expanding or contracting shapes. Video Display Signs use electronic display technology and may be combined with an Electronic Changeable Copy signs.

r. Electronic Display Technology means computer programmable devices that control the display of images and messages onto a sign face.

s. Festoon means a string of ribbons, tinsel, small flags, pinwheels or lights, typically strung overhead in loops.

t. Flag sign means a sign configured and erected as a flag which is intended to advertise activities conducted on the premises, but excluding flags of the City of Aurora, the State of Ohio, the United States, or corporations when displayed for identification purposes.

u. Garage Sale Sign means a sign advertising a garage sale, estate sale, yard sale, porch sale, auction, or similar activity.

v. Ground Sign A permanent ground sign means a three-dimensional, self-supporting, base-mounted freestanding sign, consisting of two (2) or more sides extending up from the base, and upon which a message is affixed. A ground sign may also consist of a base-mounted cylindrical structure upon which a message is affixed, and which has a supporting base as an integral part of the sign resting totally or primarily on the ground.

A temporary ground sign is one that is not necessarily three-dimensional, and is placed on or anchored to the ground.

w. Home Occupation Sign means a sign on a residential property that advertises a home occupation that has been approved as a conditional use on the property.

x. Identification Sign means a sign identifying an individual business or group of businesses as follows:

1. Business Complex Identification Sign means a sign identifying a business complex. Such a sign may list the names of the businesses in the complex.

2. Business Identification Wall Sign means a wall sign identifying an individual business.

y. Illegal Sign means a sign that does not meet the requirements of this Ordinance and has not received legal nonconforming status.

z. Logos means a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote public recognition.

aa. Incidental Sign means a small sign, emblem, or decal informing the public of goods, facilities, or services available on the premises. Examples of incidental signs are credit card signs, signs indicating hours of business, no smoking signs, and signs used to designate restroom locations.

bb. Marquee Sign means any message or identification that is affixed to a marquee. A marquee is a permanent roof-like structure or canopy, supported by and extending from the face of the building.

cc. Model Home Sign means a sign in a residential development on the site of a model home that identifies and advertises the model home.

dd. Moving Sign means any sign in which the sign itself or any portion of it physically moves or revolves. A rotating sign is a type of moving sign.

ee. Nameplate Sign means a sign on a residential parcel that indicates the name and/or address of the residents.

ff. Neon Sign (see "Outline Tubing Sign").

gg. Nonconforming Sign means either of the following:

1. A sign that is prohibited under the terms of this Ordinance but was erected lawfully with a permit and was in use on the date of enactment of this Ordinance, or amendment thereto.

2. A sign that does not conform to the requirements of this Ordinance, but for which a variance has been granted.

hh. Obsolete Sign means a sign that advertises a product that is no longer made or that advertises a business that has closed.

ii. Off-Premises Sign means a sign with a commercial message that directs attention to a business, product or service offered in a location other than where the sign is located.

jj. Open House Sign means a sign that advertises and may give directions to a house being offered for sale.

kk. Outline Tubing Sign means a sign consisting of glass tubing, filled with a gas such as neon, that glows when electric current is sent through it. An enclosed outline tubing sign is one that is enclosed in a box or cabinet with a clear plastic or Lexan cover that protects the sign's components from outside elements.

ll. Parapet means a low wall or rail at the edge of a roof and that extends above roof level.

mm. Pedestrian Blade Sign means a building-mounted pedestrian sign that contains two faces and which is perpendicular to the building on which it is mounted.

nn. Pennant means a series of narrow, tapering flags, typically strung from pole to pole.

oo. Pennant Display means multiple pennants arranged in sequence to draw attention to activities on a parcel.

pp. Person means an individual, trustee, executor, fiduciary, corporation, firm, partnership, association, organization, or other legal entity acting as a unit.

qq. Personal Interest Sign means a sign expressing the personal opinion of a property owner on any subject, including but not limited to religion, politics, social viewpoints, and sports, but excluding commercial messages.

rr. Planter Sign means a freestanding business identification and advertising sign that utilizes plants and stones, wood and other building materials to screening the supporting structure of the sign and that is designed to enhance the appearance of the building and premises to which it pertains and the community in general.

ss. Pole Sign means a sign supported by a pole or poles where the sign face is either placed on top of or is suspended from the pole or poles.

tt. Post Sign means a sign supported by a post (for example, a wooden post) where the face of the sign is either placed on top of or is suspended from the post.

uu. Political Sign means any sign used for the purposes of endorsing, supporting, advocating, or opposing any candidate for any elected office or any issue that will be placed before the electorate at any general, primary, or special election.

vv. Project Sign means a sign that offers information about and promotes a development project on the property on which the sign is located.

ww. Projecting Sign means a sign, other than a flat wall sign, that projects more than twelve (12) inches from the face of the building or structure on which it is located and is designed to attract the attention of drivers.

xx. Public Sign means a sign erected in the public interest by or upon orders from a local, state or federal official. Examples of public signs include legal notices, traffic signs, memorial plaques, and signs of historical interest.

yy. Quasi-Public means an organization or place that is accessible or visible to the public at large, but is not a part of government. Examples of quasi-public organizations include civic organizations (e.g., Rotary), service clubs, community theater group, and religious institutions.

zz. Real Estate Sign means a sign related to the sale or lease of the property on which the sign is displayed, and is further defined as follows:

1. Residential Real Estate Sign means a sign related to the sale or lease of residentially-used property on which the sign is located.

2. Commercial and Industrial Real Estate Sign means any sign related to the sale or lease of commercially or industrially-used property on which the sign is located.

aaa. Residential Entranceway Sign means a sign that marks the entrance to a subdivision, apartment complex, condominium development, or other residential development.

bbb. Sandwich Board Sign means an "A-frame" shaped sign that consists of two sign boards that are hinged together at the top. The message can be factory imprinted on the boards, handwritten, or manually changed.

ccc. Sign means any device, fixture, or placard that uses words, names, figures, graphic designs, illustrations, logos or trademarks for the purpose informing and/or attracting attention of persons. The definition of Sign includes interior and exterior signs that are visible from any public street, sidewalk, alley, park, parking lot, or public property.

ddd. Special Community Event Sign means a sign relating to special activities sponsored by public entities or quasi-public entities, or a sign that relates to public, quasi-public, or civic special events.

eee. Streamer means a long narrow banner, flag, or pennant.

fff. Supplemental Commercial Sign means a temporary, portable sign relating to the activities on a commercial property.

ggg. Temporary Sign means a sign not constructed or intended for long-term use. Examples of temporary signs are signs that announce a coming attraction, a new building under construction, a community or civic project, or other special events that occur for a limited period of time.

hhh. Vehicle Sign means a sign painted or affixed on the side or top of a vehicle.

iii. Vehicle Sales Sign means a sign relating to the sales of vehicles, as regulated in Section 1153.05(c)(3).

jjj. Wall Sign means a sign that is affixed to the wall of the principal building on the business frontage chosen for frontage.

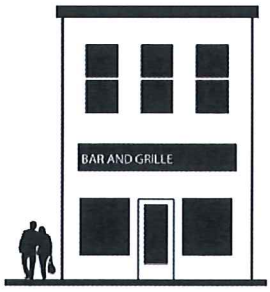
kkk. Window Sign means any sign on the interior of a commercially-used building that is intended to be seen from outside the building, further defined as follows:

1. Permanent Window Sign means any window sign located inside the building, made of permanent materials, and intended to identify the business or advertise some aspect of the business.

2. Temporary Window Sign means any window sign painted on or attached to the inside of a window or door of a building, made of non-permanent materials, and intended to advertise a limited-time offer or product.

# Sign Illustrations

Following are illustrations of signs that are defined in this ordinance.

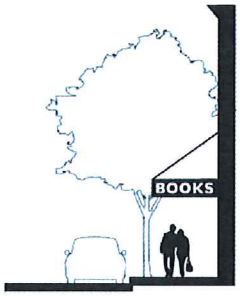



Wall Sign

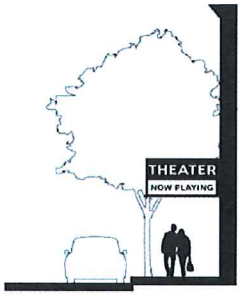
Window Sign

Awning Valance Sign

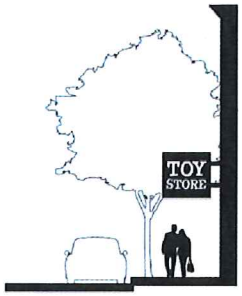
Awning Side Sign



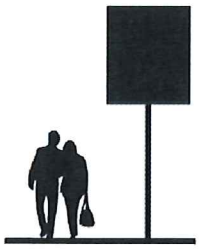

Canopy Sign




Marquee Sign




Projecting Sign



Pole Sign

Ground Sign

Planter Sign

Feather Banner Sign

McKenna ASSOCIATES

## 1159.03 Ordinance Enforcement

a. Permits, Plans and Specifications

1. Permit Requirements

i. Temporary Signs. Temporary signs shall not require a permit.

ii. Permanent Signs. No person shall erect, alter, replace, relocate or complete anything other than routine maintenance on a permanent sign without first obtaining a permit from the Planning, Zoning & Building Division. The Planning, Zoning & Building Division shall keep a permanent record of all permits issued.

iii. Permits Related to Sign Maintenance. A new permit is not required for normal sign maintenance. However, a permit is required for the following:
   a) Any change to the existing sign face or faces;
   b) Any change to the structure, mounting, color, illumination, or other part of the sign;
   c) Any change in the size of any part of the sign;
   d) Any change in the location of the sign;
   e) Any change in the height of a sign; and
   f) Any change in the business, use or identity associated with the sign.

iv. Permit Fee. Prior to being granted a permit, the applicant shall pay a fee, which shall be based on the fee schedule contained in the Aurora Codified Ordinance.

v. Permit Expiration. If a sign is not completely erected, inspected and approved within 180 days of issuance of the permit, then the permit shall expire and there shall be no refund of the permit fee.

2. Application Data Requirements. An application for a sign permit shall be made upon forms provided by the City and shall include the following information:

i. Name, address, telephone number, and email address of applicant.

ii. Address of the structure or lot on which the sign is to be erected.

iii. For freestanding signs, a drawing that shows the location of the sign on the site relative to property lines, structures, and setback lines.

iv. A drawing, which shall be to scale, which shows all relevant information about the sign, such as height, dimensions, lighting, construction supporting structure, method of attaching to the structure (for wall signs), configuration and style of text and figures, and proposed colors.

3. Review Process and Review Criteria. When a sign application has first been submitted, the Planning, Zoning & Building Division staff shall review the application for completeness and compliance with the dimensional requirements of the Ordinance. If the proposal requires a variance, the Planning, Zoning & Building Division staff shall transmit the application to the Board of Zoning Appeals (BZA) for consideration. If the BZA grants the required variance(s), or if no variances are required, the application shall be submitted to the Landmark Commission (if in the Landmark District or a historical listed property) and the Architectural Board of Review (ABR).

   If the BZA denies any required variances, the applicant may: 1) Revise the application to eliminate the need for variances and resubmit for review, or 2) Accept the BZA's denial, resulting in the case being closed.

Review by the Landmark Commission, ABR, and/or Planning, Zoning & Building Division shall comply with one of the following options:

i. Option 1: Sign is proposed on property in the Landmark District or a historical listed property. The Planning, Zoning & Building Division shall transmit the application to the Landmark Commission (LC) and the Architectural Board of Review (ABR). Review and action shall be taken by the LC first, followed by ABR review and action. If the LC and ABR grant approval, then the decision shall be final and the Planning, Zoning & Building Division is authorized to issue a permit. Review criteria for evaluation of signs in the Landmark District or as a historical listed property by the LC are set forth in Section 1159.05(f).

ii. Option 2: Sign is proposed on property outside of the Landmark District or a historical listed property. The Planning, Zoning & Building Division shall transmit the application to the Architectural Board of Review (ABR) for review and action. If the ABR grants approval, then the decision shall be final and the Planning, Zoning & Building Division is authorized to issue a permit.

iii. Option 3: Director of Planning, Zoning & Building Division has sole jurisdiction. When the Director of Planning, Zoning & Building Division has the sole decision-making authority for a particular type of sign (such as all temporary signs), the application shall be transmitted to the Director of the Planning, Zoning & Building Division for review and final action and to issue a permit.

iv. Review Criteria and Standards. The Landmark Commission, Architectural Board of Review, and Director of Planning, Zoning & Building Division shall adhere to the regulations set forth in this Ordinance during the course of their review. *Under no circumstances shall sign content be the subject of consideration, nor shall it be used as the basis for a decision regarding a proposed sign, except for inflammatory or obscene signs, which are prohibited in Section 1159.04(b)(7)(v) and Section 1159.04(b)(13).*

b. Inspection and Maintenance

1. Inspection of New Signs. All signs for which a permit has been issued shall be inspected by a designee of the Planning, Zoning & Building Division when erected. Approval shall be granted only if the sign has been constructed and erected in compliance with the approved plans, this Ordinance, and applicable Building Code regulations. In cases where fastenings or anchorages are to be eventually bricked in or otherwise enclosed, the sign erector shall advise the Director's designee so that inspection may be completed before enclosure.

2. Inspection of Existing Signs.

i. Responsibility of the Owner. It is the responsibility of the owner to maintain the sign in good repair, with a continuing obligation to comply with regulations in this Ordinance and the Building Code.

ii. Authority of the Director of the Planning, Zoning & Building Division.
   a) The Director of the Planning, Zoning & Building Division, or the Director's designee, shall have the authority to routinely inspect existing signs to determine if they are located where permitted and are in good repair.
   b) The Director or the Director's designee may order any sign to be painted or refurbished as necessary to restore the sign to a safe and unblighted condition.

c) If the Director or the Director's designee finds that a sign is not in good repair or is in an unsafe or blighted condition, then all City Ordinances regarding repair or removal of unsafe or blighted structures shall apply.

iii. Standards of Good Repair. A sign in good repair shall exhibit the following characteristics:

a) Free of peeling or faded paint.
b) No uneven soiling or rust streaks.
c) No chipped, cracked, broken, or bent letters, panels, framing, support structure, or other part of the sign.
d) Not leaning to a discernible degree.
e) Free of weeds and debris in its planter, if applicable.
f) Adequately supported and secured to safely bear the weight of the sign and pressure created by the wind.
g) Painted to prevent corrosion.

c. Nonconforming Signs. Any nonconforming sign, as defined in Section 1159.02, may be continued only in accordance with the following regulations:

1. Ordinary Maintenance. Ordinary maintenance may be made to a nonconforming sign to keep it in good repair, as described in Section 1159.03(b) of this Ordinance. Any changes to a nonconforming sign specified in Section 1159.03(a)(1)(iii) shall not be undertaken unless a new permit has been issued and the sign is brought into conformity with the Ordinance.

2. Alterations, Additions, and Enlargements. No part of a nonconforming sign, including the sign face, structure, sign frame, color, illumination, or other part, shall be altered, added to, or enlarged without first obtaining a permit and bringing the sign into conformity with the Ordinance.

3. Moving. A nonconforming sign shall not be moved in whole or in part to any other location unless such sign, and the use thereof, are made to conform to all regulations of this Chapter.

4. Restoration of Damaged Nonconforming Signs. A nonconforming sign that is damaged to the extent that the cost of restoration will exceed sixty percent (60%) of the current replacement cost of the sign shall not be restored unless it is made to conform to all the regulations of this Ordinance, or amendment thereto. In the event that the damage or destruction is less than sixty percent (60%) of the original cost of the sign, no repairs or reconstruction shall be made unless started within six (6) months from the date of partial destruction and diligently pursued to completion. Such sign shall be removed within forty-five (45) days after the damage occurred. Such removal shall be the responsibility of the owner of the property.

5. Removal of Obsolete Sign. Any sign that no longer identifies a business or use that is in operation, or that identifies an activity or event that has already occurred shall be removed within forty-five (45) days after the business, use, activity or event ceases. Such removal shall be the responsibility of the owner of the property.

6. Change of Business, Use or Identity. Where a business, use or identity associated with a nonconforming sign terminates or changes, such termination or change of use or identity shall require termination of the nonconforming sign, and the sign shall thereafter conform to the regulations in this Ordinance.

7. Substitution. A nonconforming sign shall not be replaced with another nonconforming sign.

8. Modifications to the Principal Building. Whenever the principal building on a site on which a nonconforming sign(s) is located is modified to the extent that site plan review and approval is required, all nonconforming signs shall be removed.

9. Removal of Nonconforming Temporary Signs. Temporary signs that become nonconforming on the date this Ordinance takes effect shall have forty-five (45) days to become conforming or they must be removed.

d. Appeal to the Board of Zoning Appeals. Any party who has been refused a sign permit may file an appeal with the Board of Zoning Appeals, in accordance with Section 1139.03 of the Zoning Ordinance. In determining whether a variance is appropriate, the Board of Zoning Appeals shall consider any extraordinary circumstances that would cause practical difficulty in complying with the sign regulations. The BZA shall consider the following considerations when evaluating a request for a sign variance:

1. Whether the property will yield a reasonable economic return or have any beneficial use if the variance is denied.

2. Whether the variance is substantial.

3. Whether the essential character of the neighborhood would be substantially altered or whether adjoining properties would suffer a substantial detriment if the variance is granted.

4. Whether the delivery of governmental services would be adversely affected if the variance is granted.

5. Whether the property owner purchased the property with knowledge of the zoning (sign) regulation.

6. Whether the property owner's predicament can be feasibly solved through some method other than a variance.

7. Whether the spirit and intent behind the zoning regulation would be observed and substantial justice done if the variance is granted.

e. Abatement of Illegal Signs. The Director of the Planning, Zoning & Building Division, or his/her designee, shall be responsible for enforcement of this Ordinance. The Director shall not permit and shall abate any illegal sign that fails to meet the requirements of this Ordinance, pursuant to Chapter 165 of the City Code.

f. Injunctive Proceedings. Whenever a person fails, neglects or refuses to comply with an order of the Zoning Inspector or Director of Planning, Zoning & Building Division (the "Director) under the provisions of this Ordinance, or whenever a sign is in violation of any regulation in this Ordinance, the Director may, at his/her discretion, seek compliance through injunctive proceedings with the aid of the City Attorney.

g. Penalties. Whoever violates the regulations in this Ordinance is guilty of a misdemeanor of the third degree and shall be subject to a fine of no more than five hundred dollars ($500.00) or imprisonment for not more than sixty (60) days for each offense. Each day on which a violation occurs or continues shall be deemed a separate offense.

## 1159.04 General Requirements

a. Allowed Exempt Signs. A sign permit shall not be required for the following signs, which shall be allowed subject to the regulations specified:

1. Address numbers with numeral height of at least three (3) inches and no greater than six (6) inches for residences and no greater than eighteen inches (18) for businesses.

2. Nameplates identifying the occupants of a building provided they do not exceed two (2) square feet.

3. Memorial signs or tablets.

4. Signs on a bus, truck, trailer, or other vehicle while operated and used for transport in the normal course of a business, provided that the primary use of the vehicle displaying the sign shall not be for the purpose of advertising a business on the premises where the vehicle is parked. If a vehicle is not being driven or moved on a daily basis then its primary purpose shall be considered advertising.

5. Flags bearing the official design of a nation, state, municipality, educational institution, or noncommercial organization.

6. Incidental signs, provided that total of all such signs shall not exceed two (2) square feet.

7. Public and private traffic control signs that conform to the traffic control requirements of the State of Ohio.

8. Permanent signs on vending machines, gas pumps, propane cages, and ice containers, which indicate only the contents and brand of contents, provided that the sign area of each device shall not exceed six (6) square feet. One such sign shall be permitted on each face of the device.

9. Real estate signs, which shall be subject to Section 1159.04(c).

10. "Help wanted" signs soliciting employees for the place of business where posted, provided that the maximum area for all such signs shall be six (6) square feet.

11. Any sign which is located completely within an enclosed building, and which is not visible from outside the building.

12. Plaques or signs designating a building as a historic structure.

13. "No Trespassing," "No Hunting," and "No Dumping" signs. Such signs shall not exceed three (3) sq. ft. in area.

14. Signs used to direct vehicular or pedestrian traffic to parking areas, loading areas, or to certain buildings or locations on the site, subject to the following conditions:

    i. A directional sign may display a logo, which shall not exceed one (1) square foot in area.
    ii. Directional signs shall not exceed eight (8) square feet in area and four (4) feet in height.
    iii. Directional signs may be located in the front setback area, provided they are setback at least fifteen (15) feet from the existing right-of-way line.
    iv. Such signs shall not be located where they would block drivers' visibility.

15. Signs in the rear of buildings that are not visible from a street.

16. Scoreboards for public, parochial, and private elementary, intermediate, and high schools, subject to the following conditions:

    i. Scoreboards shall comply with the illumination requirements in Section 1159.05(b).
    ii. Where feasible, scoreboards shall be oriented away from residential areas.

b. Prohibited Signs. The following signs are prohibited in all zoning districts:

1. Any sign not expressly permitted.

2. Signs which incorporate flashing, revolving, shaking, spinning, or moving lights; however, time and temperature or stock market and electronic changeable copy signs shall be permitted.

3. Festoons, spinners, pennants or streamers used for commercial purposes.

4. Balloons and inflatable figures, except that seasonal inflatable figures and balloons not exceeding ten (10) feet in height shall be permitted on residential and commercial parcels.

5. Moving signs, including any sign which has any visible moving parts, visible revolving parts, visible mechanical movement, or other visible movement achieved by electrical, electronic, or mechanical means, including intermittent electric pulsations or movement caused by normal wind current or multi-vision signs, as defined herein.

6. Any sign or sign structure which:

    i. Is structurally unsafe;
    ii. Constitutes a hazard to safety or health by reason of inadequate maintenance, dilapidation, or abandonment;
    iii. Is capable of causing electric shock to person who come in contact with it; or
    iv. Is not kept in good repair, such that it has broken parts, missing letters, or non-operational lights.
    v. Is so inflammatory as to be likely to result in a breach of the public peace, or otherwise be clearly contrary to the public health, safety or welfare of the city or its residents.

7. Any sign located on a utility pole, except for public or utility company signs.

8. Obsolete signs.

9. Portable signs, except where expressly permitted in this Ordinance.

10. Any sign which obstructs free access to or egress from a required door, window, fire escape, or other required exit.

11. Any sign which makes use of the words "Stop," "Look," or "Danger," or any other words, phrases, symbols, or characters, in such a manner as to interfere with, mislead, or confuse traffic.

12. Any sign containing obscene, indecent, or immoral content.

13. Any sign unlawfully installed, erected, or maintained.

14. Roof signs.

15. Projecting signs. Pedestrian blade signs, however, are permitted.

16. Signs on street furniture, such as on benches and trash receptacles.

17. Real estate signs no longer valid due to the sale, rental or lease of the property.

18. Video display signs.

19. Signs that obstruct the vision of drivers or detract from the visibility of any traffic signs or traffic control devices.

20. Privately-owned signs located in the street right-of-way, or on any property owned by the City, State, or political subdivision of the State.

21. Privately-owned signs attached to a tree located in the street right-of-way.

22. Graphics or images that appear to move or change in size, or be revealed sequentially rather than all at once, are prohibited in all districts.

c. Temporary Signs. See table.

## Section 1159.04 General Requirements; subsection (c) Temporary Signs

| Type of Sign | Permit Required | Allowed District(s) | Allowed Location | Maximum Size | Display Duration | Right-of-Way Setback | Maximum Number | Allowed Type | Illumination Permitted |
|---|---|---|---|---|---|---|---|---|---|
| **Accessory Sales** | No | Residential | On sale parcel only | 5 sq. ft.; 4 ft. in height | Only for allowed sales periods; 6 months for product sales, not more than twice a year for vehicle sales | 0 | 1 | Ground Sign Only | No |
| **Garage Sale** | No | All | 1 on sale parcel, 2 as off-site directional | 5 sq. ft. | No sooner than 1 day before sale, removed last day of sale; no more than twice a year | 0 | 3 | Ground Sign Only | No |
| **Personal Interest/Issue** | No | All | On property of person expressing opinion | 9 sq. ft.; 6 ft. in height | None specified. | 0 | 1 | Ground or Window Only | No |
| **Political Signs** | No | All | Any parcel with owner's consent | 9 sq. ft.; 6 ft. in height | No sooner than the time when the candidate's nomination petition is certified in writing by the appropriate authority, or if the candidate is a write-in, from the time he or she files a declaration of intent with the appropriate authority as a candidate running for election; must be removed within 5 days after election. | 0 | No limit | Ground Sign Only | No |
| **Residential Real Estate** | No | Residential | On sale parcel only | 5 sq. ft. | During the term of the listing | 5 ft. | 1 per road frontage | Ground Sign or Post Sign Only | No |
| **Commercial and Industrial Real Estate** | No | Commercial and Industrial | On sale parcel only | 32 sq. ft. | 120 days | 5 ft. | 1 per road frontage | Ground Sign or Post Sign Only | Yes |

| Type of Sign | Permit Required | Allowed District(s) | Allowed Location | Maximum Size | Display Duration | Right-of-Way Setback | Maximum Number | Allowed Type | Illumination Permitted |
|---|---|---|---|---|---|---|---|---|---|
| **Real Estate Open House** | No | All | On sale parcel or other parcels with owner's consent | 2 sq. ft. | 2 hours before to 2 hours after open house | 0 | 5 | Ground Sign Only | No |
| **Public** | No | All | As needed | As needed | As needed | May be in right-of-way if necessary | No limit | As needed | Yes |
| **Model Home** | No | Residential | On model home parcel | 12 sq. ft. | 1 year | 10 ft. | 1 | Ground Sign or Post Sign Only | No |
| **Site Plan & Subdivision Project** | No | All | On project property | 32 sq. ft. | Up to 1 year, following completion | 10 ft. | 1 | Ground Sign Only | Yes |
| **Temporary Window** | No | Commercial | Inside window or door glazing | 20% of window area | 30 days | Not applicable | Not applicable | Temporary Window Sign | No |
| **Grand Opening Signs** | No | Commercial | On new business property | 32 sq. ft.; 10 ft. in height. | 30 days | 10 ft. | 1 | Ground or Wall Sign | Yes |
| **Help Wanted – On-Premise** | No | Commercial and Industrial | On company property | 16 sq. ft.; 6 ft. in height | During the period that employees are being sought | 10 ft. | 1 | Ground or Sandwich Board Sign | No |
| **Help Wanted – Off-Premise** | No | Industrial | Any industrial parcel with owner's consent | 16 sq. ft.; 6 ft. in height | During the period that employees are being sought | 10 ft. | 1 | Ground or Sandwich Board Sign | No |
| **Banner** | Yes | Commercial and Industrial | Front face of principal building | 20 sq. ft. | 14 days, 4 times per year, minimum of 30 days between displays | Not applicable | 1 | Banner Sign | No |
| **Supplemental Commercial** | Yes | Commercial | On commercial property | 6 sq. ft. | From 6:00 a.m. to 9:00 p.m. daily | 10 ft. | 1 | Ground or Sandwich Board Sign | No |

d. Off-Premise Advertising Signs. The City of Aurora is known for its aesthetic appeal, attractive residential neighborhoods, the Landmark District or historical listed properties, and vital commercial and industrial districts. The City's image has not developed by happenstance; rather, it the result of a long tradition of planning and zoning. The City finds that billboards and other off-premise signs would adversely impact the positive defining characteristics of the City, and contravene the longstanding planning and zoning program. Such signs would be out-of-scale with other developments and other signs in the community. They would adversely impact the aesthetics, vitality, and value of the City at large. For these reasons, billboards and off-premise signs are prohibited by this Ordinance.

e. Electronic Display Signs. Electronic display signs, as defined in Section 1159.02, are permitted as noted in the following chart:

| Type of Electronic Display Sign | Residential Districts | Commercial Districts | Office Districts | Industrial Districts | Landmark District | T-1 Overlay Transitional Commercial Services District |
|---|---|---|---|---|---|---|
| **Electronic Changeable Copy Sign** [1,5,6] | Permitted [2] | Permitted | Permitted | Permitted | Not Permitted | Not Permitted |
| **Electronic Graphic Display Sign** [1,5,6] | Not Permitted | Permitted [3] | Permitted [4] | Permitted [4] | Not Permitted | Not Permitted |
| **Video Display Sign** | Not Permitted | Not Permitted | Not Permitted | Not Permitted | Not Permitted | Not Permitted |

Footnotes

1. The message on Electronic Display Signs shall change at fifteen (15) second intervals or longer.
2. Non-residential uses only are permitted to have Electronic Changeable Copy signs in residential districts.
3. Electronic Display Signs in commercial districts may use messages that appear or disappear from the display through dissolve, fade, travel, and scroll modes.
4. Businesses in office and industrial districts may use static electronic display only (i. e., showing no movement).
5. Electronic Display Signs shall have automatic dimming controls, either by photocell (hardwired) or via software settings, so that the signs do not exceed the maximum luminance level of seven hundred fifty (750) cd/$m^2$ or nits, regardless of the method of illumination.
6. An Electronic Display Sign may occupy no more than fifty percent (50%) of a ground or planter sign.

f. Entranceway Signs. Entranceway signs are permitted for the purposes of identifying the entrances to residential subdivisions or condominium developments, apartment complexes, commercial center, industrial subdivisions or condominium developments, office parks, and similar developments. Such signs shall comply with the following regulations:

1. Maximum Sign Size: 48 sq. ft. (sign structure may exceed 48 sq. ft.)

2. Maximum Sign Height:

   i. Residential: 6 ft. (maximum sign structure height: 8 ft.)

ii. Manufacturing, wholesale and commercial uses: 8 ft. (maximum sign structure height: 10 ft.)

3. Minimum Setback from the road right-of-way: 0 ft. Except as noted in item 6, following, no part of an entranceway sign shall encroach into the road right-of-way.

4. If a sign is on private property, evidence of an easement or other legal document must be submitted to verify that permission has been given to locate the sign where proposed.

5. Type of sign permitted: Ground sign only.

6. Entryway Island Option: An entranceway sign may be located on a landscaped entranceway island, provided that:

   i. The nearest edge of the sign must be set back a minimum of 10 feet from the right-of-way of the intersecting street.
   ii. Such signs shall be located where they will not obscure the vision of drivers.
   iii. Signs in the road right-of-way require a permit from the appropriate road agency.

7. Number of Signs Permitted: one (1) signs per major point of entry.

g. Comparable Signs.

1. General Requirements. From time-to-time an applicant will propose a type of sign that is not specifically addressed in this Ordinance. The Director of Planning, Zoning & Building Division is given the authority to determine if such sign should be permitted, based in part on whether the proposed sign is comparable to other permitted signs in the district in which it is located. Other criteria the Director shall use to evaluate the proposed sign include:

   i. Is the proposed sign consistent with the purposes of this Ordinance?
   ii. Is the sign similar to other signs in the district with respect to dimensions, height, location and design?

2. Authority of the Director. This Section does not give the Director the Authority to vary any regulations in this Ordinance, or to permit signs that are specifically prohibited. If the Director determines that a proposed sign qualifies as a comparable sign, it must be further approved following the regular permit process.

h. Proprietary Marketing Signage.

1. Description of Proprietary Marketing Signage. Proprietary Marketing Signage contains a legally recognized and protected element that is specific to the business identified in the sign. Examples of Proprietary Marketing Signage recognized by the Aurora Sign Ordinance are signs which include any of the following:

   i. Trademarked Symbol or Representation. Any name, symbol, figure, letter, word, or distinctive mark or feature particularly characteristic of or identified with a person or thing, adopted and used by a manufacturer or merchant in order to designate his or her goods and to distinguish them from those manufactured or sold by others. A trademark is a proprietary term that can be, but is not required to be, registered with the Patent and

Trademark Office to assure its exclusive use by its owner. A company's logo is often trademarked in an effort to protect the exclusivity of the business represented.

ii. Trade Dress. Trade dress is a legal term of art that refers to characteristics of the visual appearance of a product or its packaging, including its size, shape, color, design, and texture. When these characteristics are incorporated into a sign's physical appearance, trade dress in the sign may refer to the manner in which the a product is packaged, wrapped, labeled, presented, promoted, or advertised, including the use of distinctive graphics, configurations, and marketing strategies that signify the source of the product to consumers. Only designs, shapes, or other aspects of the product that were created strictly to promote the product or service are protectable Trade Dress. Trade dress may include a logo.

iii. Copyright. A sign containing a symbol or other communication which establishes the legally exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work, whether printed, audio, video, etc.

2. District Regulations.

i. Residential Districts. Non-residential uses in residential districts may use Proprietary Marketing Signage.

ii. All other Districts. Businesses or business activity by individuals located in all other districts may use Proprietary Marketing Signage.

iii. Application of Other Regulations. Although this section expressly authorizes the use of Proprietary Marketing Signage, other regulations of the Aurora Sign Code apply to the portions of a sign which are not a part of the Trademark, Trade Dress or Copyrighted portion of the Proprietary Marketing Sign.

## 1159.05 Sign Design

Review of proposed signs to determine compliance with Section 1159.05, subsections a, b, c and d, is the sole responsibility of the Planning, Zoning and Building Division.

a. Construction Requirements

1. General Safety Requirements. All signs shall be designed and constructed in a safe and stable manner in accordance with the City's adopted building code and electrical code. All electrical wiring associated with a freestanding sign shall be installed underground.

2. Compliance with the Building Code. All signs shall be designed to comply with minimum wind pressure and other requirements set forth in the adopted building code.

3. Supporting Framework. All signs shall be designed so that the supporting framework, other than the supporting poles on a freestanding sign, is contained within or behind the face of the sign or within the building to which it is attached so as to be totally screened from view.

4. Materials. Signs shall be fabricated of quality, durable materials that are complementary to the building they are intended to serve. Noncombustible outdoor signs or display structures shall be provided where required. However, wood, plaster, or other material that is no more combustible than wood shall be permitted in the following locations:

i. For small ornamental moldings, cappings, nailing strips, individual letters, symbols, figures, and insignia.
ii. On the face of a sign, provided that the aggregate area of all such facing shall not exceed one hundred (100) square feet.

b. Illumination. The goal of these standards is to meet the needs of businesses and motorists, but avoid threats to traffic safety and aesthetics that may result from glaring undiffused lighting.

1. Maximum Level of Illumination. A permanent sign in any district may be illuminated at night. Signs that are illuminated at night may not exceed a maximum luminance level of seven hundred fifty (750) cd/m2 or nits, regardless of the method of illumination. At sunrise, the sign may resume luminance levels appropriate for daylight conditions.

2. Shielding. Signs that have external illumination, whether the lighting is mounted above or below the sign face or panel, shall have lighting fixtures or luminaires that are fully shielded.

3. Temporary Signs. Temporary signs shall not be illuminated.

4. Building Lighting. Building lighting for advertising purposes, including outline lighting of a building, is prohibited.

c. Location.

1. Setback. No sign shall be erected closer than ten (10) feet of any public right-of-way, except as specifically stated in this Ordinance (e.g., traffic and regulatory signs and directional signs exempted in Section 1159.04(a).

2. Prohibited Locations. No sign shall be placed, erected or maintained that would:

i. Obstruct any fire escape, window, door, or exit or entrance from any building;
ii. Interfere with the protection of property by the Division of Fire;
iii. Obstruct the view of traffic signals, railroad crossing signs, or other traffic control devices or signs;
iv. Obstruct clear lines of sight for pedestrians or motorists at intersections or along any right-of-way; or
v. Otherwise create a potential safety hazard to motorists or pedestrians.

d. Measurement.

1. Ground and Planter Signs. The area of a ground or planter sign shall be the gross area of the sign face, exclusive of any decorative and supporting structures, determined as follows:

i. Where the sign face consists of a translucent, opaque, or other type of panel or panels, the sign area shall be the gross area of that panel or panels.
ii. Where the sign face consists of individually attached letters, numbers, graphics, and/or symbols and characters, the sign area shall be the smallest rectangle required to enclose the letters, numbers, graphics, and/or symbols and characters.

iii. Only one side of a double-faced sign shall be included in the measurement of sign area, provided that the two display faces are joined at an angle of no greater than fifteen degrees ($15^{o}$).

iv. Measurement of sign area shall not include the frame, coping, trim, structural supports, planter area, or other architectural elements outside the sign face, provided that the total area of such elements does not exceed the allowed sign area by more than fifty percent (50%).

2. Wall Signs.

   i. Where the sign face consists of a translucent, opaque, or other type of panel or panels, the sign area shall be the gross area of that panel or panels.

   ii. Where the sign face consists of individually attached letters, numbers, graphics, and/or symbols and characters, the sign area shall be the smallest rectangle required to enclose the letters, numbers, graphics, and/or symbols and characters.

3. Awning and Canopy Signs. The sign area shall be the smallest rectangle required to enclose the letters, numbers, graphics, and/or symbols and characters on each side of the awning or canopy.

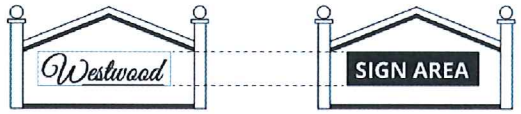
4. General Requirements for Signs Not Listed. Where a sign consists of a generally flat surface on which lettering and other information is affixed (e.g., a window sign), the sign area shall be computed by measuring the entire face of the sign.

5. Distance Measurements. The distance between a sign and a property or right-of-way line shall be measured along a straight horizontal line that represents the shortest distance between the sign and the building.

6. Area Determination. The Director of Planning, Zoning & Building Division is given the authority to determine if a sign is being properly measured.

# Sign Measurements

The following graphics illustrate methods of measuring signs, as described in Section 1159.05.d.




Calculate sign area defined by imaginary rectangle drawn around copy. Do not caluclate embeillishment of monument background.

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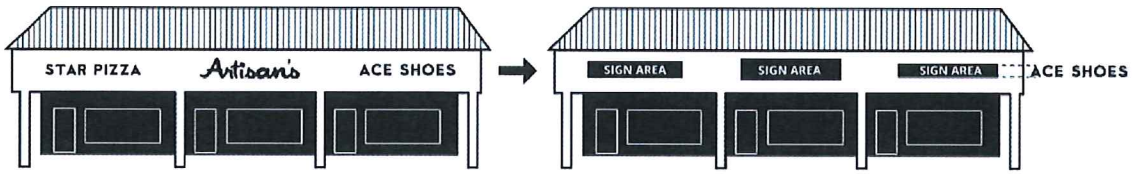
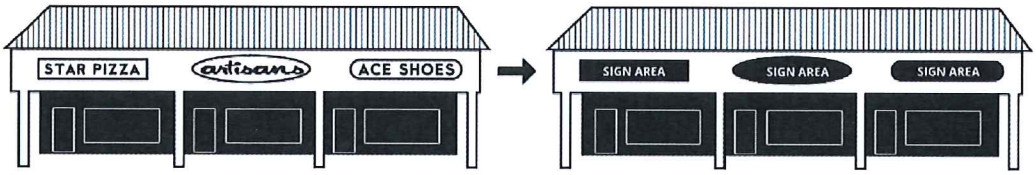



**Signs composed of individual letters.**
Calculate sign area by imaginary rectangle drawn around sign copy.

---




**Signs with integral background panel.**
Calculate sign area by area of actual background panel surrounding sign copy.

e. Sign Features. The Architectural Board of Review is authorized to consider the following criteria when evaluating a proposed sign:

1. Compatibility. To the extent that it is feasible, signs shall be designed to be compatible in character and style with other signs on the same building, same parcel, and adjoining buildings and parcels.

2. Style and Color. To the extent that it is feasible, the style of a sign shall be compatible with building it serves. In making this determination, the Architectural Board of Review may consider types of materials and colors. All signs shall have a non-glossy finish.

3. Lettering. Sign lettering shall be large enough to be easily read by passing motorists, but not out of scale with respect to the total sign face. An excessive amount of information that creates clutter and could create a safety hazard to motorists or pedestrians is discouraged.

4. Proprietary Marketing Sign Elements. Any trademarked symbol or representation, trade dress element or copyrighted symbol, as defined in 1159.04(h), shall be allowed to be incorporated into signage without alteration as to shape, colors or other characteristic.

f. Landmark District and Historical Listed Property Evaluation Criteria. The Landmark Commission is authorized to consider the following criteria when evaluating signage in the Landmark District and for historical listed properties per Chapter 183 of the Aurora Codified Ordinances:

1. Design. All signs must in their design and appearance complement the nineteenth century Western Reserve character of the district by incorporating design features characteristics of signs of the 1800s.

2. Placement of Signs on Buildings. Signs should be designed and placed on buildings to be compatible with and complement the appearance of the building.

3. Materials and Construction. All signs shall be framed, constructed, and erected so as to complement the overall appearance of the building and site as well as the overall appearance of the sign.

4. Shapes. Early Western Reserve shapes, including features like a broken pediment, are preferred. Signs should be scaled and oriented to relate to pedestrians, as well as passing motorists, and signs should be sized to the scale of the building, the storefront, and the street.

5. Color. A wide range of colors is historically appropriate to allow expression of individuality while being appropriate to the buildings that are landmarks or are located within the Landmark District and individually listed historic properties.

6. Lettering. Lettering shall be in traditional nineteenth century letter styles. Signs could also include some sanserif fonts but primarily serif.

7. Logos and Illustrations. Logos and illustrations are permissible provided that they conform in color and design to the sign regulations, and their presence is compatible with and proportionate to the architectural style or character of the sign.

8. Illumination. No sign shall be illuminated from within or behind. Illumination shall be by properly shielded lights focused directly on the sign.

## 1159.06 Permitted Signs in Residential Districts (R-1, R-2, R-3, R-4 and R-5 Districts)

a. Exempt Signs. Exempt signs shall be permitted in residential districts, pursuant to Section 1159.04(a).

b. Temporary Signs. Temporary signs specified in Section 1159.04(c) shall be permitted in residential districts.

c. Home Occupation Signs. Home occupation signs are permitted, subject to the following regulations:

i. Maximum size: six (6) sq. ft.
ii. Home occupation signs must be located on the same site as the home occupation.
iii. Maximum number of signs: one (1)
iv. All home occupation signs require a permit. The duration of the permit shall be the same as the duration of the Conditional Zoning Certificate authorizing the home occupation.
v. Home occupation signs shall not be illuminated.

d. Signs for Public Uses and Quasi-Public Uses. Signs for public uses are permitted in residential districts pursuant to Section 1159.04(a). Quasi-public signs shall comply with the following regulations:

i. Maximum size: thirty-six (36) sq. ft.
ii. Signs for quasi-public uses must be located on the same site as the quasi-public use.
iii. Maximum number of signs: one (1)
iv. All signs for quasi-public uses require a permit. The duration of the permit shall not exceed the duration of the Conditional Zoning Certificate authorizing the quasi-public use.
v. Signs for quasi-public uses shall only be ground or planter signs.
vi. No more than fifty percent (50%) of the sign face shall be changeable copy.

e. Residential Entranceway Signs. Residential entryway signs are permitted subject to Section 1159.04(f).

f. Nonconforming Signs. Nonconforming signs in residential districts shall be subject to the requirements in Section 1159.03(d).

g. Residential Homeowners' Association Signs. Residential homeowners' association changeable copy signs are permitted subject to the following regulations:

i. Maximum size: nine (9) sq. ft.
ii. Maximum height: five (5) ft.
iii. Maximum number: one (1) per entrance
iv. Such signs shall be located at the entrances to the development on private property, at least five (5) feet from the right-of-way line. If feasible, such signs shall be located behind the entranceway sign so as to limit visibility of the homeowners' association sign from the cross street providing access to the development.

h. Signs for Approved Nonresidential Principal Uses

i. There shall be no more than one ground, planter or wall sign for each such use.
ii. Maximum size: a ground, planter or wall sign approved for a non-residential use in a residential district shall comply with the size and height regulations set forth in Section 1159.07(d).
iii. Electronic changeable copy is permitted on ground and planter signs, subject to the requirements in Section 1159.04(e).

i. Street Address and Nameplate Signs. Street address and nameplate signs are permitted subject to Section 1159.04(a).

j. Real Estate Signs. Real estate signs are permitted subject to Section 1159.04(c).

k. Garage Sale Signs. Garage sale signs are permitted subject to Section 1159.04(c).

## 1159.07 Signs Permitted in Commercial and Office Districts (C-1, C-2, C-3 and O-1 Districts)

a. Exempt Signs. Exempt signs shall be permitted in residential districts, pursuant to Section 1159.04(a).

b. Temporary Signs. Temporary signs specified in Section 1159.04(c) shall be permitted in commercial and office districts.

c. Nonconforming Signs. Nonconforming signs in commercial and office districts shall be subject to the requirements in Section 1159.03(d).

d. Signs for *One* Commercial Business on a Parcel

1. Ground or Planter Signs

i. Maximum number: one (1) ground or planter sign shall be permitted per road frontage for each business.
ii. Maximum size: the total area of a ground or planter sign shall not exceed one-half (½) of a square foot per lineal foot of frontage, but in no case shall the sign exceed sixty-four (64) square feet. On corner lots, where the applicant wishes to have one (1) sign on each frontage, the frontage shall be measured independently for each frontage.
iii. Maximum height: a ground or planter sign shall not exceed ten (10) feet in height.
iv. Electronic display: Electronic changeable copy signs and electronic graphic display signs are permitted on ground and planter signs, subject to the requirements in Section 1159.04(e).

2. Business Identification Wall Signs

i. Maximum number: one (1) business identification wall sign shall be permitted per street frontage. Where more than one wall sign is permitted, the signs shall be proportionate in size to each other and to the building faces on which they are mounted.

ii. Maximum size: the total area of a business identification wall sign shall not exceed one and one-half (1½) square feet per lineal foot of building frontage, but in no case shall the sign exceed forty-eight (48) square feet in area.
iii. Location: one (1) business identification wall sign may be located on each side of a building that faces a street.
iv. Vertical dimensions: the vertical dimension of a business identification wall sign shall not exceed one third (1/3) of the building height.
v. Horizontal dimensions: the horizontal dimension of a business identification wall sign shall not exceed three-fourths (3/4) of the building width.

3. Directional Wall Signs. Wall signs to identify service or delivery entrances and provide general site directions shall be permitted, subject to the following regulations:

i. Maximum size: five (5) square feet
ii. Maximum height: as needed
iii. Maximum number: no more than four (4) per building

4. Canopy Signs

i. Maximum number: one (1) sign shall be permitted on each side of a building offering customer access.
ii. Maximum size: six (6) square feet
iii. Minimum clearance: eight (8) feet, measured from grade level to the bottom of the sign.
iv. Location: canopy signs shall be located under a canopy, attached to the principal building or the underside of the canopy, where it will be visible to pedestrians
v. Orientation: canopy signs shall be hung at 90° to the store front.

5. Window Signs. Temporary window signs are permitted in commercial and office districts subject to the regulations in Section 1159.04(c). Permanent window signs are permitted subject to the following regulations:

i. Maximum window coverage: permanent window signs shall not cover more than twenty percent (20%) of the window and glass area on the side of the building on which the signs will be located.
ii. Temporary and permanent window coverage: the area allowed for temporary plus permanent signs shall not cover more than forty percent (40%) of the window and glass area on the side of the building on which the signs will be located.
iii. Location: permanent window signs shall be located on the inside, with the intent of being viewed from the outside.
iv. Maximum number: two (2) permanent signs per building face.
v. Materials: such signs shall be constructed of permanent materials.

6. Supplemental Commercial Signs. Supplemental commercial signs are permitted, subject to Section 1159.04(c).

7. Awning Signs. Awning signs shall be permitted, subject to the following regulations:

i. Message location. The letters, numbers and graphics, shall be located only on the vertical front valance and side of the awning.

ii. Dimensions. Letters, numbers and graphics shall be no more than eight (8) inches in height. On the front face the message shall be at least one (1) foot from each end of the awning.

iii. Maximum message size: ten (10) square feet. The area of signs on awnings shall be counted in determining compliance with the requirements for total area of wall signs permitted on a parcel.

8. Comparable Signs. Comparable signs are permitted, subject to Section 1159.04(g).

9. Gasoline Price Signs. Gasoline price signs are permitted, subject to the following regulations:

i. Number: One (1) gasoline price sign shall be permitted as part of each permitted ground or planted sign on the site.

ii. Size: Gasoline price signs shall not exceed twenty (20) square feet in area. Gasoline price signs shall be counted in determining compliance with the requirements for total area of ground or planter signs permitted on the parcel.

iii. Setback: Gasoline price signs shall comply with the setback and height requirements specified for ground or planter signs.

iv. Electronic changeable copy shall be permitted, subject to Section 1159.04.e.

10. Pedestrian Blade Signs. Pedestrian blade signs are permitted, subject to the following requirements:

i. Number: One (1) pedestrian blade sign shall be permitted on each side of a building offering customer access, provided that such signs are spaced not less than twenty (20) feet apart horizontally.

ii. Orientation: Pedestrian blade signs shall project perpendicularly from the building wall from which it protrudes at a 90° angle.

iii. Height: Pedestrian blade signs shall be placed so that there is a minimum distance of eight (8) feet between the sidewalk underneath and the bottom edge of the sign. Blade signs shall not extend vertically beyond the bottom of the second story windowsill, if one exists, and shall not exceed a height above the roofline of the building to which it is attached.

iv. Size: Pedestrian blade signs shall not exceed a display area of six (6) square feet per sign face and no such sign shall have more than two (2) faces.

v. Materials: Pedestrian blade signs shall be constructed of durable rigid material such as wood, metal, MDO plywood, etc., and maintained in such a manner as to continue its original appearance and to assure safety to pedestrians.

11. Incidental Signs. Incidental signs are permitted, subject to Section 1159.04(a).

e. Signs for Business Complexes. The following regulations apply where *multiple businesses* are established on the same parcel in such a manner as to constitute a "business complex" as defined in this Ordinance.

1. Entranceway Signs. Business complex entranceway signs are permitted subject to Section 1159.04(f).

2. Signs for Individual Ground Floor Businesses

i. Business Identification Wall Signs.

[a] Maximum number: one (1) business identification wall sign shall be permitted per street or business frontage. Where more than one wall sign is permitted, the signs shall be proportionate in size to each other and to the building faces on which they are mounted.
[b] Maximum size: the total area of a business identification wall sign shall not exceed one and one-half (1 ½) square feet per lineal foot of *building* frontage, but in no case shall the sign exceed forty-eight (48) square feet in area. A business located in a shopping center or other business complex that has multiple units shall use its *business* frontage to calculate permitted wall sign area.
[c] Location: one (1) business identification wall sign may be located on each side of a building on which the business has frontage.

ii. Directional Wall Signs. Wall signs to identify service or delivery entrances and provide general site directions shall be permitted, subject to the following regulations:

[a] Maximum size: five (5) square feet
[b] Maximum height: six (6) feet above grade
[c] Maximum number: no more than four (4) per building

iii. Canopy Signs

[a] Maximum number: one (1) sign shall be permitted on each side of a building offering customer access.
[b] Maximum size: six (6) square feet
[c] Minimum clearance: eight (8) feet, measured from grade level to the bottom of the sign.
[d] Location: canopy signs shall be located under a canopy, attached to the principal building or the underside of the canopy, where it will be visible to pedestrians
[e] Orientation: canopy signs shall be hung at 90° to the store front.

iv. Window Signs. Businesses in business complexes are permitted to have temporary window signs, subject to the regulations in Section 1159.04(c). Permanent window signs are permitted subject to the following regulations:

[a] Maximum window coverage: permanent window signs shall not cover more than twenty percent (20%) of the window and glass area on the side of the building on which the signs will be located.
[b] Temporary and permanent window coverage: the area allowed for temporary plus permanent signs shall not cover more than forty percent (40%) of the window and glass area on the side of the building on which the signs will be located.
[c] Location: permanent window signs shall be located on the inside, with the intent of being viewed from the outside.
[d] Maximum number: two (2) permanent window signs per building face.
[e] Materials: such signs shall be constructed of permanent materials.

v. Supplemental Commercial Signs. Supplemental commercial signs are permitted, subject to Section 1159.04(c).

vi. Awning Signs. Individual businesses in a business complex may have one (1) awning signs, subject to the following regulations:

[a] Message location. The letters, numbers and graphics, shall be located only on the vertical front valance and side of the awning.
[b] Dimensions. Letters, numbers and graphics shall be no more than eight (8) inches in height. On the front face the message shall be at least one (1) foot from each end of the awning.
[c] Maximum message size: ten (10) square feet. The area of signs on awnings shall be counted in determining compliance with the requirements for total area of wall signs permitted on a parcel.

vii. Comparable Signs. Comparable signs are permitted, subject to Section 1159.04(g).

viii. Pedestrian Blade Signs. Pedestrian blade signs are permitted, subject to the following requirements:

[a] Number: One (1) pedestrian blade sign shall be permitted on each side of a building offering customer access, provided that such signs are spaced not less than twenty (20) feet apart horizontally.
[b] Orientation: Pedestrian blade signs shall project perpendicularly from the building wall from which it protrudes at a 90° angle.
[c] Height: Pedestrian blade signs shall be placed so that there is a minimum distance of eight (8) feet between the sidewalk underneath and the bottom edge of the sign. Blade signs shall not extend vertically beyond the bottom of the second story windowsill, if one exists, and shall not exceed a height above the roofline of the building to which it is attached.
[d] Size: Pedestrian blade signs shall not exceed a display area of six (6) square feet per sign face and no such sign shall have more than two (2) faces.
[e] Materials: Pedestrian blade signs shall be constructed of durable rigid material such as wood, metal, MDO plywood, etc., and maintained in such a manner as to continue its original appearance and to assure safety to pedestrian

ix. Incidental Signs. Incidental signs are permitted, subject to Section 1159.04(a).

3. Signs for Individual Businesses Above Ground Floor

i. Window Signs. Businesses above the ground floor in business complexes are permitted to have window signs only. Temporary window signs shall be subject to the regulations in Section 1159.04(c). Permanent window signs are permitted subject to the following regulations:

[a] Maximum window coverage: permanent window signs shall not cover more than twenty percent (20%) of the window and glass area on the side of the building on which the signs will be located.

[b] Temporary and permanent window coverage: the area allowed for temporary plus permanent signs shall not cover more than forty percent (40%) of the window and glass area on the side of the building on which the signs will be located.
[c] Location: permanent window signs shall be located on the inside, with the intent of being viewed from the outside.
[d] Maximum number: two (2) permanent window signs per building face.
[e] Materials: such signs shall be constructed of permanent materials.

## 1159.08 Signs Permitted in the Manufacturing, Processing and Wholesaling District (I-1 District)

a. Exempt Signs. Exempt signs shall be permitted in the manufacturing, processing and wholesaling district, pursuant to Section 1159.04(a).

b. Temporary Signs. Temporary signs specified in Section 1159.04(c) shall be permitted in manufacturing, processing and wholesaling district.

c. Nonconforming Signs. Nonconforming signs in manufacturing, processing and wholesaling districts shall be subject to the requirements in Section 1159.03(d).

d. Signs for *One* Manufacturing, Processing or Wholesaling Business on a Parcel

1. Ground or Planter Signs

i. Maximum number: one (1) ground or planter sign shall be permitted per road frontage for each business.
ii. Maximum size: the total area of a ground or planter sign shall not exceed one-half (½) of a square foot per lineal foot of frontage, but in no case shall the sign exceed sixty-four (64) square feet. On corner lots, where the applicant wishes to have one (1) sign on each frontage, the frontage shall be measured independently for each frontage.
iii. Maximum height: a ground or planter sign shall not exceed eight (8) feet in height.
iv. Electronic display: Electronic changeable copy signs and electronic graphic display signs are permitted on ground and planter signs, subject to the requirements in Section 1159.04(e).

2. Business Identification Wall Signs

i. Maximum number: one (1) business identification wall sign shall be permitted per street frontage. Where more than one wall sign is permitted, the signs shall be proportionate in size to each other and to the building faces on which they are mounted.
ii. Maximum size: the total area of a business identification wall sign shall not exceed one and one-half (1½) square feet per lineal foot of building frontage, but in no case shall the sign exceed sixty-four (64) square feet in area.
iii. Location: one (1) business identification wall sign may be located on each side of a building that faces a street.
iv. Vertical dimensions: the vertical dimension of a business identification wall sign shall not exceed one third (1/3) of the building height.
v. Horizontal dimensions: the horizontal dimension of a business identification wall sign shall not exceed three-fourths (3/4) of the building width.

3. Directional Wall Signs. Wall signs to identify service or delivery entrances and provide general site directions shall be permitted, subject to the following regulations:

   i. Maximum size: ten (10) square feet
   ii. Maximum height: as needed
   iii. Maximum number: as needed

4. Canopy Signs

   i. Maximum number: one (1) sign shall be permitted on each side of a building offering customer access.
   ii. Maximum size: six (6) square feet
   iii. Minimum clearance: eight (8) feet, measured from grade level to the bottom of the sign.
   iv. Location: canopy signs shall be located under a canopy, attached to the principal building or the underside of the canopy, where it will be visible to pedestrians
   v. Orientation: canopy signs shall be hung at 90° to the building front.

5. Awning Signs. Awning signs shall be permitted, subject to the following regulations:

   i. Message location. The letters, numbers and graphics, shall be located only on the vertical front valance and side of the awning.
   ii. Dimensions. Letters, numbers and graphics shall be no more than eight (8) inches in height. On the front face the message shall be at least one (1) foot from each end of the awning.
   iii. Maximum message size: ten (10) square feet. The area of signs on awnings shall be counted in determining compliance with the requirements for total area of wall signs permitted on a parcel.

6. Comparable Signs. Comparable signs are permitted, subject to Section 1159.04(g).

7. Incidental Signs. Incidental signs are permitted, subject to Section 1159.04(a).

e. Signs for Manufacturing, Processing and Wholesaling Complexes. The following regulations apply where *multiple businesses* are established on the same parcel in such a manner as to constitute a "business complex" as defined in this Ordinance.

1. Entranceway Signs. Industrial complex entranceway signs are permitted subject to Section 1159.04(f).

2. Signs for Individual Ground Floor Industrial Businesses

   i. Industrial Business Identification Wall Signs.

      [a] Maximum number: one (1) business identification wall sign shall be permitted per street or business frontage. Where more than one wall sign is permitted, the signs shall be proportionate in size to each other and to the building faces on which they are mounted.
      [b] Maximum size: the total area of a business identification wall sign shall not exceed one and one-half (1½) square feet per lineal foot of *building* frontage, but in no case shall the sign exceed forty-eight (48) square feet in area. A business located in a business

complex that has multiple units shall use its *business* frontage to calculate permitted wall sign area.

[c] Location: one (1) business identification wall sign may be located on each side of a building on which the business has frontage.

ii. Directional Wall Signs. Wall signs to identify service or delivery entrances and provide general site directions shall be permitted, subject to the following regulations:

[a] Maximum size: five (5) square feet
[b] Maximum height: as needed
[c] Maximum number: as needed

iii. Canopy Signs

[a] Maximum number: one (1) sign shall be permitted on each side of a building offering customer access.
[b] Maximum size: six (6) square feet
[c] Minimum clearance: eight (8) feet, measured from grade level to the bottom of the sign.
[d] Location: canopy signs shall be located under a canopy, attached to the principal building or the underside of the canopy, where it will be visible to pedestrians
[e] Orientation: canopy signs shall be hung at 90° to the store front.

iv. Awning Signs. Individual businesses in an industrial business complex may have one (1) awning signs, subject to the following regulations:

[a] Message location. The letters, numbers and graphics, shall be located only on the vertical front and side faces of the awning.
[b] Dimensions. Letters, numbers and graphics shall be no more than eight (8) inches in height. On the front face the message shall be at least one (1) foot from each end of the awning.
[c] Maximum message size: ten (10) square feet. The area of signs on awnings shall be counted in determining compliance with the requirements for total area of wall signs permitted on a parcel.

v. Comparable Signs. Comparable signs are permitted, subject to Section 1159.04(g).

vi. Incidental Signs. Incidental signs are permitted, subject to Section 1159.04(a).

f. Signs for Industrial Businesses Above Ground Floor

1. Window Signs. Industrial businesses above the ground floor in industrial complexes are permitted to have permanent window signs only, subject to the following regulations:

i. Maximum window coverage: permanent window signs shall not cover more than twenty percent (20%) of the window and glass area on the side of the building on which the signs will be located.
ii. Location: permanent window signs shall be located on the inside, with the intent of being viewed from the outside.
iii. Maximum number: two (2) permanent window signs per building face.

## 1159.09 Signs Permitted in the Planned Development District (PD) District

a. Exempt Signs. Exempt signs shall be permitted in the planned development district, pursuant to Section 1159.04(a).

b. Temporary Signs. Temporary signs specified in Section 1159.04(c) shall be permitted in planned development district.

c. All Other Signs. The following regulations shall apply to all signs, other than exempt and temporary signs:

1. Location. Signs in the planned development district shall be erected in locations approved on the approved final development plan.

2. Additional Regulations. Except for location, the regulations that apply to other signs shall be determined based on the nature of the proposed use. Accordingly,

i. Signs for residential uses shall comply with the regulations for signs in residential districts (Section 1159.06).
ii. Signs for commercial and office uses shall comply with the regulations for signs in commercial and office districts (Section 1159.07).
iii. Signs for manufacturing, processing and wholesaling uses shall comply with the regulations in the manufacturing, processing and wholesaling district (Section 1159.08).
iv. Nonconforming signs shall comply with the regulations in Section 1159.03(d).

3. Authority to Determine Appropriate Regulations. The Director of Planning, Zoning and Building Division has the authority to determine the appropriate regulations under which proposed signs should be regulated.

## 1159.10 Signs Permitted in the Overlay Transitional Commercial Services District (T-1 District)

a. Exempt Signs. Exempt signs shall be permitted in the planned development district, pursuant to Section 1159.04(a).

b. Temporary Signs. Temporary signs specified in Section 1159.04(c) shall be permitted in planned development district.

c. Commercial Signs. Signs shall be permitted for approved commercial and office uses, in conformance with the commercial and office regulations in Section 1159.07. However, due to the underlying residential character of the district, the following restrictions apply:

1. Permitted Signs. Permitted signs shall be limited to:

i. One (1) ground sign, with a maximum size of ten (10) square feet, whether for one (1) business or to serve as a business complex identification sign.
ii. One (1) business identification wall sign for each business, with a maximum size if two (2) square feet per sign.

2. Prohibited Signs. All other signs typically permitted in commercial and office districts are prohibited in the T-1 district, including other wall signs, canopy signs, temporary and permanent window signs, awning signs, project signs, commercial signs and banner signs.

3. Illumination. Illumination of commercial signs is prohibited.

## 1159.11 Municipal Tourist Attraction Directional Signs

The City of Aurora provides businesses that are tourist attractions with the opportunity to have Municipal Tourist Attraction Directional (MTAD) Signs. Such signs are intended to provide directional information to businesses in the City that have substantial numbers of customers who reside outside of the City. MTAD signs are erected, owned, maintained, and subject to removal by the City.

a. Qualifications to Apply. A business must meet all of the following criteria to qualify for a MTAD sign:

1. Eligible Businesses. Eligible businesses shall be limited to farm markets, wineries, bed and breakfast establishments, lodging facilities, antique, craft or gift shops, and other similar establishments.

2. Hours of Operation. The business shall have regular hours of operation on site and must be open to the public for at least five (5) days a week, which may include a Saturday or Sunday. Seasonal businesses shall be considered in compliance with these criteria if they satisfy the hours of operation specified when they are open for business.

3. Affidavit. The business owner shall provide an affidavit attesting that the majority of business clientele are not Aurora residents and that the business generates at least two thousand (2,000) visitors per year.

4. Business Location. The business must be located in Aurora.

b. Design Requirements

1. All MTAD signs shall be six (6) feet in length and one (1) foot in height (6 sq. ft.).

2. All signs shall contain only the business name and directional information that the City deems necessary to locate the business.

3. All signs shall have a green background and white text, or as otherwise required by the City.

4. The final sign design shall be determined by the City.

c. Number and Location

1. No more than two (2) off-premise MTAD signs shall be permitted for each business.

2. Specific locations may be requested by the applicant, but the final location shall be determined by the City, subject in part to traffic safety concerns.

d. Construction Requirements

1. All MTAD signs shall be fabricated or purchased by the City and shall remain the property of the City.

2. The City shall be responsible for installation of the signage.

3. After being erected, signs shall be subject to further review as necessary by the City to address public safety concerns that arise after installation.

e. Permits, Fees and Duration

1. The applicant shall complete and submit to the Department of Planning, Zoning and Building Division an application with and an initial fee of two hundred fifty dollars ($250) for fabrication and installation.

2. The initial duration of the permit shall be three (3) years, after which a renewal permit must be obtain for each successive three year period. Applicants shall complete a renewal application and submit the completed application along with a renewal fee of two hundred fifty dollars ($250). Each subsequent renewal application shall require a renewal fee.

3. If a business to which a permit has been issued ceases operation for a period of six (6) consecutive months, all MTAD signs may be removed by the City without further notice.

4. In the event that a business owner fails to apply for a renewal permit within thirty (30) days after expiration of the permit the City may, but is not required to remove all MTAD signs without further notice to the business owner.

f. Authority and Enforcement

1. Authority of the Director of Planning, Zoning and Building Division. The Director of Planning, Zoning and Building Division has the sole authority to administer and enforce Section 1159.11 of the sign ordinance. In this capacity, the Director shall have the authority to review a business owner's application and affidavit to determine if a business qualifies for a MTAD sign and to decide when and if a sign should be removed.