



## **SIGN PERMIT GUIDELINES**

- 1. Site Plan (Ground Sign)**
  - A. Location of Structure
  - B. Location and size of all existing sign(s)
  - C. Location and size of proposed sign(s)
  - D. Distance from property line(s)
  
- 2. Drawings to include:**
  - A. Building and Sign Dimensions
  - B. Foundation plan for ground signs
  - C. Electrical Wiring
  - D. Material of Sign
  - E. Method of attachment for wall signs
  - F. Method of Illumination (Internal, External, Direct, Indirect, etc.)
  
- 3. Call Digger's Hotline at 1-800-331-5666 to locate utilities/services or 811 (cell).**

220 North Hastings Avenue  
Inspection: (402) 461-2302  
Fax: (402) 461-2304

P.O. Box 1085



[www.cityofhastings.org](http://www.cityofhastings.org)

Hastings, Nebraska 68902-1085  
Planning: (402) 461-2345

### **34-309. Signs; permits; general regulations.**

Each sign or part of a sign erected within the zoning jurisdiction of the City of Hastings must comply with the provisions of this chapter, other relevant provisions of the City of Hastings' Municipal Code, and applicable building codes.

(1) Nonconformance and amortization of non-conforming signs. Where a sign exists at the effective date of adoption or amendment of the ordinance codified in this title that could not be built under the terms of this title by reason of restrictions on area, use, height, setback, or other characteristics of the sign or its location on the lot, such sign may be continued so long as it remains otherwise lawful, subject to the following provisions:

(a) No such sign may be enlarged or altered in a way which increases its nonconformity; however, reasonable repairs and alterations may be permitted.

(b) Should such a sign be destroyed by any means to an extent of sixty (60) percent or more of its replacement cost at time of destruction, it shall not be reconstructed except in conformity with the provisions of this title.

(2) Resolution of conflicting regulations. This chapter is not meant to repeal or interfere with enforcement of other sections of the City of Hastings' Municipal Code. In cases of conflicts between Code sections, State or Federal Regulations, the more restrictive regulations shall apply.

(3) Vision-clearance area. Except in the C-2 District, no structure shall be built to a height of more than two (2) feet above the established curb grade on the part of the lot within a vision clearance zone. The vision clearance zone shall be as defined in Hastings City Code Section 34-305(4) (d). No landscaping shall be planted in such area which will materially obstruct the view of drivers approaching the street intersection.

(4) Maintenance. All signs shall be maintained in a good state of repair, including, but not limited to, the structural components, the lighting, if any, the portion attaching the sign to the ground or structure, and the surface features.

(5) General regulations: Other design elements.

(a) Illumination. Lighting, when installed, must be positioned in such a manner that light is not directed onto an adjoining property or onto a public street or highway, and in accordance with the Lighting provisions of Section 34-305(5).

(b) Marquees and marquee signs. Signs placed on, attached to, or constructed on a marquee are subject to the maximum projection and clearance regulations of projecting signs.

(c) Permanent banners.

(i) A banner sign projecting from a building may not exceed the wall height of the building.

(ii) Maximum projection for any banner is five (5) feet from the building with a minimum clearance of ten (10) feet.

(iii) Flag signs and banner signs count against the sign area permitted a premise.

(d) Clocks. For the purposes of this chapter, clocks, thermometers, time and temperature only displays, and religious symbols are not considered signs.

(6) General permit procedures.

(a) Applicability.

(i) A sign permit, approved by the Building Official, shall be required before the erection, construction, alteration, placing, or locating of all signs conforming with this title.

(ii) Except as otherwise provided in this Chapter, it shall be unlawful for any person to erect any sign in the city or its two-mile extraterritorial jurisdiction without first obtaining a sign permit for each sign. The regulations set forth in this section shall not be construed to require any permit for a change of copy on any sign, repair or repainting, cleaning and other normal maintenance or repair of a sign or sign structure for which a permit has previously been issued, so long as the sign or sign structure is not modified in any way.

(b) Plans submittal. A copy of plans and specifications shall be submitted to the Building Official for each sign regulated by this title. Such plans shall show sufficient details about size of the sign, location and materials

to be used and such other data as may be required for the Building Official to determine compliance with this title. When requested by the Building Official, the applicant shall furnish a certification of the structural integrity of the sign and its installation by a registered professional engineer with specialization in structures. An application for an illuminated sign shall disclose the luminous intensity of the sign for both day and night illumination.

(c) Appeals. Any person or persons aggrieved by the decision of the Building Official to approve or disapprove a sign permit, as provided by this title, may appeal such decision to the Board of Adjustment as provided by Section 34-701 et seq.

(d) Application Fees. Each application for a sign permit shall be accompanied by any applicable fees, which shall be established by the City Council.

(7) Method of measurement for regulators.

(a) Maximum Permitted Sign Area. Maximum permitted sign area for a premise is set forth as a numerical limit or as a function of the frontage of the premises on a street or private way. For properties with frontage on more than one (1) public street or private street (excluding alleys), the total frontage shall be calculated as the longest frontage plus one-half the length of all additional frontages. A premise with a lawful billboard shall not include the area of the billboard in the maximum sign area for the premise.

(b) Sign area.

(i) Sign area includes the entire area within the perimeter enclosing the extreme limits of the sign, excluding any structure essential for support or service of the sign, or architectural elements of the building.

(ii) The area of double-faced signs is calculated on the largest face only.

(iii) The sign area for ground signs, monument signs, and architectural sign bands is calculated as the area enclosing the extreme limits of the copy only.

(iv) In the case of individual letters mounted to a wall, the area of the extreme limits of the copy is considered to be the sign area.

(c) Height. The height of a sign is measured from the average grade level below the sign to the topmost point of the sign or sign structure.

(d) Setback. The setback of a sign is measured from the property line to the line projected to the ground plane of the nearest portion of the sign.

**34-309.01. Prohibited signs.**

The following signs are prohibited in all zoning districts:

(1) Signs or sign structures which resemble, imitate, simulate, or conflict with traffic control signs or devices included in the Manual of Uniform Traffic Control Devices, which otherwise mislead or confuse persons traveling on public streets, which create a traffic hazard, or which violate any of the provisions of Section 60-6,127 or Section 60-6,128 of the *Nebraska Rules of the Road* or any other applicable State statutes.

(2) Signs which create a safety hazard by obstructing the clear view of pedestrians or vehicles, or which obscure official signs or signals.

(3) Off-premise Signs on Public Property. Off-premise signs located on public property which is being used for public purposes shall be prohibited. This restriction also applies to hand-held signs carried by persons and persons dressed in costumes or as character actors for the purposes of advertising a service or product.

(4) Flashing Signs. No flashing, blinking, or rotating lights shall be permitted for either permanent or temporary signs. Illumination levels controlling brightness and minimum required hold time for electronic information signs shall comply with Section 309 (4) of this Chapter.

(5) Moving Signs. No sign shall be permitted, any part of which moves by motorized or similar mechanical means.

(6) Painted Wall Signs. Off-premise signs painted on building walls unless specifically approved as an element of a Historic Neighborhood Conservation District plan.

(7) All roof signs.

### 34-309.02. Exempt signs.

The following signs are permitted in any zoning district and are exempt from other provisions of this chapter:

(1) Real Estate Signs. Signs advertising the sale, rental, or lease of the premises or part of the premises on which the signs are displayed. One (1) non-illuminated sign, not to exceed six (6) square feet in residential districts and thirty-two (32) square feet in commercial or industrial districts, shall be permitted on each premises in residential districts. Such signs shall not extend higher than three (3) feet above grade level or closer than ten (10) feet from any property line unless located on the wall of a building. Such signs shall be removed within seven (7) days after the disposition of the premises.

(2) Construction Signs. Signs identifying the architect, engineer, contractor or other individuals involved in the construction of a building and such signs announcing the character of the building enterprise or the purpose for which the building is intended but not including product advertising. One (1) non-illuminated sign not to exceed fifty (50) square feet shall be permitted per street frontage. Such sign shall not extend higher than ten (10) feet above grade level and meet the front yard requirement for a principal structure unless located on the wall of a building on the premises or on a protective barricade surrounding the construction. Such signs shall be removed within one (1) week following completion of construction.

(3) Political Signs. A sign that announces candidates seeking public political office or pertinent political issues. Political signs are not permanent both in terms of duration of display and in the manner of construction, which allows easy removal of the sign. Political signs are subject to the following regulations:

(a) Neither the width nor the height of the sign may exceed three (3) feet.

(b) Signs shall be placed not less than six (6) feet from the back of the curb, or edge 3. Of the pavement if no curbs exist.

(c) Signs must be placed at least fifty (50) feet from a corner.

(d) Permission must be obtained from the property owner abutting the City right-of-way prior to installing any sign.

(e) Signs shall not be installed more than three (3) weeks in advance of any primary, 7. Regular, or special election and shall be removed the day after election day.

(f) The provisions of this section shall apply only to right-of-way owned by the City and shall not apply to City-owned parking lots or other City-owned real estate.

(g) Political signs placed on City-owned right-of-way that do not conform to the foregoing terms and conditions shall be removed by the Hastings Police Department.

(4) Street Banners. Signs advertising a public event and meeting the following criteria:

(a) Street banners shall be permitted for public events which are solely for the benefit of a non-profit organization and shall only be located on commercially zoned property, OR on industrially zoned property, OR on property owned or controlled by a public entity.

(b) Street banners shall not exceed 3 feet in height and shall not exceed 20 feet in length.

(c) Street banners not attached to a building shall have an overall height less than 4 feet.

(d) Street banners shall not be placed in the public right-of-way.

(e) Street banners shall not be placed in a vision sight triangle as set forth in Hastings City Code 34-305(4)(d); and shall not interfere with traffic at driveways.

(f) Street banners shall not be attached to fences, light poles or utility poles.

(g) Street banners shall not be placed more than 2 weeks prior the event which they advertise.

(h) Only one street banner is permitted per premise, and not more than four street banners may be installed for any one public event.

(5) Seasonal Decorations. Signs pertaining to recognized national holidays and national observances.

(6) Public Signs. Signs of a noncommercial nature and in the public interest, erected by or upon the order of a public officer in the performance of his public duty, such as safety signs, danger signs, trespassing signs, traffic signs, memorial plaques, signs of historical interest and other similar signs, including signs designating hospitals, libraries, schools and other institutions or places of public interest or concern.

(7) Integral Signs. Signs for churches or temples, or names of buildings, dates of erection, monumental citations, commemorative tablets and other similar signs when carved into stone, concrete or other building material or made of bronze, aluminum, or other permanent type of construction and made an integral part of the structure to which they are attached.

(8) Window Signs. Such signs which are displayed inside of a window or within a building provided, however, that neon window signs shall be permitted only in those districts where neon signs are permitted. Window signs shall not be installed in any window above the first story.

(9) Works of graphic art painted or applied to building walls which contain no advertising or business identification messages.

(10) Residential signs under four (4) square feet in size.

(11) Neighborhood or subdivision identification signs under fifty (50) square feet.

(12) Signs, which are not visible from a public right-of-way, private way, or court or from a property other than that on which the sign is installed.

(13) Directional signs provided that such signs:

(a) Do not exceed six (6) square feet in maximum area or three (3) feet in maximum height.

(b) Are limited to one (1) sign at each driveway or access point with a public street; and one (1) sign at any critical decision point internal to the project.

(14) Hand-Held Signs. Hand-held signs carried by persons and persons dressed in costumes or as character actors for the purposes of advertising a service or product, provided that such advertisement is limited to the lot or lots where the service or product is offered.

### **34-309.03. Temporary commercial signs.**

(1) Detached temporary commercial signs.

(a) No permit or fee is required.

(b) Size. Except for posters, the maximum size of detached temporary signs or portable signs shall be fifty (50) square feet in area. Posters shall not exceed four (4) square feet in area and three (3) feet in height. Posters shall be limited to one per each fifty (50) linear feet of lot frontage.

(c) Location Requirements for Detached Temporary Commercial Signs.

(i) Detached Temporary Commercial Signs are prohibited in any public right-of-way or property, including streets, sidewalks, parks, and public facilities, except that in the C-2 district, self-supporting easel style or A-frame style signs may be placed on the sidewalk, provided a minimum 5' wide sidewalk area is maintained free and unobstructed for pedestrian use. Such temporary signs shall not be permanently attached to the sidewalk and shall be removed when the business is not open for business. Such signs may only be placed immediately in front of the business they advertise.

(ii) Detached Temporary Commercial Signs shall not be located within the Vision Clearance Triangle defined by Section 34-305(4) (d).

(iii) Detached Temporary Commercial Signs shall not interfere with any public right-of-way, driveway or access way, or any means of access or egress to any building.

(iv) Pennants, ribbons, inflatable balloons, streamers, flags, spinners, and other similar moving devices, intended to attract attention, shall be limited to one such device for each 50 linear feet of street frontage. In all cases, such displays shall not be attached to any temporary or permanent pole or structure on the public right-of-way, nor shall any such sign display encroach upon the public right-of way or neighboring property, including air space.

(d) Roadside readerboards shall require a \$25.00 permit and be limited to placement and display for a maximum of two (2) thirty day periods annually and be maintained in a structurally sound condition. Roadside readerboards shall be limited to one roadside readerboard for each 100 feet of street frontage.

(2) Attached temporary commercial signs.

(a) No permit or permit fee is required.

(b) Duration of Sign Display. An Attached Temporary Commercial Sign shall have no time limit for the duration of display of any sign that meets the following criteria:

(i) The total amount of attached temporary commercial signage permitted on any premise shall be limited to a total of two (2) Attached Temporary Commercial Signs that do not exceed sixty-four (64) square feet in area on any street façade (including any building facades adjacent to public streets. Alleys are not streets.)

(ii) Attached Temporary Commercial Signs shall not be attached to any sign pole or light pole on public or private property; or public utility poles, trees, or wooden or metal fence posts on either public or private property.

(iii) Any Attached Temporary Commercial Sign shall be attached only to vertical facades of the primary building and shall not be attached to roofs, roof extensions, cornices, overhangs, or other building extensions.

(3) Condition of temporary signs.

(a) All temporary signs shall be maintained in sound condition. Any sign that exhibits deterioration of structure or materials may be removed subject to the provisions of this section.

(b) The Director of Development Services and his/her authorized officers shall order the removal of any sign not in compliance with any provisions of this section. If the owner of the premise on which such sign is located, or the owner of the sign if unlawfully located on public property, fails to remove such sign, the Director of Development Services and his/her authorized officers shall be authorized to remove the sign. Any costs of removal of a sign on private property shall be assessed to the owner of the property. Any such removal shall also result in the immediate cancellation of any outstanding temporary sign permit.

(c) All temporary signs with time-specific content shall be removed within 48 hours of the end of the event which they advertise.

**34-309.04. District requirements.**

(1) Signs in Districts R-1, R-1A and R-1S shall be permitted as follows:

(a) Residential signs are limited to one per premise, not to exceed 4 sq ft. Residential signs shall not be illuminated, either directly or indirectly.

(b) Civic uses which are either permitted or conditional uses in these districts shall be limited to a total of two ground, pole or monument signs per frontage.

(c) Ground signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Ground signs shall not exceed 200 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(d) Pole signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Pole signs shall not exceed 200 sq ft in area.

(ii) Pole signs shall not exceed 25 feet in height.

(iii) Pole signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Pole signs shall be set back a minimum of 3 feet from any other property lines.

(e) Monument signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Monument signs shall not exceed 200 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(f) Drive thru signs are prohibited in these districts.

(g) Permanent Banner signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Permanent Banner sign shall count toward the wall sign limit below.

(h) Building Marker signs are permitted in these districts, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(i) Canopy and Awning signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Canopy or Awning sign shall count toward the wall sign limit below.

(j) Marquee signs and Projecting signs are prohibited in these districts.

(k) Wall signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 10% of the area of the building façade which faces a street. Building walls and façades that do not face a public street may have wall signs, but the area is limited to 10% of street-facing walls and façades.

(l) Flag signs are prohibited in these districts.

(m) Electronic information signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 200 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign

shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

(2) Signs in the Agriculture district shall be permitted as follows:

(a) Residential signs are limited to one per premise, not to exceed 4 sq ft. Residential signs shall not be illuminated, either directly or indirectly.

(b) Civic uses which are either permitted or conditional uses in these districts shall be limited to a total of two ground, pole or monument signs per frontage.

(c) Ground signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Ground signs shall not exceed 200 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(d) Pole signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Pole signs shall not exceed 200 sq ft in area.

(ii) Pole signs shall not exceed 25 feet in height.

(iii) Pole signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Pole signs shall be set back a minimum of 3 feet from any other property lines.

(e) Monument signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Monument signs shall not exceed 200 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(f) Drive thru signs are prohibited in these districts.

(g) Permanent Banner signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Permanent Banner sign shall count toward the wall sign limit below.

(h) Building Marker signs are permitted in these districts, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(i) Canopy and Awning signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Canopy or Awning sign shall count toward the wall sign limit below.

(j) Marquee signs and Projecting are signs prohibited in these districts.

(k) Wall signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 10% of the area of the building façade which faces a street. Building walls and façades that do not face a public street may have wall signs, but the area is limited to 10% of street-facing walls and façades.

(l) Flag signs are prohibited in these districts.

(m) Electronic information signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 200 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

(n) Two non-illuminated ground, pole or monument signs are permitted for any permitted use in this district, with each sign limited to 50 sq ft in area. Maximum height for shall be 25 feet.

(3) Signs in the Districts R-2, R-3 and R-4 shall be permitted as follows:

(a) Residential signs are limited to one per premise, not to exceed 4 sq ft. Residential signs shall not be illuminated, either directly or indirectly.

(b) Civic uses which are either permitted or conditional uses in these districts shall be limited to a total of two ground, pole or monument signs per frontage.

(c) Ground signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Ground signs shall not exceed 200 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(d) Pole signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Pole signs shall not exceed 200 sq ft in area.

(ii) Pole signs shall not exceed 25 feet in height.

(iii) Pole signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Pole signs shall be set back a minimum of 3 feet from any other property lines.

(e) Monument signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Monument signs shall not exceed 200 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(f) Drive thru signs are prohibited in these districts.

(g) Permanent Banner signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Permanent Banner sign shall count toward the wall sign limit below.

(h) Building Marker signs are permitted in these districts, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(i) Canopy and Awning signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Canopy or Awning sign shall count toward the wall sign limit below.

(j) Marquee signs and Projecting signs prohibited in these districts.

(k) Wall signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 10% of the area of the building façade which faces a street. Building walls and façades that do not face a public street may have wall signs, but the area is limited to 10% of street-facing walls and façades.

(l) Flag signs are prohibited in these districts.

(m) Electronic information signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 200 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

(n) Multi-family dwellings are permitted one detached sign per premise, up to 30 sq ft in area. Such signs may be indirectly illuminated. Such signs shall be set back 5 feet from the front property line and 3 feet from any other property line. Additionally, each major building entrance is permitted one wall sign up to 4 sq ft in area.

(4) CMP:

(a) For projects with an overall site area in excess of six (6) acres, or zoned CMP, an applicant may submit a Sign Master Plan, detailing the size, location, and design of all signs on the site. The Sign Master Plan may adjust the strict application of these standards, but must clarify the exact nature of the adjustments. Such a Sign Master Plan shall be approved by the City Council after review and recommendation by the Planning Commission. This review follows the same process as review of a PD District or as part of a rezone to the CMP District.

(b) Signs in the Campus Institutional Districts shall be as permitted for the C-O, Commercial Office District, or according to an approved sign program as set out in the specific Master Development Plan or Sign Master Plan for the development under consideration.

(5) Signs in the C-O, Commercial Office District, shall be permitted as follows:

(a) Residential uses are permitted one residential sign per premise, not to exceed 4 sq ft. Residential signs shall not be illuminated, either directly or indirectly.

(b) Civic uses which are either permitted or conditional uses in these districts shall be limited to a total of two ground or monument signs per frontage.

(c) Other permitted uses are limited to one ground or monument sign per street frontage.

(d) Ground signs are permitted in this district, subject to the following:

(i) Ground signs shall not exceed 200 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(e) Pole signs are prohibited in this district.

(f) Monument signs are permitted in this district, subject to the following:

(i) Monument signs shall not exceed 200 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(g) Drive thru signs are prohibited in these districts.

(h) Permanent Banner signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Permanent Banner sign shall count toward the wall sign limit below.

(i) Building Marker signs are permitted in these districts, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(j) Canopy and Awning signs are permitted only for civic uses that are either permitted or conditional uses in these districts. The area of any Canopy or Awning sign shall count toward the wall sign limit below.

(k) Marquee signs and Projecting signs are prohibited in these districts.

(l) Wall signs are permitted, subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 50 sq ft each, and are limited to one per street-facing wall.

(m) Flag signs are prohibited in these districts.

(n) Electronic information signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 200 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

(o) Multi-family dwellings are permitted one detached sign per premise, up to 30 sq ft in area. Such signs may be indirectly illuminated. Such signs shall be set back 5 feet from the front property line and 3 feet from any other property line. Additionally, each major building entrance is permitted one wall sign up to 4 sq ft in area.

(6) Signs in the C-1, Commercial Local Business District, shall be permitted as follows:

(a) Residential uses are permitted one residential sign per premise, not to exceed 4 sq ft. Residential signs shall not be illuminated, either directly or indirectly.

(b) Civic uses which are either permitted or conditional uses in these districts shall be limited to a total of two ground, pole or monument signs per frontage.

(c) Other permitted uses are limited to one ground, pole or monument sign per street frontage.

(d) Ground signs are permitted in this district, subject to the following:

(i) Ground signs shall not exceed 200 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(e) Pole signs are permitted in this district, subject to the following:

(i) Pole signs shall not exceed 200 sq ft in area.

(ii) Pole signs shall not exceed 25 feet in height.

(iii) Pole signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Pole signs shall be set back a minimum of 3 feet from any other property lines.

(f) Monument signs are permitted in this district, subject to the following:

(i) Monument signs shall not exceed 200 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(g) Drive thru signs are prohibited in these districts.

(h) Permanent Banner signs are permitted in this district. The area of any Permanent Banner sign shall count toward the wall sign limit below.

(i) Building Marker signs are permitted in this district, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(j) Canopy and Awning signs are permitted in this district. The area of any Canopy or Awning sign shall count toward the wall sign limit below.

(k) Marquee signs and Projecting signs are prohibited in these districts.

(l) Wall signs are permitted, subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 60 sq ft each, and are limited to one per street-facing wall.

(m) Flag signs are prohibited in these districts.

(n) Electronic information signs are permitted only for civic uses that are either permitted or conditional uses in these districts and are subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 200 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

(o) Multi-family dwellings are permitted one detached sign per premise, up to 30 sq ft in area. Such signs may be indirectly illuminated. Such signs shall be set back 5 feet from the front property line and 3 feet from any other property line. Additionally, each major building entrance is permitted one wall sign up to 4 sq ft in area.

(7) Signs in the C-2, Central Business District, shall be permitted as follows:

(a) Ground signs are permitted, subject to the following:

(i) Ground signs shall not exceed 300 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(b) Pole signs are permitted, subject to the following:

(i) Pole signs shall not exceed 300 sq ft in area.

(ii) Pole signs shall not exceed 35 feet in height.

(iii) Pole signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Pole signs shall be set back a minimum of 3 feet from any other property lines.

(c) Monument signs are permitted, subject to the following:

(i) Monument signs shall not exceed 300 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(d) Drive thru signs are permitted, subject to the following:

(i) Shall not exceed 12 feet in height.

(ii) Shall be limited to 100 sq ft each.

(iii) Shall be limited to 2 per drive-through lane.

(e) Permanent Banner signs are permitted and shall count toward the wall area allowed below.

(f) Building Marker signs are permitted in this district, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(g) Canopy and Awning signs are permitted, subject to the following:

(i) Shall provide a minimum clearance of 6 feet, 8 inches over any walking surface.

(ii) Shall count toward the wall sign area limit below, but such area shall only include the sign, graphic, lettering or advertising on the canopy or awning.

(iii) Canopies and awnings shall not extend above the eave or parapet of the building wall and shall not extend over any area utilized by motor vehicles.

(iv) Canopies and awnings extending more than 6 feet from a wall shall be designed by a licensed engineer or architect and shall have plans stamped by a licensed engineer or architect.

(v) Canopies and awnings shall not extend more than 9 feet from the building façade to which they are mounted.

(h) The area of any Marquee or Projecting sign shall count toward the wall sign limit below. Marquee signs and Projecting signs permitted in this district, subject to the following:

(i) Maximum projection shall be 3 feet over public sidewalks less than 12 feet in width.

(ii) Over public sidewalks 12 feet or more in width, the maximum projection may be within 5 feet of the vertical plane of the inside of the curb line.

(iii) A vertical clearance of 12 feet shall be provided over public sidewalks.

(iv) A vertical clearance of 15 feet over parking lots.

(v) A vertical clearance of 18 feet over driveways.

(i) Wall signs are permitted, subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 20% of the area of the building façade which faces a street. Building walls and façades that do not face a public street may have wall signs, but the area is limited to 20% of street-facing walls and façades.

(j) Flag signs are permitted. No more than two flag signs are allowed per premise. Flag signs are limited to 15 sq ft each.

(k) Electronic information signs are permitted, subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 300 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

(8) Signs in the C-3, Commercial Business District, I-1, Light Industrial District, and I-2 Heavy Industrial District, shall be permitted as follows:

(a) Ground signs are permitted, subject to the following:

(i) Ground signs shall not exceed 400 sq ft in area.

(ii) Ground signs shall not exceed 25 feet in height.

(iii) Ground signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Ground signs shall be set back a minimum of 3 feet from any other property lines.

(b) Pole signs are permitted, subject to the following:

(i) Pole signs shall not exceed 400 sq ft in area.

(ii) Pole signs shall not exceed 45 feet in height.

(iii) Pole signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Pole signs shall be set back a minimum of 3 feet from any other property lines.

(c) Monument signs are permitted, subject to the following:

(i) Monument signs shall not exceed 400 sq ft in area.

(ii) Monument signs shall not exceed 10 feet in height.

(iii) Monument signs shall be set back a minimum of 5 feet from the right-of-way, measured from the right-of-way line to the leading edge of the sign. Monument signs shall be set back a minimum of 3 feet from any other property lines.

(d) Drive thru signs are permitted, subject to the following:

(i) Shall not exceed 12 feet in height.

(ii) Shall be limited to 100 sq ft each.

(iii) Shall be limited to 2 per drive-through lane.

(e) Permanent Banner signs are permitted and shall count toward the wall area allowed below.

(f) Building Marker signs are permitted in this district, provided they do not exceed 10 sq ft in area, limited to one per street frontage.

(g) Canopy and Awning signs are permitted, subject to the following:

(i) Shall provide a minimum clearance of 6 feet, 8 inches over any walking surface.

(ii) Shall count toward the wall sign area limit below, but such area shall only include the sign, graphic, lettering or advertising on the canopy or awning.

(iii) Canopies and awnings shall not extend above the eave or parapet of the building wall and shall not extend over any area utilized by motor vehicles.

(iv) Canopies and awnings extending more than 6 feet from a wall shall be designed by a licensed engineer or architect and shall have plans stamped by a licensed engineer or architect.

(v) Canopies and awnings shall not extend more than 9 feet from the building façade to which they are mounted.

(h) The area of any Marquee or Projecting sign shall count toward the wall sign limit below. Marquee signs and Projecting signs permitted in this district, subject to the following:

(i) Maximum projection shall be 3 feet over public sidewalks less than 12 feet in width.

(ii) Over public sidewalks 12 feet or more in width, the maximum projection may be within 5 feet of the vertical plane of the inside of the curb line.

(iii) A vertical clearance of 12 feet shall be provided over public sidewalks.

(iv) A vertical clearance of 15 feet over parking lots.

(v) A vertical clearance of 18 feet over driveways.

(i) Wall signs are permitted, subject to the following:

(i) Wall signs shall be limited to the first floor of the building.

(ii) Wall signs shall be attached to the face of the building and shall not project more than 12 inches from the wall.

(iii) Wall signs shall not extend above the parapet or eave of the building.

(iv) Wall signs shall be of non-combustible materials, unless the building is constructed as a Type II-B building, as defined in the building code adopted by the City of Hastings, except that sign faces may be of combustible plastics.

(v) Wall signs are limited to 20% of the area of the building façade which faces a street. Building walls and façades that do not face a public street may have wall signs, but the area is limited to 20% of street-facing walls and façades.

(j) Flag signs are permitted. No more than two flag signs are allowed per premise. Flag signs are limited to 15 sq ft each.

(k) Electronic information signs are permitted, subject to the following:

(i) Electronic information signs are limited to one per premise.

(ii) Electronic information signs shall not exceed 300 sq ft in area.

(iii) Electronic information signs shall be classified as either a monument, ground or pole sign and constructed and located accordingly.

(iv) Electronic information signs shall not be programmed in a way that suggests or resembles a traffic control device.

(v) Electronic information signs shall be programmed in a way that no sign shall flash or blink and the image, message or lighting pattern shall hold for a minimum of four (4) seconds, however, full animation video is allowable provided such video does not flash or blink.

(vi) The surface/face illumination of any sign shall not exceed one thousand two hundred fifty (1,250) Nits after dusk or seven thousand five hundred (7,500) Nits during daylight hours. Such illuminated sign shall be equipped with a sensor and/or timer or other device to automatically adjust the day/night light intensity levels in accordance with the standard set herein.

#### **34-309.05. Billboard signs.**

Billboards shall be allowed in Districts C-3, I-1 and I-2 provided that no billboard will be allowed within 300' of any residential zoning district. Billboards in these districts shall be subject to the following provisions:

(1) A billboard shall be defined as any sign that directs attention to a business, commodity, service or entertainment conducted, sold or offered at a location other than the premises on which the sign is located.

(2) Each billboard shall be setback at least 25' from the street right-of-way line. No part of the sign shall extend more than 5 feet into the setback from the public right-of-way line.

(3) No billboard in the City limits shall be located within 150' from the right-of-way line of any road intersection measured in any direction from the right-of-way line. No billboard in the City's extra-territorial jurisdiction shall be located within 250' from the right-of-way line of any road intersection measured in any direction from the right-of-way line provided this restriction shall not apply to the intersection of frontage roads with state highways.

(4) There shall be no more than two (2) billboards per mile, measured from section line to section line regardless of which side of the roadway the billboards are located.

(5) No billboard in the City limits shall be located within a 750' radius of another billboard. No billboard in the extra-territorial jurisdiction shall be located within a 1500' radius of another billboard.

(6) No billboard within the City limits shall be located within 500' of the property line of: a National Register historic site; school; church; hospital; care facility; cemetery; public building, park or playground.

(7) No billboard within the City's extra-territorial jurisdiction shall be located within 1000' of the property line of: a National Register historic site; school; church; hospital; care facility; cemetery; public building, park or playground.

(8) No billboard shall be allowed whenever property zoned A, Residential, C-O, C-1 or C-2 is located between the billboard and the roadway to which said billboard is oriented.

(9) No billboard shall be erected or maintained upon or immediately above the roof of any building.

(10) Billboards may be single- or double-faced but no billboard shall have more than one face per side of the structure and the sign face shall not exceed 378 square feet. Double-stack billboards are prohibited.

(11) Billboards shall have either a monopole or pedestal support.

(12) No billboard shall exceed 35' in height measured from the average grade of the surrounding area to the highest point of the billboard.

(13) Lighting on any billboard shall be shielded to light the sign face only. Light trespass from the sign face is prohibited.

(14) Attention attracting devices are prohibited except for lighted message signs displaying time, date, temperature or weather or alert information. Lighted message sign displaying other information or advertising shall be prohibited.

(15) Any billboard structure existing as of the effective date of this ordinance may be restored at its current location provided that any restored billboard shall not exceed the size, height, and other limits of the existing structure. Any billboard existing as of the effective date of this ordinance may be replaced at the same location. Such replacement shall comply with the requirements of paragraphs (8) – (13).

(16) Any billboard that is allowed to deteriorate to the point of being a public nuisance or a threat to the public safety, health or welfare because it has become so damaged, decayed, dilapidated, structurally unsafe or of such unstable condition that partial or complete collapse is possible, shall be caused to be removed. The owner shall remove the billboard and structure within 30 days of receiving notice that the City has declared the billboard a public nuisance or dangerous structure. Failure to so remove shall result in a monetary fine of up to \$100.00 per day that the billboard and structure remain on-site. After 60 days from the notice mentioned in this section, the City may cause the demolition and removal of the billboard and structure. If the City causes the removal, it shall assess all costs of the removal and disposal to the owner of the property personally, and/or assess the costs against the real estate.

#### **34-309.06. Definition of terms.**

The following definitions shall be used for terms contained in this chapter that are not otherwise defined in the Hastings City Code which includes the Comprehensive Land Use Plan.

(1) *Abandoned Sign*: A sign, including sign face and supporting structure, which refers to a discontinued business, profession, commodity, service, or other activity or use formerly occupying the site; or which contains no sign copy on all sign faces for a continuous period of six (6) months.

(2) *Attached Sign*: A sign which is structurally connected to a building or depends upon that building for support.

(3) *Auxiliary Design Elements*: Terms which describe secondary characteristics of a sign, including its method of illumination and other features within the bounds of its basic shape.

(4) *Awning and Awning Sign*: A shelter supported entirely from the exterior wall of a building and composed a supporting framework covered with fabric, plastic or sheet metal. An awning sign is a message printed on such a shelter. For the purpose of this section, awning signs shall be treated as canopy signs.

(5) *Banner*: Material exceeding four (4) square feet in size with a printed message or graphic secured or mounted to the primary building.

(6) *Building Marker*: An historic or commemorative plaque, or a building name or cornerstone carved into a masonry surface.

(7) *Business Center Identification Sign*: A sign which identifies a building or group of commercial buildings in single ownership or control, sharing parking and access.

(8) *Canopy (or arcade) Sign*: A sign which is attached or made an integral part of a canopy.

(9) *City of Hastings Outdoor Advertising Sign Registry*: A list of all outdoor advertising signs shall be maintained by the Building Services Division, detailing location, ownership, and size of all billboard signs.

(10) *Clearance*: The distance from the bottom of a sign face elevated above grade and the grade below.

(11) *Detached Sign*: A sign which is self-supporting and structurally independent from any building.

(12) *Directional Sign*: A sign which serves only to designate the location or direction of any area or place.

(13) *Double-Faced Sign*: A sign consisting of no more than two (2) parallel or near parallel faces supported by a single structure. The angle created by the two (2) faces of a double-faced sign shall not exceed fifteen (15) degrees.

(14) *Drive-through Service Sign*: A sign designed to give information that facilitates a business transaction at a drive-through service location.

(15) *Electronic Information Signs*: On-Premise signs which use an array of electrically illuminated lights, generally controlled by a computer or other electronic programming device, to display information or supporting graphics. Information may include news, events, or information about businesses or attractions.

(16) *Electronic Changeable Message Sign (ECMS)*: An outdoor advertising sign that changes the message, advertisement, or copy on the sign face by electronic or mechanical device or process, either automated or remote, regardless of the process used. Blinking, flashing, rotating, revolving, spinning, fluttering lighting or animation is not allowed. Transition between messages is permitted, but such transitions may only fade, scroll, travel or reveal.

(17) *Flag Sign*: Signs which are emblazoned on a flag and are intended to be displayed in a free-flowing manner. Flags of the United States, the State of Nebraska, local government, and any educational institution shall not be considered flag signs for the purpose of this Ordinance.

(18) *Flashing Sign*: A sign which has a lighting source or lighting element that periodically illuminates or is not maintained stationary or constant in intensity and/or color at all times when the sign is in use, usually in a manner as to draw the attention of the viewer.

(19) *Frontage*: The length of a property line of any one (1) premises abutting and parallel to a public street, private way, or court.

(20) *Ground Sign*: A detached on-premise sign built on a freestanding frame, mast, or pole(s) with a clearance no greater than three (3) feet.

(21) *Illumination*: Lighting sources installed for the primary purpose of lighting a specific sign or group of signs.

(22) *Large Retail Establishment*: A business whose primary use is retail, automotive or similar sales and operates in a building with at least 30,000 sq ft of gross floor area.

(23) *Marquee*: A permanent roofed structure attached to and supported by a building and extending over public right-of-way.

(24) *Maximum Permitted Sign Area*: The maximum permitted combined area of all signs allowed on a specific property.

(25) *Monument Sign*: A detached on-premise freestanding sign with the appearance of a solid base.

(26) *Moving Sign*: A sign which conveys its message through rotating, changing, or animated elements.

(27) *Nit*: A unit of luminous intensity equal to one candela per square meter (1 cd/m<sup>2</sup>)

(28) *Nonconforming Sign*: A sign that was legally erected prior to the adoption of this chapter but which violates the regulations of this chapter.

(29) *Numeric Display Signs*: On premise signs which display numeric information only. Typical examples include time and temperature displays and fuel price displays. The numeric information may be changed electronically or manually.

(30) *Billboard*: A panel for the display of information relating to a business, product, event, or other subject of advertising or publicity. Billboard signs may advertise on-premise or off-premise businesses or products. Special regulations and permissions apply to Billboard signs within the City of Hastings and its jurisdiction.

(31) *Pole Sign*: An on-premise sign built on a freestanding frame, mast, or pole(s) with a clearance greater than three (3) feet.

(32) *Political Sign*: A sign that announces candidates seeking public political office or pertinent political issues. Political signs are not permanent both in terms of duration of display and in the manner of construction, which allows easy removal of the sign.

(33) *Portable Sign*: Any sign supported by frames or posts rigidly attached to bases not permanently attached to the ground or a building and capable of being moved from place to place.

(34) *Poster*: A temporary sign, not exceeding four (4) square feet in area and three (3) feet in height, mounted on stakes or spikes intended to be stuck into the ground and used as a detached temporary sign.

(35) *Premises*: A tract of one (1) or more lots or sites which are contiguous and under common ownership or control.

(36) *Projecting Signs*: A sign other than a wall sign that is attached to and projects from a building face.

(37) *Residential Sign*: A small detached or attached sign located on a residential premise, conveying a message communicated by the owner of the property.

(38) *Roadside Readerboard*: Also known as Arrow Signs, Flashing or Flashing Arrow Signs, Custom head Portable Readerboards, Readerboards, Non Digital Changeable Copy Signs or any and all temporary signs not permanently affixed to the ground, with or without wheels, containing non digitally placed letters/numbers and changeable copy which can be changed on site.

(39) *Roof Sign*: Any sign or part of sign erected upon, against, or directly above a roof or on top of or above the parapet or cornice of a building.

(a) *Integral Roof Sign*: A roof sign positioned between an eave line and the peak or highest point on a roof, substantially parallel to the face of a building.

(b) *Above-peak Roof Sign*: A roof sign positioned above the peak of a roof or above a parapet or cornice.

(40) *Sign*: A symbolic, visual device fixed upon a building, vehicle, structure, or parcel of land which is intended to convey information about a product, business, activity, place, person, institution, candidate, or political idea.

(41) *Sign Type*: A functional description of the use of an individual sign. Includes owner identification, advertising, directional, electronic message, and temporary.

(42) *Street Facade*: Any separate external face of a building, including parapet walls and omitted wall lines, oriented to and facing a public street, a private street, or court (excluding alleys). Separate faces oriented in the same direction or within forty-five (45) degrees of one (1) another are considered part of the same street facade.

(43) *Temporary Signs*: Any sign designed or fabricated of materials that advertise or communicate messages that change frequently or that become outdated; are made of materials of relatively low durability; are intended to be removed or replaced within a period of six (6) months or less; or are portable. Temporary signs generally fall into two (2) categories: temporary civic signs and temporary commercial signs. Temporary Commercial Signs shall fall into two (2) categories: (a) attached temporary commercial sign, and (b) detached temporary commercial sign.

(44) *Wall Sign*: A sign attached to and parallel with the side of a building.

(45) *Window Sign*: A sign painted on or installed inside a window for the purpose of viewing from outside the premises.

(46) *Zone Lot*: A parcel of land in single ownership that is large enough to meet the minimum zoning requirements of its zoning district and can provide such yards and other open spaces that are required by the site development regulations.

(Ord. No. 4233-11/2009, 4256-5/2010, 4294-5/2011, 4304-9/2011 and 4334-12/2012)