

SECTION 509. SIGNS

A. PURPOSE

This section provides a set of standards for the design and construction of signs within the Town of Jerome. The purpose of this section is to encourage the preservation of historic buildings and artifacts, to protect the general public from damage and injury, to protect property values, to preserve the beauty and unique character of Jerome, to aid in the free-flow of traffic within the town, and to promote the tourist industry which is important to the economy of Jerome, and the Historic Overlay District.

B. DEFINITIONS - Within and for the purposes of this section, the following definitions, and only these definitions, apply.

1. Sign - An object meant to convey a message through the use of words or symbols. A sign can be painted on one surface, or both surfaces, be free-standing or be signs, supported by a pole or be attached to a building. All exterior whether public or private, are regulated by this ordinance.
2. Area - A rectangular area calculated by drawing horizontal and vertical lines from all sign extremities excluding those which are essentially sign supports.
3. Sign, Campaign - A sign whose sole purpose is to advertise a political candidate or issue.
4. Sign, District - A sign which advertises one or more than one business in a single building or area. A district sign operates as a directory with a heading stating the district and uniform nameplate signs for those businesses within the district.
5. Sign, Canopy - A sign mounted on or painted on a canopy or awning.
6. Sign, Free-Standing - A sign not attached to or supported by a building.
7. Sign, Height - The vertical distance from the ground directly under the to the sign highest point of the sign.
8. Sign, Interior - Signs within a building not accessible from outside. Interior signs are not regulated by this

ordinance, except if stating a business name and placed within 24" of a window. Such signs will fall under the 16 square foot rule and require Design Review Board approval.

9. Sign, Gas Generated - Gas generated signs or signs illuminated by gas generated lighting, other than those existing on June 14, 1977, are prohibited.
10. Sign, Off-premise - A sign not located on the premises of the business which it advertises. A district sign is not an off-premises sign.
11. Sign, On-premise - A sign, the content of which relates to the premises on which it is located, referring exclusively to the name, location, products, persons, accommodations, services, or activities of or on those premises, or the sale or lease of those premises.
12. Sign, Nameplate - A sign which is limited to the name and/or business of the residents of the premises, not exceeding 2" X 12".
13. Sign, Business Door Identification - A nameplate sign of a business name on an entry door, not exceeding 2" X 12".
14. Sign, Projecting - A building mounted sign which projects from and is supported by a wall of a building.
15. Sign, Wall - A sign attached flush to the exterior surface of a building, or permanently applied to a window of a building. The sign must not project above the roof. Light sources aimed at the wall sign may project further.
16. Sign, Historical/Historical Period - A sign in use in Jerome during the period between 1876 and 1953.
17. Sign, Service - An interior sign whose purpose is not to advertise the business displaying the sign, but to inform or provide for the safety of the public. Signs such as credit card placards, directional signs, "No Smoking" signs, and menu boards are examples of service signs.
18. Sign, Open/Closed - A sign indicating that a place of business is open or closed.
19. Sign, Temporary - A sign displayed for not more than 45 consecutive days or a total of 90 days in a calendar year.

C. APPLICABILITY

The provisions of this section shall apply to all signs placed or maintained within the Town of Jerome with the exception of the following:

1. Non-illuminated names of buildings, dates or erection, monument citations, commemorative tablets and the like when carved into stone, concrete, metal or any other permanent type construction and made an integral part of a permitted structure or made flush to the ground.
2. Signs required by law or signs of a duly constituted governmental body, such as traffic signs, warning signs, or no trespassing signs.
3. Signs placed by a public utility for the safety, welfare, or convenience of the public, such as signs identifying high voltage, public telephone, or underground cables.
4. Signs upon a vehicle, provided that any such vehicle is used for bonafide delivery or other business purposes.
5. Temporary holiday decorations.

D. PERMITS

1. A sign permit shall be required before a sign may be placed, constructed, re-constructed, or altered within the Town of Jerome with the exception of the following:
 - a. Name-plate signs - and business door identifiers (2" x 12").
 - b. Repainting or maintenance of signs, provided there is no change in size, shape, wording, composition, or color.
 - c. Political signs and other temporary signs.
2. An application for a sign permit shall be filed with the Zoning Administrator on a form prescribed by the Zoning Administrator. The application shall be accompanied by eight identical copies of the sign plans. Each copy shall be on one or more sheets of paper measuring not more than twenty-four by thirty-six inches (24"x 36") drawn to scale, which shall show the following:

- a. Signature of the applicant.
- b. The name and address of the sign owner and sign erector.
- c. Drawings showing the design, dimensions, color, material, and structure of the sign.
- d. A drawing or photograph of the building facade indicating the proposed location of the sign, and all other existing signs maintained on the premises and regulated by this ordinance.
- e. Proposed method of lighting the sign.
- f. Any additional information which the Design Review Board may require in order to decide on the application.
- g. Payment of a non-refundable, one-time filing fee in an amount established by a schedule adopted by resolution of the Council and filed in the offices of the Town Clerk. Applicant may re-submit modified plan without paying an additional fee. Payment of the filing fee shall be waived when the applicant is an agency of the Town, County, State or Federal Government.

3. Plan Review

The Zoning Administrator shall review and accept completed plans in accordance with the provisions of Section 303. These plans shall be placed on the agenda of the next Design Review Board meeting.

4. Design Review

The Design Review Board shall, in accordance with the provisions of Section 304, deny, approve, or conditionally approve any application for a sign permit. Upon approval of an application by the Design Review Board, the Zoning Administrator shall be instructed to issue the sign permit.

5. Design Review Board may waive the requirements of this section in order to allow the preservation or restoration of signs or commercial graphics which are determined to be of historical significance.

E. REGULATIONS APPLICABLE TO SIGNS IN ALL ZONES

1. The design, color, shape, materials and style of signs shall be subject to review and approval of the Design Review Board.
2. All signs shall be constructed, designed, or attached to structures in conformance with the building code adopted by the Town of Jerome.
3. No sign shall be constructed, erected or lit in such a manner as to interfere in any way with, the flow of traffic on the public right of way, or present a traffic hazard.
4. Free-standing signs shall not exceed four (4) feet in height.
5. There shall be no off-premise signs.
6. Organizations may apply for a Temporary Sign Permit from the Design Review Board or for temporary special event banners or signs.
7. Lighting shall be directed at the sign from an external incandescent light source, and shall be installed so as to avoid any glare or reflection into any adjacent property, or onto a street or alley so as to create a traffic hazard. Internally lighted signs shall be prohibited. No sign that flashes or blinks shall be permitted. No visible bulbs, neon tubing, or luminous paints, shall be permitted as part of any sign.
8. No sign or part of a sign shall have mechanically moving parts or audible devices.
9. Political signs shall be permitted up to a total area of six square feet in area for each premises, but shall not be placed in the public right-of-way or upon power or telephone poles. Political signs may be erected no earlier than sixty (60) days prior to any primary or general election; they shall be removed within ten (10) days after the election.
10. One (1) real estate sign located on the property it refers to will be permitted upon the application and payment in accordance with Section 509.D.2.

- a. The sign shall be a maximum size of 18" X 24". Additionally, one rider denoting the name of the agent not exceeding 6" X 24" may be attached to the real estate sign. Upon opening of an escrow, an additional rider not exceeding 6" X 24" and containing the word "sold" or "pending" may be attached. Any other type of descriptive riders are specifically prohibited.
 - b. A duly licensed real estate brokerage company may apply for a blanket permit which will allow placement of a real estate sign on each property which they have listed for sale or lease. The blanket permit fee will be an amount established by a schedule adopted by resolution of the Town Council and filed in the office of the Town Clerk.
 - c. All real estate signs must be removed within three (3) days of any transfer of ownership (recordation) of the property.
11. Contractor Identification signs or Contractor and/or Architect Identification Signs may be erected for the duration of construction. Such construction signs are to be removed seven days after certificate of occupancy is issued. The signs shall not exceed four square feet in area. Also, signs warning of construction debris or denoting project sponsored by a funding source may be erected.
 12. Any existing non-conforming sign may be continued in use; if such a sign is damaged, it may be restored or repaired. If a new sign is constructed, it must conform with the provisions of this chapter.
 13. Once a year it shall be the duty of the Zoning Administrator to review all district signs and make appropriate recommendations to the Design Review Board.
 14. Signs shall be removed upon thirty (30) days of business relocation or closure.
 15. If any sign becomes a danger to the public or becomes deteriorated or is abandoned, the property owner, or owner of the sign shall be notified to remove or repair the sign. If he/she does not comply within ten (10) days, the Zoning Administrator shall have the sign removed and the cost assessed to the owner of the property on which such sign is located.

F. REGULATIONS APPLICABLE TO SIGNS IN RESIDENTIAL ZONES

1. One nameplate sign not exceeding 2" X 12" indicating the names of the occupants or business, and one set of numbers 4" X 12" indicating the street address shall be allowed for each dwelling unit without a permit.
2. One non-illuminated sign not exceeding eight (8) square feet in area shall be allowed to identify a home business and requires a permit. A two sided sign is one sign.
3. No sign shall extend above the eaves line of a building, or extend higher than ten (10) feet above the ground directly below it.

G. REGULATIONS APPLICABLE TO SIGNS IN COMMERCIAL AND INDUSTRIAL ZONES

1. No more than two (2) signs are permitted for any one business except that a business having frontage on and physical access from two (2) or more streets will be allowed a total of three (3) signs.
2. The area of any single wall, projecting, free-standing or canopy sign shall not exceed sixteen (16) square feet.
3. No sign shall extend above the roof of the building to which it is attached.
4. The bottom of any projecting sign shall be no lower than eight (8) feet above the ground directly below it.
5. No part of any projecting or free-standing sign may project over any roadway.
6. One (1) set of address numbers not exceeding 4" X 12" in total area shall be allowed in addition to normal sign allowances.
7. District signs, in addition to other allowed signs, will be considered on a case by case basis by the Design Review Board.
8. Temporary signs, such as "sale" signs are allowed in addition to other signs. Temporary signs must meet all restrictions for signs in this section in addition to the following:
 - a. No temporary sign may exceed eight square feet.

- b. No business may display a temporary sign more than ninety days per calendar year, or forty five consecutive days.
 - c. No permit is required for temporary signs.
9. Exterior signs indicating open and closed are permitted in addition to normal sign allowances. These signs should be no more than four (4) square feet in area. Such an exterior open/closed sign requires a permit and approval from the Design Review Board.
10. Standard copyright signs offering information on incidental services or recommendations, e.g., AAA or Bank Americard, are permitted in addition to normal sign allowances, provided:
- a. They conform to all provisions contained in this section.
 - b. They are inside a window.
 - c. There is no more than one (1) sign per incidental service per public entrance to the business.
 - d. No sign's area shall exceed sixteen (16) square inches.