

**CITY COMMISSION
CITY OF MOUNT PLEASANT
ORDINANCE NO. 1013**

AN ORDINANCE TO AMEND SECTIONS 154.135, 154.144, 154.145, AND 154.147 OF THE MT. PLEASANT ZONING ORDINANCES AND ADD SECTION 154.151 TO THE MT. PLEASANT ZONING ORDINANCES TO ADOPT NEW SIGNAGE STANDARDS AND SIGNAGE GUIDELINES FOR THE CENTRAL BUSINESS DISTRICT – TAX INCREMENT FINANCE AUTHORITY.

IT IS HEREBY ORDAINED BY THE PEOPLE OF THE CITY OF MT. PLEASANT:

Section 1. Amendment. Section 154.135 of the Mt. Pleasant Zoning Ordinances is amended to read as follows:

For the purpose of this subchapter, the following definitions shall apply:

AWNING. A roof-like structure of fabric or similar non-rigid material attached to a rigid frame, movable or fixed, that projects out from a window or door to provide protection from the weather and/or as a decorative embellishment of the building façade. An awning is supported completely by an exterior building wall. An open-sided shed awning projects downward and outward in generally straight lines from the window or door opening and has open sides.

AWNING/CANOPY SIGN. A sign that is incorporated onto the face or valance of an awning or canopy.

BUILDING FAÇADE. The height of the facade as measured from the base of the building to the eaves line or top of the uppermost inhabitable level by the width of the facade. When there is more than one activity in a building, width shall be defined as the width of the activity as it relates to the facade.

CANOPY. Any covered structure attached to a building which projects beyond the building wall and is carried by frame partially supported by the ground or sidewalk below it.

CHANGEABLE COPY SIGN. A sign or portion thereof with characters, letters, or illustrations that can be changed or rearranged without altering the face or the surface of the sign.

GROUND SIGNS. A freestanding sign extending not more than four feet above the ground elevation measured at the base. Signs mounted on wheels, uprights or braces shall be considered a ground sign.

ILLUMINATION, INTERNAL. Illumination of a sign from a light source that is concealed or contained within the sign and becomes visible in darkness through a translucent surface. For the purpose of these regulations, neon signs shall not be considered to be internally illuminated.

MENU SIGN. A sign displayed on the wall of a building within 10 feet of the entrance, at least 80% of which is covered by a neutral background or font no larger than 16-points or the approximate handwritten equivalent.

MULTI-TENANT SIGN. A sign located on the primary wall of a multi-tenant building, at street level.

PORTABLE SIGN.

- (1)
 - (a) A temporary freestanding sign not permanently anchored or secured to either a building or the ground; or
 - (b) A banner approved by the Building Official and attached flush to the building.
- (2) No more than one portable sign per business may be displayed at any one time. The total square footage of a portable sign may not exceed 32 square feet per business except in the CBD-TIFA where the maximum portable sign area shall be 8 square feet per business.

POST AND ARM SIGN. A type of freestanding sign supported by the extended arm of a single post, with the overall height of the sign face not exceeding six (6) feet from ground level. A post sign enables buildings that are set back from the sidewalk to have a sign that is easily viewed from the sidewalk.

PROJECTING SIGN. A sign attached to a building and oriented perpendicular to the flow of pedestrian traffic. An awning or canopy sign is not a projecting sign.

PYLON SIGN. A freestanding anchored sign with a minimum ground clearance of eight feet above the ground.

ROOF SIGN. A sign which is erected upon the roof of a building or extends above the roof of a building.

STREET SIGN. A sign extending beyond the boundaries of the lot on which it is located unless attached parallel to the face of the building and not extending more than 15 inches from the face of the building.

Section 2. Amendment. Subsection 154.144(G) is added to the Mt. Pleasant Zoning Ordinances to read as follows:

- (G) Signage for properties in the CBD-TIFA shall be regulated in accordance with Section 154.151, which supplements and, when in conflict, overrides the regulations in this section with respect to those properties.

Section 3. Amendment. Section 154.145 of the Mt. Pleasant Zoning Ordinances is amended to read as follows:

- (A) Signage for properties in the C-2 District shall be regulated in accordance with Section 154.151.
- (B) The total area of all signs (excluding portable signs and projecting signs) shall not exceed 40 square feet per establishment. Where frontage is on more than one street, not more than 40 square feet may be displayed facing any one street, with a maximum total of 60 square feet for all signs for the establishment.

Section 4. Amendment. Subsection 154.147(C) is added to the Mt. Pleasant Zoning Ordinances to read as follows:

- (C) Signage for properties in the CBD-TIFA shall be regulated in accordance with Section 154.151, which supplements and, when in conflict, overrides the regulations in this section with respect to those properties.

Section 5. Amendment. Section 154.151 is added to the Mt. Pleasant Zoning Ordinances to read as follows:

§ 154.151 SIGNS IN THE CBD-TIFA DISTRICT

In the CBD-TIFA District, the following regulations supplement and when in conflict override the sign regulations of the underlying zoning district when the underlying zoning is C-1, C-2, or OS-1. Total sign area shall be governed by the regulations for the underlying zoning district.

- (A) Intent. These regulations are intended to promote the use of signs that are appropriate for preserving and enhancing the historic small town character of downtown's buildings and streets.
- (B) Design guidelines. All applicants for new or changed signs in the CBD-TIFA are encouraged to use the Downtown Mt. Pleasant Signage Design Guidelines with regard to orientation and placement; scale and shape; materials; colors; content; lighting; and installation. A copy of the guidelines may be accessed from the city's Planning or Downtown Development Departments.

- (C) Prohibited signs.
- (1) Internally illuminated signage.
 - (2) Changeable copy signage except for portable signs and restaurant menu signs.
 - (3) Backlit awning signs.
 - (4) Neon cabinet or canister signs.
 - (5) Digital signs (i.e. LCD, LED, projection, etc.).
 - (6) Animated or flashing signs.
 - (7) Any other signs not explicitly listed as permitted by this section or another applicable provision of the zoning ordinance.

- (D) Permitted signs.
- (1) Projecting signs
 - (a) Projecting signs are permitted on the front or side wall of any building where that wall is no more than 5 feet from the right-of-way line.
 - (b) Permitted sign width shall be in proportion to the clearance above the sidewalk.

| Minimum clearance above sidewalk | Maximum width from building façade |
|----------------------------------|------------------------------------|
| 8 feet | 3 feet |
| 9 feet | 4 feet |
| 10 feet | 5 feet |
| 11 feet | 6 feet |
| 12 feet | 7 feet |

- (c) In no case shall a projecting sign:
 - (i) Have a width that is more than 2/3 the width of the sidewalk below.
 - (ii) Have an area greater than 20 square feet.
 - (iii) Be mounted less than 20 feet from another projecting sign.
 - (iv) Be mounted less than 8 feet above the sidewalk below.
 - (v) Be mounted higher than the cornice on a single-story building or the sills of the second-story windows on a multi-story building.
- (2) Wall signs
 - (a) One wall sign is allowed per each distinct activity located in a building.
 - (b) Internal illumination is prohibited.
 - (c) No part of any wall sign shall be placed higher than the height of the sills of the second story windows of a multi-story building.
 - (d) Non-fronting wall signs. Additional wall signage is allowed in locations that do not front a public right-of-way but have a customer entrance. The additional signage shall not exceed 32 square feet.
- (3) Awning or canopy signs
 - (a) Signs on street-level awnings or canopies are permitted with a wall sign if the sign on each awning/canopy is either less than 7 square feet in size or 8 inches in height, is located on the front valance in the lowest section or skirt of the awning/canopy, and is parallel to the building facade.
 - (b) Signs are not permitted on a closed-sided box awning or domed awning.
 - (c) Where there are multiple awnings on a building, all awning signs shall have a consistent size and location on the awnings.

- (d) An awning/canopy sign shall not extend more than 4 feet from the building façade on which it is attached or 2/3 the width of the sidewalk, whichever is greater.
- (e) Awning/canopy signs shall have a minimum clearance of 8 feet above ground level.
- (4) Under-awning signs. Signs attached beneath an awning and perpendicular to the building façade are permitted. Under-awning signs shall have a minimum clearance of 8 feet above ground level and shall not exceed 7 square feet in size.
- (5) Window signs
 - (a) Permanent window signs are permitted. A window sign shall be applied directly to the window or hung inside the window.
 - (b) A window sign shall not cover more than 1/3 of the window or door in which the sign is placed.
- (6) Portable signs
 - (a) The maximum area of a portable sign shall be 10 square feet per side of sign with the maximum height being 4 feet.
 - (b) Only one portable sign per building occupant shall be permitted. Such sign shall be located directly in front of the space occupied by the sign permit holder.
 - (c) Portable signs shall not be placed so as to cause the width of the sidewalk to be reduced below 5 feet in width, nor shall they be erected or maintained in a manner that prevents free ingress or egress from any door, window, or fire escape.
 - (d) Portable sign permits shall expire annually on December 31.
 - (e) If the portable sign is to be located within the right-of-way, the applicant shall sign a disclaimer that indemnifies the city of any liability for use of said public rights-of-way.
 - (f) Changeable copy is permitted on portable signs.
 - (g) Permit holder is responsible for attaching a copy of the approved permit or permit number to the portable sign. Portable signs without permits shall be disposed of at owner's expense.
 - (h) Portable signs shall not be illuminated or contain moving parts.
 - (i) Portable signs may only be displayed between 9 a.m. and 11 p.m. and shall be removed from public rights-of-way in the event of snow accumulation until such time that accumulation is removed.
 - (j) No paper or cardboard signs or letters are permitted. Chalk boards are permitted, provided they meet the other requirements of this section.
 - (k) Portable signs placed in violation of this section will result in immediate removal of the sign.
 - (l) Portable signs placed in the public right-of-way may be removed by the city for municipal purposes.
- (7) Menu signs
 - (a) One menu sign is permitted per establishment. All menu signs shall be weatherproof, integrated into building façade, no more than 8 square feet in area, and mounted no lower than 30 inches above grade and no higher than 72 inches above grade.
- (8) Post and arm signs
 - (a) A pedestrian-scale post and arm sign is permitted only for residential buildings, which have been adapted for office or retail uses, or commercial buildings that are set back from the street right-of-way/sidewalk edge.

- (b) Post and arm signs are permitted only when the front yard (the area between the principal structure and the right-of-way) is ten (10) feet or more.
- (c) No post and arm sign shall be located within 10 feet of a side property line or within any required sight triangle.
- (d) The sign area shall be no more than 10 square feet per sign face.
- (e) The post and arm shall be no more than 5 feet tall and 4 feet wide.
- (f) Post and arm signs shall be located a minimum of 3 feet behind the street right-of-way.
- (9) Multi-tenant wall directory signs. One multi-tenant sign is permitted for a multi-tenant building, which shall be located on the building's primary wall at street-level and shall be no more than 15 square feet.
- (10) Monument signs
 - (a) Monument signs are permitted only when the area between the principal structure and the right-of-way is greater than 20 feet.
 - (b) Monument signs shall be located a minimum of 5 feet behind the street right-of-way.
 - (c) Monument signs shall include a base that is a minimum of 1 foot in height and constructed of rock, brick, or other masonry material.
- (E) Additional conditions.
 - (1) No wiring for any signage or signage-related lighting shall be exposed to the public. All wiring shall be contained in conduit or enclosed in poles or raceways.
 - (2) No sign shall be installed that creates a conflict with existing or programmed City infrastructure including but not limited to street trees, utility poles, or streetlights. Required off-sets from such infrastructure shall be determined at the sole discretion of the City of Mt. Pleasant.
 - (3) No sign in the CBD-TIFA District shall display a commercial message pertaining to an establishment, organization, product, service, event, entertainment, or activity which is not located, sold, offered, produced, manufactured or furnished on the property on which the sign is located.

Section 6. Publication and Effective Date. The City Clerk shall cause to be published a notice of adoption of this ordinance within 10 days of the date of its adoption. This ordinance shall take effect 30 days after its adoption.

Kathleen Ling, Mayor

Jeremy Howard, City Clerk

Introduced: July 11, 2016
 Adopted: August 8, 2016
 Effective: September 8, 2016
 Published: