

## HARTSELLE ZONING ORDINANCE - SECTION 27

### SIGN REGULATIONS

(See CBD Sign Ordinance for Additional Downtown Standards)

#### Section 27.1 Purpose and Intent

It is the purpose of this Article to provide regulations for the orderly display and control of signs within the City of Hartselle. It is the intent of this Article to encourage the effective use of signs as a means of communication in the City; to provide for the protection of the public's safety and general welfare; to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth; to improve pedestrian and traffic safety; to minimize the possible adverse effect of signs on nearby public and private property; to prevent the erection of unsafe structures which may be hazardous or cause injury; and to enable the fair and consistent enforcement of these sign regulations. This sign ordinance is adopted under the zoning authority of the City in furtherance of the more general purposes set forth in the zoning ordinance.

#### Section 27.2 Applicability and Effect

A sign may be erected, placed, established, painted, created, or maintained in the City only in conformance with the standards, procedures, exemptions, and other requirements of this ordinance. The effect of this ordinance as more specifically set forth herein, is:

To establish a permit system to allow a variety of sign types in commercial and industrial zones, and a limited variety of signs in other zones subject to the standards and the permit procedures of this ordinance.

To prohibit all signs not expressly permitted by this ordinance; and

To provide for the enforcement of the provisions of this ordinance.

#### Section 27.3 Definitions and Interpretation

Words and phrases used in this ordinance shall have the meanings set forth in this section. Words and phrases not defined in this section but defined in the Zoning Ordinance of the City shall be given the meanings set forth in such ordinance. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this ordinance.

**Abandoned Sign:** A sign which advertises an activity or business no longer being conducted, or a service or product no longer being offered or produced; or a sign that has become damaged or obscured in such a way that its message is no longer clearly visible, or is structurally unsafe. An abandoned sign may be a rigid or flexible on-premise or off-premise sign.

**Alteration:** The replacement, enlargement, reduction, or reshaping of or addition to a sign; or any change in the structural integrity of sign trim, frame, pole, brackets, or any supporting member; or any change in the number of poles supporting a sign.

**Animated Sign:** Any sign that uses rotation or other physical movement of parts to convey a message or attract attention, and/or includes blinking or flashing lights on the sign face or rigid structure, except as permitted for the change of messages or characters on electronic signs.

**Balloon:** Any flexible device of less than nine square feet or twenty seven cubic feet in size, with or without a commercial message, made of cloth, canvas, plastic sheeting, or any other flexible material which utilizes air, or other medium lighter than air, for structural support.

**Banner:** A temporary sign made of flexible reinforced canvas, plastic, or vinyl material, excluding cotton, linen or similar cloth, which is not permanently attached to a building or the ground through a permanent support structure.

**Beacon:** Any light with one or more beams directed into the atmosphere or directed at one or more points not on the same zone lot as the light source; also any light with one or more beams that rotate or move.

**Billboard:** A sign, including the supporting sign structure, which is visible from a street or highway and advertises goods or services or contains a message unrelated to a business, profession, or activity conducted, or to a commodity or service sold or offered, upon the premises where such sign is located. See also “Off-Premise Sign”

**Boulevard Sign:** A development sign located within an island between two roadway travel lanes, containing only the name and logo of the development.

**Building Director:** The chief enforcement officer of the Zoning Ordinance of the City of Hartselle Alabama, or any of his or her authorized assistants or inspectors.

**Building Signs:** A sign displayed upon or attached to any part of the exterior of a building, including walls, doors, and parapets. Canopy signs, awning signs, and projecting signs are considered types of building signs.

**Canopy Sign:** Any sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area.

**Commercial Message:** Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity, not including real estate signs or garage or yard sale signs located on private property.

**Community Event:** An event being held within the Hartselle postal zip code (35640) that is open to the general public and is sponsored by a non-profit group based and operating from within the Hartselle postal zip code (35640).

**Community Event Banner:** A banner notifying the public of a community event, being placed no more than three (3) weeks prior to the start of said community event and being removed within three (3) days of the end of said community event.

**Development Sign, Apartment:** Any sign located at the primary entrance(s) of a multi-family apartment complex, used to identify only the name of such development.

**Development Sign, Commercial:** Any sign located at the primary entrance(s) of a commercial subdivision, used to identify the name of such development and/or the names of commercial businesses located therein.

**Development Sign, Industry:** Any sign located at the primary entrance(s) of an industrial/manufacturing subdivision, used to identify the name of such development and/or the names of companies located therein.

**Development Sign, Residential:** Any sign at the primary entrance(s) of a single family residential subdivision used to identify only the name of such development.

**Directional Sign:** A sign not conveying a commercial message, which directs the reader to the location of a public, religious, or educational institution, or to the location of a historical structure or area, or to the location of a public park or building; or signs directing traffic on private property, such as ingress and egress signs; or temporary signs located on private property with owner consent directing motorists to other real estate for sale; or temporary signs located on private property with owner consent directing motorists to other garage or yard sale locations; or signs displayed for the direction and convenience of the public, including signs which identify rest rooms, public telephones, public parking and entrances, freight entrances.

**Electronic Sign:** Any sign utilizing an electronic component such as lighting to change text no more frequently than once every ten (10) seconds and employing no scrolling or flashing, except for non-text animated characters.

**Fence:** An architectural accent structure constructed of pre-fabricated vinyl or wood fence panels not exceeding 36 inches in height and conforming to all other traffic safety provisions, as well as existing chain link fences constructed prior to the adoption of this ordinance. Under no circumstances shall wire, typical sign stakes, metal posts or makeshift wooden structures of any kind be considered as a “fence” for the purposes of this ordinance.

**Flag, Business:** Any fabric material professionally manufactured as a flag that is no more than 15 square feet in size, is mounted on a flag pole, and displays a commercial message of the business occupying the property on which the flag is located. No more than one business flag shall be permitted per business. Bed linens and other makeshift “flags” shall not be considered as such for the purposes of this ordinance.

**Flag, Government:** Any fabric material professionally manufactured as a flag that is mounted on a flag pole and contains only distinctive colors, patterns, or symbols, used as a symbol of a government, political subdivision, or other entity. Bed linens and other makeshift “flags” shall not be considered as such for the purposes of this ordinance. No commercial message shall be permitted on a government flag.

**Flag Pole:** An aluminum pole of at least 10 feet and no more than 35 feet in height, professionally manufactured for the purpose of displaying flags. Makeshift structures, or manufactured poles that have become structurally unsafe, shall not be considered as flag poles for the purposes of this ordinance.

**Freestanding Sign:** Any sign supported by structures or supports that are placed on, or anchored in the ground and that are independent from any building or other structure to include monument signs, pylon signs, and similar signs that are not mounted on a building.

**Garage or Yard Sale Sign:** A temporary sign located on private property used to advertise a garage or yard sale being held at that property. Such signs must not be placed in any street right-of-way or attached to any utility poles. Reference also “Directional Sign.”

**Inflatable Sign:** Any flexible device, utilized to attract attention to a commercial business, that is greater than nine square feet or twenty seven cubic feet in size, with or without a commercial message, made of cloth, canvas, plastic sheeting, or any other flexible material which utilizes air, or other medium lighter than air, for structural support, except inflatable toys and playpens with no commercial message, which shall not be considered as inflatable signs.

**Incidental Sign:** A sign generally informational, that has a purpose secondary to the use of the zoned lot on which it is located, such as “no parking,” “entrance,” “loading only,” “telephone,” and other similar directives. No sign with a commercial message legible from a position off the zoned lot on which the sign is located shall be considered incidental.

**Lot:** Any piece or parcel of land or a portion of a subdivision, the boundaries of which have been established by some legal instrument of record that is recognized and intended as a unit for the purpose of transfer of ownership.

**Maintenance:** The normal care and minor repair necessary to maintain safe, attractive and finished sign structure, trim, frame, poles, brackets, and surface. Replacing or updating of copy or logo on a valid non-conforming on-premise sign shall be considered maintenance only if the type, category, or nature of the activity or product or service being advertised remains the same, provided the sign is not altered thereby. Replacing or updating of copy or logo on a valid non-conforming off-premise sign shall be considered maintenance.

**Marquee:** A permanent roofed structure attached to and supported by a building and projecting over a public sidewalk.

**Monument Sign:** A permanent sign anchored to the ground with its completed height being less than the minimum height required for pole signs and pylon signs.

**Non-Conforming Sign:** A sign not prohibited herein as a public nuisance that conformed in all respects to the sign regulations and applicable zoning provisions in effect when the sign was located, but which now violates one or more provisions of this Article as of the date of the official adoption and passage of this Article.

**Off-Premise Sign:** A sign containing a message unrelated to a business, profession, or activity conducted, or to a commodity or service sold or offered, upon the premises where such sign is located. See also “Billboard”

**On-Premise Sign:** A sign containing a message related to a business, profession, or activity conducted, or to a commodity or service sold or offered, upon the premises where such sign is located.

**Person:** Any association, company, corporation, firm, organization, or partnership, singular or plural, of any kind.

**Political Sign:** Any temporary sign promoting the campaign of an individual for public office or an advertisement for an amendment or referendum on a public issue.

**Portable Sign:** A sign of any material, with or without changeable lettering which is not permanently attached to the ground or other permanent structure, or a sign designed to be transported. Portable signs include, but are not limited to, signs with or without wheels, A-frame or T-frame signs (except permitted sandwich signs), signs attached to vehicles that are not part of the day-to-day operation of a business; also known as mobile signs or trailer signs; and includes temporary metal, cardboard, plastic, or wood signs inserted in the ground containing a commercial message.

**Principal Building:** The building in which is conducted the principal use of the zoned lot on which it is located. Zoned lots with multiple principal uses may have multiple principal buildings, but allowable storage buildings, garages, and other clearly accessory uses shall not be considered principal buildings

**Projecting Sign:** Any sign affixed to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

**Reader Board:** A permanent sign containing messages in the form of removable letters or changeable copy. A reader board may be a building sign or an integral part of a freestanding sign.

**Real Estate Sign:** A temporary sign erected by the owner, or his agent on private property, advertising the real property upon which the sign is located for rent, for lease, or for sale. Such signs must not be placed in any street right-of-way or attached to any utility poles. Reference also “Directional Sign”

**Roof Sign:** An attached sign which is affixed primarily and directly to a building or roof and extends vertically above the highest portion of the roof.

**Roof Sign, Integral:** Any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

**Sandwich Sign:** A temporary sign constructed of non-flexible material that is placed on a sidewalk or walkway of the business which the sign promotes. Such signs shall cover no more than six (6) square feet of area and shall be no more than four (4) feet in height. Such signs shall not be attached to the sidewalk, building or canopy and shall not diminish the width of the walking surface to less than three (3) feet.

**Setback:** The distance from the property line to the nearest part of the applicable building, structure, or sign, measured perpendicularly to the property line.

**S.F.:** Square foot or square feet.

**Shopping Center Locator Sign:** A freestanding sign which identifies a complex of two (2) or more occupants or tenants on the same tract of land.

**Sign:** Any rigid or flexible device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to attract attention, advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

**Street Frontage:** The distance for which a lot line of a zoned lot adjoins a public street, from one lot line intersecting said street to the furthest distant lot line intersecting the same street.

**Temporary Sign:** A sign of non-permanent nature that is used in connection with a circumstance, situation, or event that is designed, intended and expected to take place or to be completed within a reasonably short and definite time period after the erection of such sign. Such sign shall be removed within three (3) days after completion or expiration of said event.

**Vehicle Sign/Trailer Sign:** Any sign, permanent or temporary, affixed, painted on or placed in or upon any vehicle or trailer in which attracts the attention of the public and in which said vehicle is not part of the necessary day-to-day operation of the business upon the property which the sign is located. Signs on vehicles which are regularly and customarily used to transport persons or property for the business shall not be considered vehicle signs. Signs placed in or upon vehicles located on a bona fide new or used car lot shall not be considered vehicle signs.

**Wall Sign:** Any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

**Window Sign:** Any sign, pictures, symbol or combination thereof, designed to communicate information about an activity, business, commodity, event, sale, or service that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

**Zoned Lot:** A parcel of land in single ownership that is of sufficient size to meet minimum zoning requirements for area, coverage, and use, and that can provide such yards and open spaces as required by the zoning regulations.

#### **Section 27.4 Governmental Signs**

Nothing within this Article shall prevent the installation or erection of public signs by or on behalf of a governmental body to post legal notices, identify public property, convey public information, and direct or regulate pedestrian or vehicular traffic. Likewise, informational signs of a public utility regarding its poles, lines, pipes or facilities are exempt from the requirements of this ordinance. Also exempt are emergency warning signs erected by a governmental agency, public utility or a contractor performing work for either within the public right-of-way, as well as community symbols or messages included as part of a water tower paint scheme.

#### **Section 27.5 Prohibited Signs**

- a. Signs located in or encroaching upon the public right-of-way or public easements, except the following:
  - i. Governmental signs as identified in Section 27.4;
  - ii. Community event banners not obstructing motorist visibility or public services;

- iii. Signage otherwise allowed to be attached to awnings and canopies located within the Central Business District;
  - iv. Boulevard signs constructed so that minimum lane width, vision clearance, and emergency vehicle turn radius standards are satisfied
- b. Portable signs.
- c. Vehicle and or trailer signs.
- d. Billboards and off-premises signs, except the following:
  - i. Commercial, industry, and apartment development sign at a location other than a primary development entrance as approved by site plan approval of the Hartselle Planning Commission in cases where such signs are deemed necessary by the commission for reasonable visibility of a development by motorists;
  - ii. Community event banners not obstructing motorist visibility or public services.
- e. Inflatable signs as defined in Section 27.3.
- f. Beacons and searchlights except as provided for in Section 27.9.
- g. Roof mounted signs.
- h. Animated Signs.
- i. Any circular or throwaway flyer or handbill.
- j. Signs erected, painted, or affixed to trees, rocks, other natural features, telephone or public utility poles, or to existing street or traffic informational signs and posts.
- k. Signs in residential districts bearing a commercial message.
- l. Directional signs other than those specifically defined as such in Section 27.3.
- m. Signs imitating traffic or emergency signals.
- n. Electronic signs other than those specifically defined as such in Section 27.3.
- o. Signs serving as banners constructed of material other than defined as a “banner” in Section 27.3.
- p. Flags constructed of material or placed in a manner other than defined for “flag” in Section 27.3.
- q. Abandoned signs.
- r. Internally illuminated residential or apartment development signs.
- s. Boulevard signs exceeding the allowable size, containing information other than the development name and logo, or impeding on minimum travel lane width, vision clearances, or emergency vehicle turn radius standards

### **Section 27.6 Confiscation of Signs**

The City shall have the power to confiscate signs which are located in a public right-of-way or easement and not specifically allowed as indicated in Section 27.5(a), along with other signs defined under Section 27.5 as prohibited. Any such sign confiscated shall be forfeited to the public and be subject to disposal. The City shall have the right to recover from the owner or person placing such signs the full costs of removal and disposal.

### **Section 27.7 Non-conforming Signs**

Signs that lawfully existed prior to the adoption of this ordinance or any amendment thereto, but would be prohibited, regulated, or restricted under the terms of this ordinance, may remain in use, as non-conforming signs until they are altered, discontinued, damaged beyond 50% of their replacement value exclusive of foundations and supports or removed.

Alterations, as defined in Section 27.3, of non-conforming signs will not be allowed except in strict conformity with this Article.

Maintaining, as defined in Section 27.3, of a non-conforming sign will be allowed under the strict conditions set forth.

Discontinued use or abandonment of a non-conforming sign for a period of thirty (30) days shall be reason to deem the sign illegal and it shall be made to conform to all provisions of this Article, or be removed.

Discontinued use of a conforming sign may remain in place if the sign face is covered with a black vinyl “sign sheet”, “sign wrap”, or “sign case” maintained in good condition until such time that the property owner or tenant wishes to change the copy, face, or logo.

Damaged or destroyed non-conforming signs wherein the cost to repair exceeds 50% of their replacement value, exclusive of foundations and supports, shall be deemed illegal and shall be made to conform to this Article, or be removed.

A non-conforming on-premises sign cannot change so that it advertises a business, activity, product, or service of a different type, category, or nature than the business, activity, product, or service which it advertised before the change. In such instance, said sign shall lose its non-conforming status, and shall be deemed an illegal sign and shall be made to conform to all provisions of this Article, or be removed.

No freestanding on-premises sign shall be erected on the same lot with an existing non-conforming freestanding on-premises sign until the non-conforming on-premises sign has been removed or made to conform to the provisions of this Article.

Any new signs erected may receive a bonus by increasing the total sign area by 25% of the allowable use, if all non conforming signs are removed from the premises.

### **Section 27.8 Permit Exempt Signs**

- a. Signs not exceeding two (2) square feet in area which identify the name, address, or business hours only of the occupants of the premises. Such signs shall not have any commercial message.
- b. An official sign or notice issued by any court or public agency or office; any official federal, state or local government flags, emblems or historical markers.
- c. Directional signs as specifically defined as such in Section 27.3.
- d. Residential development signs as herein defined.
- e. The changing of copy on a permitted reader board or marquee.
- f. Face changes to existing signs utilizing the existing rigid framework.
- g. Maintenance to signs as herein defined.
- h. Incidental signs.
- i. Temporary signs, except beacons and searchlights. See Section 27.9.
- j. Community Event Banners as specifically defined as such in Section 27.3.
- k. Flags as specifically defined as such in Section 27.3.

### **Section 27.9 Temporary Signs**

- a. No person shall place or erect a temporary sign within any public street right-of-way or easement, or attach it to any public utility pole.
- b. Signs evidencing an award by a governmental agency or other non-profit organization in recognition of the beauty and aesthetically pleasing condition of the premises shall be allowed as temporary signs.
- c. Signs of craftsmen, contractors, subcontractors, architects, engineers, artisans and the like, may be erected and maintained during the period that such persons are performing construction, repair, remodeling, painting, or improvement work on the premises on which the signs are erected, provided that the signs are not in excess of 32 square feet in area and that such signs are removed immediately upon completion of the work.
- d. One unlighted real estate sign offering real estate for sale, rent or lease per street frontage of subject real estate, not to exceed thirty two (32) square feet in commercial zones or six (6) square feet in residential zones is allowed. Such sign shall be removed no later than three (3) days after the sale, lease, or rental is closed or completed.
- e. One unlighted garage or yard sale sign per street frontage of the subject lot is allowed, provided that such sign shall not exceed six (6) square feet in area and shall be removed no later than three (3) days after the sale.
- f. Directional signs located on private property with owner consent directing motorists to other real estate for sale; or directional signs located on private property with owner consent directing motorists to other garage or yard sale locations.
- g. Beacons and searchlights may be used by permit only as temporary signs for special events. The permitted time frame for utilization of this type sign shall not exceed 72 hours in any given six month period per business location. Beacons and searchlights shall not imitate traffic or emergency signals.
- h. Political signs are allowed announcing candidates seeking public office or in relation to any election or public referendum, subject to the following provisions:
  - (i) such signs are placed entirely on private property
  - (ii) such signs are removed within three (3) days after the election or referendum for which they were prepared has been decided.
  - (iii) Political signs shall not exceed six (6) square feet in residential zones nor thirty two (32) square feet in business zones.

- i. One sandwich sign per business is permitted as defined in Section 27.3.
- j. Community event banners shall be allowed only as defined in Section 27.3 and shall be subject to the limitations of Section 27.5, Prohibited Signs.
- k. Banners may be used as temporary signs for special events or special promotions of a business under the following conditions:
  - (i) Banners may only advertise activities taking place at the location of said banner(s).
  - (ii) No more than two (2) banners shall be allowed for a single business: One to be located on the building, or storefront if located within a shopping center, and one to be located either on the allowed freestanding sign or on an approved fence as defined in Section 27.3.
  - (iii) Banners must be attached tightly at all four corners to permanent structural member(s) of the allowable freestanding sign, approved fence or building.
  - (iv) In no case shall banners exceed 50% of the square footage area of either the freestanding sign (if on freestanding sign or approved fence) or building sign (if on building or storefront) allowed in Section 27.13.
  - (v) Banners must be maintained in good condition and attachment as defined by Section 27.3, "Abandoned Signs."

### **Section 27.10 Required Permits, Fees and Inspections**

A sign permit is required for all signs except where this Article explicitly exempts a sign from this requirement. The applicant shall appear in person to the City of Hartselle Building Director and be able to provide such pertinent information as may be necessary to ascertain the conformity of the request. Drawings to include dimensions, overall height, total square footage, property lines, setbacks, existing signs and structures, and a general description of the sign type to be erected shall be required.

Permit fees shall be based on the current adopted fee schedule for all permits issued through the Building Department and calculated on the estimated cost, or the actual contract cost of the project, whichever is greater, to include all labor and materials.

A field site inspection will be required for all signs requiring a permit. It shall be the responsibility of the property owner or the sign contractor to request an inspection once the project is completed. The Building official or his assign will verify compliance of the installation and issue an approval or disapproval certificate as the case may be.

### **Section 27.11 General Provisions**

**Vision:** Signs located within the zoned lot required setback shall not obstruct the vertical vision dimensions between the height of 3 feet and a height of 10 feet measured vertically from the finished ground level at the location of the signs supporting structure. Monument signs shall not be located within an area defined as being the triangular area formed by the intersecting right-of-way lines and a straight line joining said right-of-way lines at points which are 20 feet each direction in distance from the point of intersection of the right-of-way lines. Ingress and egress drives shall be considered paths of vehicular travel and be treated in the same manner as right-of-way lines in regard to sign locations adjacent thereto. In no case shall the leading edge of a monument sign be located nearer than 10 feet to a property line when located elsewhere on the property.

**Condition:** All signs shall be maintained in sound structural and aesthetic condition. The general area in the vicinity of any sign shall be kept free and clear of any unnecessary or discarded sign materials. No sign shall be allowed to deteriorate to a condition in which it is unsightly in appearance or to a condition in which it requires repairs or renovations in an amount which exceeds 50 percent of its current replacement costs exclusive of foundations and supports. Signs which deteriorate to such condition are deemed to be in violation of this ordinance and are considered public nuisances. Such signs must either be removed or improved (if permitted) by the person responsible for maintaining the sign.

**Obsolete Signs:** Any sign, whether existing on or erected after the effective date of this Article which advertises a business or activity no longer being conducted, shall be permitted to remain no longer than 30 days after such business has closed or otherwise moved from the advertised location. The owner of such property shall be responsible for removal of such sign.

**Illuminated Signs:** Electronic or lighted signs shall be installed in strict conformity with the adopted Electrical Code of the City of Hartselle. No electric wire or cable serving

any sign shall be laid upon or across the surface of the ground. External or internal lighting will be acceptable as long as no illumination practices are utilized as listed in Section 27.5 Prohibited Signs.

**Conformity:** Any new signs erected may receive a bonus by increasing the total sign area by 25% of the allowable use if all existing non-conforming and or prohibited signs are removed from the zoned lot.

**Section 27.12 Sign Standards**

**Residential Development Signs and Apartment Development Signs:** Except as provided for under the prior provisions of this ordinance, no other signs shall be permitted on a residential lot with the exception of designated historical properties. Such properties may have one informational sign not to exceed six square feet in area and not to exceed 3 feet in height. The informational sign shall not contain any commercial message.

No sign shall be maintained in any residential zone where the owner or occupant of the premises is being or has been paid a fee or other consideration or has any economic proprietary interest in displaying such sign which advertises any product, service or business or which contains a commercial message.

Residential development signs and apartment development signs shall conform to the following:

- (i) Development signs shall be permitted on each side of each principal entrance provided that all such signs are located outside of the public right-of-way and all DU&T easements. In lieu of such signs, one boulevard sign shall be permitted at each principle entrance. However, under no circumstances shall a boulevard sign be permitted along with standard development signs.
- (ii) Entrance signs shall not exceed 120 square feet each.
- (iii) Entrance signs shall not encroach upon the vision clearances set forth by this Article.
- (iv) No entrance sign shall be internally illuminated.

**Individual Business Signs:** Permitted general business signs for single tenant commercial buildings on individual lots shall conform to the following:

S.F. Floor Area	Type	Sign Area(sf)	Height	Number
<2,000	building	40	top of wall	1
	freestanding	80	25	1
2,001-5,000	building	60	top of wall	2
	freestanding	100	30	1
5,001-10,000	building	100	top of wall	2
	freestanding	120	30	1
10,001-35,000	building	120	top of wall	2
	freestanding	160	35	1
35,001-50,000	building	160	top of wall	2
	freestanding	200	35	1
>50,001	building	200	top of wall	2
	freestanding	240	35	1

The combined square footage area of the utilization of two building mounted signs shall not exceed the total allowable sign area as indicated above.

Corner lots shall be allowed two freestanding and/or building signs, one per facing street, and provided that the combined area shall not exceed the allowable area plus 25%.

A reader board shall be integrated into the structure of the freestanding sign and shall be calculated into the maximum allowable square footage.

**Tenant Signs:** Permitted tenant signs for retail establishments located within a shopping center or plaza shall conform to the following:

S.F. Floor Area	Type	Sign Area(sf)	Height	Number
<2,000	building	40	top of wall	1
2,001-5,000	building	60	top of wall	1
5,001-10,000	building	100	top of wall	1

10,001-35,000	building	120	top of wall	1
35,001-50,000	building	160	top of wall	1
>50,001	building	200	top of wall	1

End units shall be allowed two building mounted signs, one per facing direction, and provided that the combined area shall not exceed the allowable sign area as indicated above.

**Shopping Center Locator Signs and Commercial or Industry Development Signs:** Permitted shopping center locator signs (for multiple tenant commercial buildings on the same lot) and commercial development signs (for commercial subdivisions) shall conform to the following:

S.F. Floor Area	Sign Area(sf)	Height	Number
<10,000	200	30	1
10,000-30,000	250	30	1
30,000-50,000	300	30	1
>50,000	400	35	1

Business centers located on corner lots shall be allowed a total of two (2) such signs, one per facing street, and provided that the combined area shall not exceed the allowable area plus 25%.

A reader board shall be integrated into the structure of the freestanding sign and shall be calculated into the maximum allowable square footage.

**Manufacturing :** Permitted signs located on a lot zoned manufacturing shall conform to the following:

S.F Floor Area	Type	Sign Area(sf)	Height	Number
<2000	building	40	top of wall	1
	freestanding	80	30	1
2,001-5,000	building	60	top of wall	1
	freestanding	100	30	1
5,001-10,000	building	100	top of wall	1
	freestanding	120	30	1
10,001-35,000	building	120	top of wall	1
	freestanding	160	30	1
35,001-50,000	building	160	top of wall	1
	freestanding	200	35	1
>50,001	building	200	top of wall	1
	freestanding	240	35	1

Manufacturers located on corner lots shall be allowed two freestanding and/or building signs, one per facing street, provided that the combined area shall not exceed the allowable area plus 25%.

**Section 27.13 Enforcement**

The Building Official will be the enforcing authority for this Article. Any person found in violation of this Article may be punished as prescribed in Section 1-7 of the Code of Hartselle, Alabama, such provisions being expressly made a part of this Article.

**Section 27.14 Appeal**

Any decision of the Building Official made in the administration and enforcement of this Article may be appealed to the Board of Zoning Adjustment, subject to the provisions of Section 11-52-80, et. seq., Code of Alabama, 1975.

**Section 27.15 Other Codes Applicable**

All signs shall comply with other provisions of the Code of Hartselle, Alabama, as amended from time to time, and all codes incorporated by reference into such code.

**Section 27.16 Severability**

The requirements and provisions of this Article are severable, and should any section or part thereof be declared by any court or competent jurisdiction to be unconstitutional or invalid, the decision of the court shall not affect the validity of this Article as a whole nor any section or part thereof, other than the section or part so declared to be unconstitutional or invalid.

**Section 27.17 Conflict**

- a. This Article shall be cumulative with and construed in conjunction with all other ordinances relating to the same subject matter.
- b. In the event of conflict with all other ordinances or parts of other ordinances inconsistent with any part of this Article; the stricter regulation shall apply.
- c. In the event of conflict between this Article and the sign provisions of the B-3 and B-4 Districts, the provisions of the zoning ordinance pertaining to those zones shall apply and supersede the sign provisions of this Article.