



- 1 a. Signs shall be compatible with the architecture of the building on which it  
2 is located.
- 3 b. Design of signs shall capitalize on the special character of the District.
- 4 c. Window signs shall not cover more than 25% of each glass panel.
- 5 d. Awning signs shall not exceed twelve (12) square-feet per awning.
- 6 e. Neon illumination is permitted.
- 7 f. Signs shall not be internally illuminated with the exception of Channel and  
8 Channelume Signs.
- 9 g. Materials used in signs shall be compatible with signs and architecture on  
10 adjacent sites.
- 11 (e) To amend § 36-353(c)(3) to read as follows:  
12 Sign illumination. Signs shall not be internally illuminated with the exception of  
13 Channel and Channelume Signs. When signs are externally lit, they shall be  
14 illuminated from a concealed source of light or a decorative source that is integral to  
15 the design of the sign.
- 16 (f) To amend § 36-353(d)(3) to read as follows:  
17 Sign illumination. Signs shall not be internally illuminated with the exception of  
18 Channel and Channelume Signs. When signs are externally lit, they shall be  
19 illuminated from a concealed source of light or a decorative source that is integral to  
20 the design of the sign.
- 21 (g) To amend § 36-353(e)(1) to delete the current text and to read as follows:  
22 a. Projecting signs shall maintain a nine-foot clearance in all pedestrian  
23 walkways and a thirteen-foot clearance over vehicular use areas, i.e. alleys  
24 and driveways.
- 25 b. Height of projecting signs shall not extend past the top of the second-story  
26 windows or the ceiling of the second floor, whichever is less.
- 27 c. Projecting signs shall extend a maximum of four (4) feet from the face of  
28 the building.
- 29 d. The number of projecting signs shall be limited to one (1) sign per fifty  
30 (50) feet of street frontage per building.
- 31 e. Projecting signs shall be placed at a ninety (90)-degree angle to the  
32 building.
- 33 f. Signs shall be spaced so not to conflict or obscure other signage.

1 g. Businesses are required to share mounting apparatus for a total of twenty-  
2 five (25) square-feet of signage per mounting apparatus for businesses  
3 with a shared entrance, in lieu of individual projecting signs.

4 (h) To amend § 36-353(e)(3) to read as follows:

5 Sign illumination. Signs shall not be internally illuminated. When projecting signs are  
6 externally lit, they shall be illuminated from a concealed source of light or a decorative  
7 source that is integral to the design of the sign.

8 (i) To amend § 36-353(f) to read as follows:

9 Sandwich Board Signs. Sandwich Board Signs are popular in the District and perform  
10 a service for both special events and daily use by businesses. It is important to  
11 coordinate the design and maintenance of the Sandwich Boards so not to introduce  
12 clutter. Sandwich Boards are encouraged to be personalized and custom designed.  
13 Differing degrees of maintenance and cleanliness area a result of the inherent  
14 characteristics of the materials from which they are made; e.g., light-colored plastic  
15 Sandwich Boards become soiled with dirt and are difficult to clean. The placement  
16 and number of Sandwich Board Signs in the District can impact pedestrian safety. In  
17 addition, some metal signs with ‘feet’ become tripping hazards for the pedestrians in  
18 the area.

19 (1) Location.

- 20 a. Sandwich Board Signs shall be located within the brick planting strip  
21 portion of the sidewalk.
- 22 b. Sandwich Board Signs shall not number more than one (1) per business.
- 23 c. Sandwich Board Signs shall be displayed only when the business is open  
24 for business and shall be removed from the exterior of the building when  
25 the business is closed.
- 26 d. Sandwich Board Signs shall have a minimum spacing of one (1) per  
27 twenty-five (25) linear-feet of sidewalk not to exceed six (6) per block  
28 face.

29 (2) Appearance.

- 30 a. Sandwich Board Signs shall be no larger than twenty-four (24) inches wide  
31 and forty-five (45) inches tall per face with a total height not to exceed  
32 forty-five (45) inches.
- 33 b. Sandwich Board Sign construction shall be of wood, metal or plastic with  
34 the following exceptions: frames of Sandwich Board Signs shall not be of  
35 a pressed wood or molded wood product. Molded plastic construction

1 shall not be permitted except for black molded plastic Sandwich Board  
2 Signs.

- 3 c. Sandwich Board Signs shall be kept in a tidy and clean condition and  
4 maintained in good repair. Sandwich Board Signs shall be stable and  
5 weighted to resist overturning due to wind or accidental pedestrian contact.
- 6 d. Sandwich Board Signs shall not include individually changeable letters,  
7 flyers or loose leaf pages, or poster boards attached to the sign.
- 8 e. Hand-written messages are allowed if presented in a neat and legible  
9 manner on a dark color background, i.e.: chalkboard or black dry erase  
10 board. White dry erase boards are not permitted.
- 11 f. Sandwich Board Signs shall not have balloons, ribbons, streamers, or other  
12 decorative attachments.
- 13 g. Sandwich Board Signs shall not have extended 'feet' that create a tripping  
14 hazard for pedestrians.

15 (3) Sandwich Board Signs shall not be illuminated.

16 (4) A Franchise Permit and Sign Permit for a permanent type sign shall be required  
17 for all Sandwich Board Signs.

18 **(j)** To amend § 36-355(f)(1) to read as follows:

19 The tree planting strip shall be a four (4) feet wide red brick paving strip on a two (2)  
20 inch sand base with eighteen (18) inches of select backfill subject to approval by Public  
21 Works.

22 **(k)** To amend § 36-357(a)(3) to read as follows:

23 Awnings shall not be illuminated by a direct backlight. A direct backlight is an  
24 illumination source that is placed behind the awning for the purpose of illuminating  
25 the awning.

26 **(l)** To amend § 36-358(a)(2) to read as follows:

27 President Clinton Avenue, from Interstate 30 to Cumberland Street, shall be Gingko  
28 Biloba, Gingko Trees.

29 **(m)** To amend § 36-358(a)(2) to read as follows:

30 River Market Avenue, from President Clinton Avenue to Second Street, shall be  
31 Gingko Biloba, Gingko Trees.

32 **(n)** To amend § 36-358(g)(1) to read as follows:

33 Backfill shall be composed of engineered soil that promotes healthy tree growth and  
34 backfill be subject to approval by the Public Works Department.

35 **(o)** To amend § 36-364(a)(1) to read as follows:

1 Fences shall not be constructed with chain link, razor wire, or barbed wire.

2 **Section 2. Severability.** In the event any title, section, paragraph, item, sentence, clause, phrase, or  
3 word of this ordinance is declared or adjudged to be invalid or unconstitutional, such declaration or  
4 adjudication shall not affect the remaining portions of the ordinance which shall remain in full force and  
5 effect as if the portion so declared or adjudged invalid or unconstitutional was not originally a part of the  
6 ordinance.

7 **Section 3. Repealer.** All laws, ordinances, resolutions, or parts of the same that are inconsistent with  
8 the provisions of this ordinance are hereby repealed to the extent of such inconsistency.

9 **PASSED: August 7, 2018**

10 **ATTEST:**

**APPROVED:**

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12 \_\_\_\_\_  
13 **Susan Langley, City Clerk**

\_\_\_\_\_ **Mark Stodola, Mayor**

14 **APPROVED AS TO LEGAL FORM:**

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16 \_\_\_\_\_  
17 **Thomas M. Carpenter, City Attorney**

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