

# New Lawrence, Kansas Sign Code

Adopted by **Ord. No. 9391 in Chapter V, Art. 18 of the City Code**

**Effective Date: September 15, 2017**

## Frequently Asked Questions (FAQs)

### General Information

- 1. Why did the City adopt a new Sign Code?** In May 2016, after discussions about possible Sign Code amendments that could benefit both the business community and the City of Lawrence, the City Commission authorized City staff to initiate a review of the City's Sign Code. However, soon after initiating discussions with stakeholders, it became evident that a landmark 2015 U.S. Supreme Court decision regarding day-to-day regulation of signs, *Reed v. Town of Gilbert, AZ* ("*Reed v. Gilbert*"), and subsequent related court rulings, compelled Lawrence to completely rewrite its Sign Code. Because of *Reed v. Gilbert*, the new Sign Code does not regulate permanent or temporary signs based on message content of a sign (e.g., no references to, or regulations based on sign message, such as "real estate", "political", "gas and fuel sales pricing", "development", "area marker", "time and temperature", etc.), except for a few exceptions noted in *Reed v. Gilbert* (certain governmental signs, traffic control signs and off-premise commercial speech signs). The *Reed v. Gilbert* decision also made it much more challenging to prohibit changeable electronic message center signs (EMCs), often called changeable digital or LED signs, if a community had previously allowed them in some form (Lawrence had allowed EMCs to display "time/temperature" and "gas/fuel pricing" for years).
- 2. What are the most significant changes from the previous Sign Code?**
  - ✓ Changeable Electronic Message Center Signs (EMCs), often called changeable digital or LED signs, are now generally allowed for land uses in most office, commercial and industrial zoning districts, and for certain non-residential land uses in other zoning districts (with limitations and restrictions).
  - ✓ Temporary sign regulations provide greater flexibility to businesses by increasing maximum display time per calendar year from 30 to 45 days, which can be divided into multiple shorter periods during the year (e.g., three separate 15-day periods). Multiple temporary signs can be permitted for display at the same time (with maximum total area, height and separation restrictions). In commercial and industrial zoning districts only, one "feather" sign can be temporarily displayed on each street frontage. (The prior Sign Code allowed only one maximum 30-day permit for a single sign per calendar year, and prohibited "feather" signs.)
  - ✓ Temporary signs in the least intense zoning districts (residential, residential office, etc.) are regulated as to maximum number allowed per lot, maximum area (per individual sign and total sign area) and maximum height; however, temporary sign permits are not required.
  - ✓ Because signs cannot be regulated by message content, "political signs" are no longer referenced. Instead, regulations provide exemptions from temporary sign permits and maximum number of temporary signs placed on a lot for 50 days prior to and 10 days after the date of a political election, referendum or ballot measure provided signs meet maximum size and height requirements.
  - ✓ Like "political signs", "real estate signs" are no longer referenced. Instead, regulations provide exemptions from temporary sign permits for temporary signs placed on a lot where the property or a portion thereof is for sale, lease or rent, provided signs meet other requirements as to maximum size and height, and maximum number of temporary signs on the lot.

- ✓ Sign allowances for permanent freestanding monument and wall signs for non-residential and multifamily uses in the least intense zoning districts (residential, office and Planned Unit Development) have been increased to allow somewhat larger wall signs, multiple wall signs for multi-tenant buildings/developments and larger monument signs. The previous code severely restricted the size and number of signs allowed for office uses and other allowed non-residential uses in these districts, which has been the impetus for many requested and approved sign variances over the years.
- ✓ The new Sign Code specifically prohibits signs on public rights-of-way, except for governmental signs as defined in the proposed Sign Code and articulated in *Reed v. Gilbert*. All other signs must be located on private property with permission of the property owner, and as otherwise allowed by the Sign Code. Signs that previously could be approved as “signs of community interest” (including on public rights-of-way) to promote a specific event are accommodated by the new Sign Code, *but only when signs are properly located on private property with property owner permission*.
- ✓ Work of art is defined in the new Sign Code, but the review and approval process is no longer initiated with a sign permit application. Applications for proposed works of art are instead submitted to and reviewed by the Cultural Arts Commission. If any portion of a work of art contains commercial advertising, that portion must be separately permitted as a sign under the Sign Code.
- ✓ Existing nonconforming signs, such as pole signs and off-site billboards, must be made to conform to new Sign Code standards if they: (1) are to be structurally altered in a significant way; (2) are to be rebuilt, even at the same location; (3) are located on a lot being redeveloped and determined to be a Major Development Project requiring site plan approval per the Land Development Code; or (4) are deemed to be abandoned (also see item immediately below and FAQ #12). The previous Sign Code allowed nonconforming signs to be structurally altered or rebuilt at their same location. However, most major redevelopment projects that were approved by a site plan review under the Land Development Code were previously required to replace nonconforming signs with conforming signs at the time of site redevelopment.
- ✓ A definition of “abandoned sign” has been added in the new Sign Code, and rules for abatement of and/or potential fines for illegal, unsafe or abandoned signs have been clarified and expanded. In the new Sign Code, a sign may be deemed abandoned if it remains on a building or property that has been vacant and unoccupied for a period of one year or more, at which time it can be ordered to be removed, and abated by the City (per City Commission resolution), if necessary.

**3. What City Department or Division has primary responsibility for sign permitting and enforcement of Sign Code regulations?** The Development Services Division of the Planning & Development Services Department has primary responsibility for Sign Code administration. Questions may be directed to Development Services via email at [buildinginspections@lawrenceks.org](mailto:buildinginspections@lawrenceks.org), fax at (785) 832-3110 or phone at (785) 832-7700, option 2. Additional information is available on the City’s website at [https://lawrenceks.org/pds/sign\\_permits/](https://lawrenceks.org/pds/sign_permits/).

**4. When are sign permits required?** An approved City of Lawrence sign permit is required for most types of permanent signs (including permanent freestanding monument, ground signs internal to a lot, awning, canopy and marquee signs) and temporary signs, with some exemptions. Sign permit applications and other Sign Code information can be obtained from Development Services, or on the Development Services website at [https://lawrenceks.org/pds/sign\\_permits/](https://lawrenceks.org/pds/sign_permits/). Sign permit applications are typically reviewed by Development Services within 5 – 15 business days. The permit applicant will be contacted by Development Services if the sign/s requested do not meet Sign Code standards or if additional information is required to complete the review; Development Services will also notify the permit applicant when the permit application has been approved and can be issued.

- 5. Are any types of signs exempt from permit?** Signs exempt from permit include:
- Address numbers meeting certain specified criteria (maximum size and height).
  - Governmental signs, such as safety and traffic control signs, signs installed by a governmental entity, or similar signs required by applicable federal, state or local law.
  - Government flags (of the United States, a State, a County, a City, or other governmental entity, or of a foreign nation).
  - One corporate flag per zoning lot not more than 24 sq. ft. in area, mounted on a flag pole and set back at least 25 feet from property lines.
  - Up to three decorative flags (no advertising copy or logos) per zoning lot not more than 24 sq. ft. in area each, mounted to flag poles or light poles.
  - In non-residential zoning districts, non-illuminated signs that are applied directly to the interior or exterior of first floor windows, between two feet and 12 feet above grade.
  - In non-residential zoning districts, internally illuminated signs that are mounted to the interior of first floor windows, between two feet and 12 feet above grade that do not exceed 12 sq. ft. in area.
  - Portable pedestrian signs (also called A-frame or sandwich board signs) that meet certain size and placement criteria and are only displayed outside during business hours.
  - Temporary signs in residential, office and Planned Unit Development zoning districts, provided such temporary signs meet other temporary sign standards (number, size, height, etc.).
  - Minor signs, which are defined as signs not more than 4 sq. ft. in area, intended to convey messages to internal users of a site, and generally not visible from or intended to convey messages to persons in the public right of way - examples of minor signs include such things as parking instructions, directional or wayfinding information, security warnings and business identification.
  - Small memorial signs and tablets.
  - Small signs in or on fuel pumps and automated teller machines.
  - Signs completely within enclosed buildings and not exposed to a public right-of-way or parking lot.
  - Small, non-illuminated wall signs limited to one per wall that do not exceed 2 sq. ft. in area.
- 6. What are the fees for sign permits?** For each new, relocated, expanded, or structurally altered permanent wall sign or freestanding sign - \$75. To replace the sign copy or sign faces (panels) on an existing permanent sign, where there is no other structural alteration to the sign - \$50. For any temporary sign(s) - \$25.00 per application, regardless of the number of temporary signs requested to be installed or placed during an allowed and approved temporary time. The sign permit fee is for each separate sign for which a sign permit is sought, except in the case of temporary signs where the sign permit fee is per application.
- 7. If I hire a sign company to install or hang a permanent sign, is that company required to be licensed by the City of Lawrence?** Persons or companies engaged in the business of installing, erecting, constructing, hanging, or altering signs within the City of Lawrence must have a valid and current City of Lawrence sign contractor license. The purpose of licensing is to ensure that construction activities are performed by qualified and licensed contractors to meet the City's adopted code standards. Contractor licensing also ensures contractors are appropriately insured to protect the consumer and to provide workers' compensation for their employees. Sign contractor license status can be checked by contacting Development Services directly or on the City of Lawrence website at [https://lawrenceks.org/pds/contractor\\_licensing/](https://lawrenceks.org/pds/contractor_licensing/).
- 8. Can a property owner, building owner or business owner apply for and obtain their own sign permits?** A property owner or building owner may apply for and obtain their own permanent sign permits. Property owners, building owners or business/organization owners/managers may apply for and obtain their own temporary sign permits.
- 9. Can signs (permanent or temporary) be installed in or placed on public right-of-way?** The Sign Code specifically prohibits any signs to be installed in or placed on public right-of-way, except for governmental signs (such as safety control and regulatory traffic control signs, signs installed by a

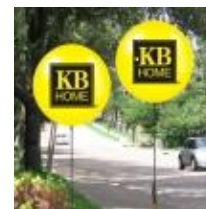
governmental entity or public utility, or similar signs required by applicable federal, state or local law) or portable pedestrian signs in the Downtown Commercial (CD) zoning district.

**10. Are any types of signs other than signs on public right-of-way specifically prohibited by the Sign Code (see FAQ #9)?** Yes, there are other types of signs (as defined in the Sign Code) specifically prohibited by the Sign Code as set forth below.

- New, replaced or significantly altered permanent freestanding pole signs, except for governmental signs (such as safety and traffic control signs, signs installed by a governmental entity or public utility, or similar signs required by applicable federal, state or local law) or permanent internal ground signs on private lots.
- Billboards.
- Mobile signs.
- Roof signs (signs attached to a building cannot extend vertically above the highest proportion of any roof-line or parapet, whichever is less).
- Manually activated changeable message signs.
- Pennant streamer signs.
- Animated signs (signs employing actual motion, the illusion of motion, or light and/or color changes achieved through mechanical, electrical, or electronic means).
- Flashing signs.
- Scrolling electronic message signs (move horizontally across a sign face).
- Travelling electronic message signs (move vertically across a sign face).
- Any sign installed, erected, constructed, hung, altered, relocated, or maintained to prevent ingress or egress at any emergency egress door, egress window, or fire escape.
- Any sign that obstructs free and clear vision at the intersection of two streets, a street and an alley, two internal access streets, an internal access street and a street, or a driveway and a street.
- Any sign that, due to its intensity, position, shape, or color, impedes or obstructs the view of any user of the public right-of-way or may be confused by any user of the public right-of-way with any authorized traffic sign, signal or device.
- Any sign that makes use of any work, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse traffic on a public right-of-way.
- Any sign displaying any material, be it words, scenes, or graphics, that are obscene, indecent, immoral, or harmful to minors within the meaning of Kansas Statutes (K.S.A. 21-6401 as amended).

**11. Are there other restrictions that apply to all signs?** There are additional restrictions applicable to all permanent and temporary signs. The most significant restrictions include the following.

- No sign, located in the triangle formed by two curb lines at the intersection of two streets, a street and alley, two internal access streets, an internal access street and a street, or a driveway and a street, extending for 50 feet each way from the intersection of the curb lines, shall exceed a height of more than 36 inches above the road level of the adjoining street, alley, or driveway, so it does not obstruct the view of a driver of a motor vehicle approaching the intersection.
- No person shall install, erect, construct, or hang any sign within a public utility or drainage easement. This restriction does not apply to governmental signs, or to similar signs required by applicable federal, state, or local law for the location of utilities.
- No sign shall include balloons, pennant streamers, pennants, or other air activated elements, or any animated sign elements, whether animated by mechanical, electrical, or environmental means (see below images).





These restrictions do not apply to flags, corporate flags, decorative flags, government flags or feather signs, as defined in the Sign Code.

- Except as may otherwise be permitted in any Planned Development, any sign bearing a commercial message shall be an on-premises sign, as defined in the Sign Code.

A complete list of restrictions applicable to all signs can be found at [provide link here](#).

- 12. If there are existing signs on a zoning lot or building that do not conform to current Sign Code standards (e.g., pole signs and signs that are larger than currently allowed), do they have to be modified to conform to new Sign Code standards? If so, when?** Existing nonconforming signs must be made to conform to new Sign Code standards if they: (1) are to be structurally altered in a significant way; (2) are to be rebuilt, even at the same location; (3) are located on a lot being redeveloped and determined to be a Major Development Project requiring site plan approval per the Land Development Code; or (4) are deemed to be abandoned (a sign may be deemed abandoned if it remains on a building or property that has been vacant and unoccupied for a period of one year or more, at which time it can be ordered to be removed, with proper notice, and abated by the City per City Commission resolution, if necessary).
- 13. Do works of art applied to the exterior of buildings, walls or other structures require a sign permit?** A "Work of Art" is defined in the new Sign Code, but the review and approval process is no longer initiated with a sign permit application. Applications for proposed works of art are instead submitted to and reviewed by the Cultural Arts Commission. If any portion of a work of art contains commercial advertising, that portion must be separately permitted as a sign under the Sign Code.

## **Temporary Sign Regulations**

### **Temporary Signs in Hospital, Commercial, Downtown and Industrial Zoning Districts:**

- 14. Are sign permits required for temporary signs installed on lots or buildings in hospital, commercial, downtown commercial or industrial zoning districts?** Temporary sign permits must be obtained from Development Services prior to installation of temporary signs in hospital, commercial, downtown and industrial zoning districts (with some exceptions, as noted in FAQ #17).
- 15. Are temporary signs allowed to be installed on public right-of-way, public utility poles or equipment, or public utility/drainage easements?** Temporary signs cannot be installed on public right-of-way, public utility poles or equipment, or public utility/drainage easements (except for governmental signs, such as safety control and regulatory traffic control signs, signs installed by a governmental entity or public utility, or similar signs required by applicable federal, state or local law, and portable pedestrian signs in the Downtown Commercial (CD) zoning district).
- 16. Who can apply for and obtain a temporary sign permit?** A business operator/manager, owner or business owner's representative can apply for and obtain a temporary sign permit.
- 17. What is the fee for a temporary sign permit?** The fee is \$25 per application. An application is for a specified time and may include multiple temporary signs as allowed by the Sign Code.
- 18. What are the Sign Code restrictions/limitations on temporary signs installed or placed on lots or buildings in hospital, commercial, downtown and industrial zoning districts?**
- Maximum temporary sign display time per calendar year is 45 days for an individual business or tenant space, and can be divided into multiple shorter periods during the year (e.g., three separate 15-day periods, or three separate 10-day periods and one 15-day period).
  - The maximum area of any freestanding temporary sign is 32 sq. ft.

- The maximum height of any freestanding temporary sign is 9 ft. One “feather sign” per lot street frontage is allowed.
- The maximum number and total area of “freestanding” temporary signs allowed on a lot at the same time is:
  - Single tenant lot: Maximum of two signs on lots with a single street frontage; maximum of three signs on lots with multiple street frontages (maximum of two signs on any street frontage). Maximum total allowed sign area for multiple signs is 64 sq. ft.
  - Multi-tenant lots Maximum of one sign for each tenant space; maximum of four signs on lots with a single street frontage; maximum of six signs on lots with multiple street frontages (maximum of four signs on a street frontage). Maximum total allowed sign area for multiple signs is 96 sq. ft.

**Note:** The maximum of freestanding temporary signs allowed is reduced if the lot also has a permanent changeable EMC sign.

- The maximum number and total area of temporary signs attached to a building wall (or tenant space wall) at the same time is two per public street frontage.
- The maximum total area of signs attached to a wall is 5% of the area of a wall facing a street.
- The maximum area of any temporary wall sign is 32 sq. ft.

**19. Are there any exemptions from temporary sign permit requirements in hospital, commercial, downtown or industrial zoning districts?** There are four exemptions from permits.

- Temporary signs placed on lots for sale or for lease, provided they meet other specified temporary sign maximum area and height limitations. Such signs do not count toward the maximum temporary sign display calendar year display time or maximum allowed total temporary sign area.
- Temporary signs not exceeding 8 sq. ft. placed on lots for 50 days prior to and 10 days after the date of a political election, referendum or ballot measure. Such signs do not count toward the maximum temporary sign calendar year display time.
- Temporary “Minor Signs” as defined in the Sign Code (4 sq. ft. or less and intended to convey messages to internal users of the site, and generally not visible from the right-of-way).
- “Portable Pedestrian Signs” (often called sandwich board or A-frame signs) as defined in the Sign Code and meeting specified maximum height and width, design and location criteria, and not displayed during non-business hours. These signs are not restricted by maximum calendar year display time.

**20. Are temporary signs allowed to be installed on lots for a building or building addition that is under construction, or for a tenant space that is being finished in hospital, commercial, downtown or industrial zoning districts?** Up to two temporary signs not exceeding 64 sq. ft. in total combined area may be installed on a lot where a building, addition or tenant space is under construction, for the interim period of new construction or tenant space finish. Temporary sign permits are required for these types of signs.

**Temporary Signs in Residential, Office & Planned Unit Development Zoning Districts:**

**21. Are sign permits required for temporary signs installed or placed on lots or buildings in residential, office or Planned Unit Development zoning districts?** Temporary signs meeting specified maximum size, height and number allowances of the Sign Code are exempt from both permitting and maximum display time per calendar year.

**22. Are temporary signs allowed to be installed or placed on public right-of-way or on public utility poles or equipment?** No signs can be installed or placed on public right-of-way or on public utility poles or equipment, except for governmental signs (such as safety control and regulatory traffic control signs, signs installed by a governmental entity or public utility, or similar signs required by applicable federal, state or local law) or portable pedestrian signs in the Downtown Commercial (CD) zoning district.

**23. What are the Sign Code allowances for temporary signs in residential, office or Planned Unit Development zoning districts?** Generally, residential lots in these zoning districts are allowed up to three freestanding, temporary "yard" signs (up to four for corner lots) at the same time, with no sign exceeding 8 sq. ft. and 4 feet in height, and total area of all signs not exceeding 16 sq. ft.

For multifamily land uses (in addition to allowed freestanding temporary signs outlined immediately above), one temporary wall sign is allowed per building, with a maximum of two signs per public street frontage, and a maximum size of 12 sq. ft. per sign.

Non-residential land-uses allowed under the City's Land Development Code in these zoning districts may have larger and taller freestanding, temporary signs and some temporary wall signage as follows.

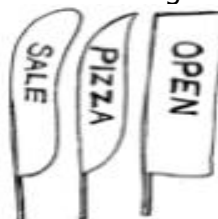
- Total area of all freestanding temporary signs cannot exceed 32 sq. ft. per lot, with a maximum individual sign size of 32 sq. ft.
- Freestanding temporary signs cannot exceed 6' in height above the ground.
- One temporary wall sign is allowed per building, with a maximum of two signs per public street frontage, and a maximum size of 12 sq. ft. per sign.

**24. Are there any Sign Code exceptions to the number, maximum size or height of temporary signs allowed on a lot at the same time in residential, office or Planned Unit Development zoning districts?** Yes, there are a few exceptions to number, size (area) and height as follows.

- *Exception to maximum number of temporary signs:* temporary signs installed on a lot for not more than 50 days prior to and 10 days after date of a political election, referendum or ballot measure.
- *Exceptions to maximum Sign area and height:*
  - Residential subdivisions two or more acres in size and zoned Residential Single Family (RS), Planned Residential Development (PRD) or Planned Unit Development (PUD) – One freestanding temporary sign not exceeding 64 sq. ft. and 8 feet in height above adjoining grade that is installed near a main public street entrance to the subdivision. Such sign shall be located a minimum of 15 feet from any public right-of-way and shall be removed within 30 days after completion of construction of the last attached or detached dwelling in the subdivision.
  - For lots greater than one acre in size and zoned Residential Multifamily (RM), Planned Office Development (POD) or Commercial-Office (CO) - One temporary sign not exceeding 64 sq. ft. in area on such lot when there is on-going construction and development; such sign shall not exceed 10 feet in height above adjoining grade.

**25. Are temporary "feather signs", "pennant streamers" or similar signs or attention attractive devices allowed in residential, office or Planned Unit Development zoning districts?** These types of temporary signs (see FAQ #11 and feather sign image below) are prohibited in residential, office or Planned Unit Development zoning districts.

Feather Signs



## Temporary Signs for Community-Type Events:

- 26. In the previous Sign Code, “signs of community interest” to promote certain community-wide types of events could be authorized by the City Commission, and often authorized placement of temporary signs on public right-of-way for a limited time at specified locations. Can temporary signs for these types of community events still be authorized and/or permitted under the new Sign Code?** Temporary signs that were previously approved as “signs of community interest” to promote a specific community event may be permitted in the new Sign Code, but only when signs are properly located on private property with permission of the private property owner and meet other temporary sign limitations (e.g., maximum size, height and number for the lot where the sign or signs are placed). The new Sign Code allows multiple temporary signs to be approved on a single sign permit application.

## Changeable Electronic Message Center Sign (EMCs) Regulations

- 27. Where are changeable Electronic Message Center signs (EMCs) allowed (often called changeable digital or LED signs)?** EMCs are now allowed as a portion of otherwise permitted freestanding monument or building wall signs in office, hospital, commercial and industrial zoning districts (except for the Inner-City Neighborhood Commercial and Downtown Commercial zoning districts), and for certain specified non-residential land uses in residential zoning districts including *Community Facilities*, *Religious Assembly* and *Medical Facilities* land uses.
- 28. Are there additional permit requirements for EMCs?** Like most signs, EMCs require an approved sign permit prior to installation. Permit applications for EMCs require the following additional information with a permit application.
- Sign manufacturer specifications on maximum brightness rating.
  - Information on automatic dimming controls provided that ensure appropriate dimming at night (e.g., dusk to dawn).
  - A signed statement from the property or business owner agreeing to abide by regulations governing EMC operation.
- 29. Are there any other EMC limitations/restrictions?** Other EMC sign limitations and/or restrictions include the following.
- Only one EMC is allowed for each lot street frontage.
  - EMCs are limited to permanent freestanding monument signs, wall signs, interior window signs not exceeding a total of 12 sq. ft. and permanent internal ground signs serving drive-through facilities.
  - EMC sign faces must be set back at least 200 feet from any adjacent residentially zoned lot as measured perpendicularly from the sign face, and at least 100 feet from any adjacent residentially zoned lot as measured parallel to the closest edge of the sign.
  - EMCs, when allowed for certain non-residential land uses in residential and office zoning districts, cannot be operated between 10:00 PM and 7:00 AM.
  - EMC sign area is limited to not more than 50% of allowed permanent freestanding monument sign area, and to not more than 20% of allowed permanent wall sign area.
  - Required automatic dimming controls must limit sign brightness to not more than 0.3 foot-candles relative to ambient light (generally, between dusk and dawn).
  - Only static display of messages is allowed with at least 3 seconds between message changes; and Messages can only be changed by dissolving or fading transition methods - *no scrolling, travelling, flashing or animated transitions are allowed.*



## **Changes to Permanent Sign Regulations in New Sign Code**

**30. Are there any noteworthy changes between the previous Sign Code and the new Sign Code regarding new or significantly altered permanent signs (in addition to new Sign Code allowances for Electronic Message Center signs/EMCs)?** Yes, there are several noteworthy changes for new or significantly altered permanent signs, which include:

- Sign Code allowances for permanent freestanding monument and wall signs for non-residential and multifamily uses in residential and office zoning districts have been increased to allow somewhat larger wall signs, multiple wall signs for multi-tenant buildings/developments and larger monument signs. The previous Sign Code severely restricted size and number of signs allowed for office uses and other allowed non-residential uses in these districts, which was the impetus for many requested and approved sign variances over the years.
- Somewhat larger permanent residential subdivision monument signs are now allowed. The previous Sign Code allowed "area markers" to identify a residential subdivision/development of four acres or more at each public road access to a residential subdivision/development; in the previous code, these signs could be up to 24 sq. ft. in area, up to 4 ft. tall and could not be illuminated. In the new Sign Code, permanent freestanding monument signs are allowed at each public road access to a residential subdivision/development of two acres or more, not to exceed a total of two signs, with a maximum size of 32 sq. ft. in area per sign and a maximum height of 6 feet (or up to 48 sq. ft. and 8 feet in height if set back at least 10 feet from the street right-of-way property line); in the new Sign Code, such signs may be externally illuminated by indirect white light only.
- In hospital, commercial and industrial zoning districts, wall signs are allowed on three walls rather than only two walls, in most instances.
- In the most intense commercial, downtown and industrial zoning districts, somewhat larger and taller freestanding monument signs are allowed by the new Sign Code; such signs can be up to 4 feet taller and 12 sq. ft. larger in area (depending on setback from property line) than was allowed by the previous Sign Code.