

1 CITY OF ST. GEORGE

2
3 BY COUNCIL MEMBER PATTY COOK:

4
5 PROPOSED ORDINANCE NO. 2024-_____

6
7 AN ORDINANCE TO ENACT TITLE 7, CHAPTER 16
8 RELATIVE TO SIGN REGULATIONS AND TO PROVIDE FOR
9 RELATED MATTERS

10
11 WHEREAS, the City of St. George desires to reduce traffic and safety hazards and to
12 provide for reasonable control of signs in desirable characteristics that enhance the economic value
13 of the community and enact regulations relative to sign control in the city.

14
15 BE IT ORDAINED by the St. George City Council, State of Louisiana, Title 7.
16 Development Code, Chapter 16. Sign Regulations, is enacted as follows:

17
18 **Section 1. Enactment**

19
20 **Title 7. DEVELOPMENT CODE**
21 **CHAPTER 16. SIGN REGULATIONS**

22
23 **Sec. 7:1601. Purpose.**

24
25 This chapter is adopted for the following purposes:

- 26
27 (1) To assist the local business community in providing signage that directs the public to
28 each individual business establishment.
29 (2) To provide for consistent and equitable signage requirements for both large and small
30 businesses.
31 (3) To provide for a reasonable system of control of signs.
32 (4) To encourage a desirable characteristic that has a minimum of overhead clutter.
33 (5) To enhance the economic value of the community and each area thereof through the
34 regulation of such things as size, location, design, and illumination of signs.
35 (6) To encourage signs that are compatible with adjacent land use.
36 (7) To reduce possible traffic and safety hazards through sign regulation.
37 (8) To ensure that the type and amount of signage accurately reflects the character of the
38 City of St. George.

39
40 **Sec. 7:1602. Definitions.**

41
42 The following words, terms, and phrases, when used in this chapter, shall have the
43 meanings ascribed to them in this section, except where the context clearly indicates a different
44 meaning:

1 *Abandoned sign* means a sign that no longer correctly advertises a bona fide business, lessor,
2 owner, project, or activity conducted or product available on the premises where such sign is
3 displayed.
4

5 *Animated sign* means any sign which moves or which appears to move by any means,
6 including fluttering or rotating. Animated signs shall include, but are not limited to, pennants,
7 flags, balloons, ribbons, streamers, inflatable devices or propellers. For purposes of this
8 Ordinance, this term does not refer to flashing or changing signs, all of which are separately
9 defined.
10

11 *Balloons* means any display or arrangement of inflated objects, including large inflated
12 characters, blimps, replicas of hot air balloons, which are anchored to the ground, a building,
13 or pole with the intention to attract the attention of the public to a location or business.
14

15 *Banners* means any streamer, flag-like pennant or other object, whether constructed of fabric
16 or of other materials which, with or without insignia, attracts the public to a location or
17 business.
18

19 *Building face or wall* means all window and wall area of a building in one plane or elevation.
20

21 *Business sign* means a sign which directs the attention to a business, profession, commodity,
22 service or entertainment conducted, sold, or offered upon the same lot where the sign is
23 located.
24

25 *Commercial/industrial project* means a multi-building commercial or industrial development
26 consisting of buildings with uniform architecture and arranged with common areas, parking,
27 and similar landscaping.
28

29 *Changeable copy sign (automatic)* means a sign such as an electronically or electrically
30 controlled display sign, message center, or reader board where different copy changes are
31 shown on the same lamp bank.
32

33 *Changeable copy sign (manual)* means a sign on which copy is changed manually and the
34 area of which shall be included within the allotted face of sign square footage. Also referred
35 to as a trailer sign or portable trailer sign.
36

37 *Civic signs* means signs used for announcements, directing and identification by churches,
38 schools, clubs, and other non-profit organizations.
39

40 *Commission* means the City of St. George Planning Commission.
41

42 *Construction sign* means a temporary sign erected on the premises on which construction is
43 taking place, during the period of construction, and indicating the names of the architects,
44 contractors, owners, financial supporters, sponsors and similar persons or firms involved with
45 the construction and development of the project.
46

1 *Copy* means the wording or graphics on a sign surface.

2
3 *Development sign* means a temporary sign relating to the promotion of a sale or rental of a
4 new development or subdivision being constructed on the site upon which the sign is located,
5 or located off-site and containing information and directions to a new development or
6 subdivision.

7
8 *Directional sign* means an off-premises sign denoting the name and direction to a civic
9 organization.

10
11 *Exterior director sign* means a sign containing the building identification and address and the
12 name and location of each tenant allowed in any project where one or more tenants does not
13 have an exterior entrance or does not qualify for an exterior sign.

14
15 *Facade* means the face of a building most nearly parallel with the right-of-way line of the
16 street upon which the building faces.

17
18 *Face of sign* means the entire area of a sign on which copy shall be placed, and in the instance
19 where a double faced sign is utilized, the area of one face shall be included to determine face
20 square footage, if both faces include the same copy.

21
22 *Flashing sign* means any sign which contains an intermittent or flashing light source, or which
23 includes the illusion of intermittent or flashing light by means of animation, changes in the
24 degree of light intensity, or any externally mounted intermittent light source.

25
26 *Front footage* means the lineal width measured parallel to the street frontage of the heated
27 and enclosed structure, not including a building or appurtenant structures, unless said structure
28 has no street frontage in which case the front footage shall be the structure's side width of
29 principal entrance.

30
31 *Ground level* means immediate surrounding grade.

32
33 *Ground sign* means a sign placed at or near ground level which is not permanently mounted.

34
35 *Height of sign* means the vertical distance measured above the centerline of the adjacent street,
36 highway, or right-of-way to the highest point of the sign.

37
38 *Instructional sign* means a sign conveying instructions strictly for the direction safety and
39 convenience of the public with respect to the premises on which it is maintained, such as a
40 sign designating the entrance to or exit from a parking area, a sign identifying restrooms, a
41 trespassing sign, a danger sign, signs showing direction to particular businesses within a strip
42 plaza, and similar signs.

43
44 *Monument sign* means an independent sign affixed to the ground and supported from ground
45 level to the bottom of the sign with the appearance of having a solid base. A monument sign
46 is not a pole sign.

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Multi-family project means a project consisting of other than single-family dwellings, including, but not limited to, multi-family dwellings, apartments, and condominiums.

Multi-story office building means an office building two or more stories in height, regardless of the number of tenants.

Office building means a building principally used by companies to conduct business or the uses allowed in the commercial or office zoning districts.

Office park means a project of one or more buildings that has been planned as an integrated unit or cluster on property that is under unified control or ownership.

Off-premises sign means a sign directing attention to a business, profession, commodity, service or entertainment conducted, sold, or offered elsewhere than upon the premises where the sign is maintained, including, but not limited to, outdoor advertising Signs as defined herein.

On-premises sign. See Business sign.

Opening sign means a temporary sign erected only for that limited period during which an enterprise not theretofore in operation begins its operation initially or at a new location.

Outdoor advertising sign means an off-premises sign, including, but not limited to a billboard, supported by one or more poles.

Pole sign means a sign erected on a free-standing frame, mast, or pole and not attached to a building.

Political sign means a temporary sign erected to publish the name of a candidate or to enlist votes in any official public election.

Portable sign means any sign constructed on a trailer with or without wheels which may or may not be detached or which is designed to be transported from place to place by any means for temporary use and is not designed to be nor is it permanently affixed to a building or lot.

Project sign means a sign erected to display the identity of a single building, business, office, or shopping complex.

Real estate sign means a temporary sign employed to announce or display the sale or lease of real property with sign being erected upon the property for sale or lease.

Retail business means a business principally engaged in the sale of commodities, services, or goods to the consumer.

1 *Roof line* means the apex, or highest point of the roof. If there are a series of roofs, the apex
2 of the lowest roof will be considered.

3
4 *Roof sign* means a sign which is erected, constructed, or maintained on a roof. All bracing to
5 the roof shall be concealed (not visible from the road or ground) by the same material as the
6 face of the sign.

7
8 *Setback* means the minimum horizontal distance between either the face of curb, the edge of
9 pavement, or the right-of-way line and the sign structure as specified in a particular section of
10 this Ordinance.

11
12 *Shopping center* means a commercial area consisting of two or more retail businesses
13 providing convenience goods, general merchandise, office or recreational activities; providing
14 for off-street parking adjacent to such activities.

15
16 *Sign means* any device, structure, fixture or placard using graphics, symbols, and/or written
17 copy designed specifically for the purpose of advertising or identifying any establishment,
18 product, good or service, activity, place, person or any other item of information.

19
20 *Sign area* means the surface area of a sign computed as including the entire area within a
21 rectangle, triangle, circle, or other regular geometric form, or aggregates thereof,
22 encompassing all of the display area of the sign and including all of the elements of the matter
23 displayed. Base, apron, supports, and other structural members not bearing advertising matter
24 shall not be included in computation of surface area.

25
26 *Sign conversion* means the permanent affixation to a building, pole or lot of a portable sign.
27 Sign structure means any structure which supports, has supported, or is capable of supporting
28 a sign including decorative cover.

29
30 *Single office building* means an office building containing five or fewer tenants or occupants.

31
32 *Street* means a public thoroughfare which affords the principal means of access to abutting
33 property.

34
35 *Street banner* means a temporary sign composed of lightweight material either enclosed or
36 not enclosed in a rigid frame.

37
38 *Street plaza* means a linear arrangement of two or more businesses or offices under one or
39 many ownerships or management providing off-street parking and consisting of a similar or
40 compatible architectural or graphic character of theme.

41
42 *Subdivision entrance sign* means an on-site sign, masonry wall, landscaping, or similar
43 materials or features, which separately or together form a display to identify the subdivision,
44 provided that the legend of such sign shall consist only of the name of the subdivision.

45 Support means a structure or column used to hold the sign in place.
46

1 *Temporary sign* means a sign which is not permanent and is allowed for a specific time period.

2
3 *Wall sign* means a sign which is fastened and parallel to or painted on the wall of a building
4 or structure in such a manner that the wall becomes the supporting structure for or forms the
5 background surface of the sign, and which does not extend more than 18 inches from such
6 building or structure.

7
8 *Window sign* means a business sign painted on or posted in a window and visible from a public
9 right-of-way.

10
11 **Sec. 7:1603. Signs permitted in commercial, office, and business uses.**

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13 The following types of signs, subject to the limitations prescribed for them, shall be the
14 only signs permitted for commercial, office, or business uses, including churches and schools,
15 within the City of St. George. In instances where a sign setback requirement from the public right-
16 of-way is not physically possible, the Sign Official may allow for a smaller setback from the right-
17 of-way, if in his judgment the placement of the sign will in no manner constitute a traffic hazard,
18 create a nuisance, or infringe upon the rights of an adjacent property owner. In no instance will the
19 sign be allowed to be placed in the public right-of-way.

20
21 (1) **Single business location (one building/one tenant).**

22 (a) Monument or ground-mounted signs are allowed provided they conform to the
23 following rules and regulations:

- 24 (1) One illuminated sign is allowed on each street upon which the building fronts.
25 (2) Maximum sign height allowed is eight feet. Maximum sign width, including
26 supports, shall not exceed 12 feet. Maximum sign face is 40 square feet, not to
27 exceed ten feet in width. A changeable copy sign (manual or automatic) may be
28 incorporated within this sign area, but may not exceed 30% of the maximum sign
29 area.
30 (3) All signs shall be at least five feet behind the public right-of-way.
31 (4) Each sign shall advertise the name and address of the business. Address numbers
32 shall be a minimum of four inches in height and may be placed on the base or
33 border of the sign. The phone number of the business may be displayed.
34 (5) The base of the sign shall be fully landscaped with planters and/or shrubbery in
35 all directions, not less than the dimensional width of the sign.

36 (b) One wall sign is allowed provided it conforms to the following rules and regulations:

- 37 (1) The total area of wall signage shall not exceed 1½ square feet of sign for every
38 foot of front footage of the applicable building.
39 (2) The maximum square footage of wall sign allotment shall not exceed 150 square
40 feet.
41 (3) Where a single business fronts on more than one street, one additional wall sign
42 will be allowed, and the allowable square footage for the wall sign shall be
43 computed separately for each street.
44 (4) A wall sign shall not project beyond the ends or top of the wall to which it is
45 attached nor project away from such wall by more than 18 inches.

1 (5) In the case of a projecting wall sign, an eight-foot minimum clearance from the
2 sidewalk or public way to the lowest extremity of the sign is required.
3

4 (2) **Single office building (one building/five or fewer tenants).**

5 (a) Monument or ground-mounted signs are allowed provided they conform to the
6 following rules and regulations:

- 7 (1) One illuminated sign is allowed on each street upon which the building fronts.
8 (2) Maximum sign height allowed is eight feet. Maximum sign width, including
9 supports, shall not exceed 12 feet. Maximum sign area is 40 square feet not to
10 exceed ten feet in width. A changeable copy sign (manual or automatic) may be
11 incorporated within this sign area but may not exceed 30% of the maximum sign
12 area.
13 (3) All signs shall be at least five feet behind the public right-of-way.
14 (4) The sign shall contain the name of the building and the street address and may
15 have up to five tenants listed. Address numbers shall be a minimum of four
16 inches in height and may be placed on the base or border of the sign.
17 (5) The base of the sign shall be fully landscaped with planters and/or shrubbery in
18 all directions, not less than the dimensional width of the sign.
19 (6) Each individual business within a single office building that has an exterior
20 entrance shall be allowed one wall-mounted sign no larger than four square feet
21 adjacent to the entrance.
22

23 (3) **Shopping centers, strip plazas, and office parks.**

24 (a) Monument or ground-mounted signs are allowed provided they conform to the
25 following rules and regulations:

- 26 (1) One illuminated sign is allowed on each street upon which the building fronts to
27 identify the center. One additional sign may be placed per entrance with a
28 minimum distance between signs of 250 feet.
29 (2) Maximum sign height allowed is eight feet. Maximum sign width, including
30 supports, shall not exceed 14 feet. Maximum sign area is 48 square feet not to
31 exceed 12 feet in width.
32 (3) All signs shall be at least five feet behind the public right-of-way.
33 (4) The sign may advertise the name of each individual business. The street address
34 shall be included on the sign, base, or border with numbers a minimum of four
35 inches in height.
36 (5) The base of the sign shall be fully landscaped with planters and/or shrubbery in
37 all directions, not less than the dimensional width of the sign.

38 (b) Each individual business shall be allowed to display one wall sign provided it
39 conforms to the following rules and regulations:

- 40 (1) The total area of wall signage shall not exceed 1½ square feet of sign for every
41 foot of front footage of the applicable tenant's leased area.
42 (2) The maximum square footage of wall sign allotment shall not exceed 150 square
43 feet.
44 (3) Where a single business fronts on more than one street, one additional wall sign
45 will be allowed, and the allowable square footage for the wall sign shall be
46 computed separately for each street.

- 1 (4) A wall sign shall not project beyond the ends or top of the wall to which it is
2 attached nor project away from such wall by more than 18 inches.
- 3 (5) In the case of a projecting wall sign, an eight-foot minimum clearance from the
4 sidewalk or public way to the lowest extremity of the sign is required.
- 5 (c) Instructional signs may be placed throughout the parking lot area and driveway
6 entrances from the public street subject to Planning Commission site plan approval.
7 Such signs must be no taller than four feet and the total area of each sign shall not
8 exceed ten square feet.
9
- 10 (4) **Construction signs.** During the course of physical construction under a valid building
11 permit, one two-sided ground sign not to exceed 64 square feet in face area per side shall
12 be permitted. Construction signs shall be no greater than 12 feet in height and located on
13 the premises at least ten feet behind the public right-of-way. The construction sign shall be
14 permitted to stand no longer than the period during which principal construction is
15 physically in progress under a valid building permit.
16
- 17 (5) **Real estate signs.** One ground or wall sign advertising the sale or lease of real estate shall
18 be permitted upon the premises of the property for sale or lease, provided said sign does
19 not exceed 32 square feet of sign area. If not attached to a building, the sign shall not exceed
20 eight feet in height and shall be set back at least five feet behind the public right-of-way.
21 On corner lots, one additional ground or wall sign will be allowed, and the allowable square
22 footage and height shall be computed separately for the additional sign. Real estate signs
23 shall be removed within seven days of the closing of the sale, rental, or lease of the
24 premises.
25
- 26 (6) **Temporary signs.**
- 27 (a) Notwithstanding other provisions of this title, a newly established or relocated
28 commercial business, in addition to the specified sign allotment, may for a period of
29 30 days display one permitted changeable copy sign (manual) or temporary wall,
30 window, or ground sign per street frontage. Each temporary sign shall not exceed 32
31 square feet in face area. Ground signs shall not exceed eight feet in height and shall
32 be set back at least five feet behind the public right-of-way.
- 33 (b) A business may request a temporary sign permit from the Sign Official to allow a
34 temporary sign related to a sale or a new product. The temporary sign, which may be
35 made of plastic or fabric and include animated signs not exceeding 12 feet in height,
36 and can be a changeable copy sign (manual), shall not exceed an area of 32 square
37 feet and shall not exceed eight feet in height. The sign shall be set back at least five
38 feet behind the public right-of-way. No more than one temporary sign per street
39 frontage shall be allowed. A temporary sign permit issued under this paragraph shall
40 not exceed a period of 14 calendar days. Businesses shall not be allowed more than
41 six temporary sign permits per calendar year. (There must be a period of at least 15
42 days between the issuance of each temporary sign permit).
- 43 (c) In the event that construction within the public road right-of-way restricts access to a
44 commercial/industrial site, off premise signs are permitted. The maximum square
45 footage is nine square feet and the maximum height is six feet subject to review and
46 permitting by the Sign Official. A maximum of two signs are permitted for the

1 duration of the road project as determined by the Sign Official. These temporary signs
2 are to be removed ten days after the completion of the work within the right-of-way
3 which restricted access.
4

- 5 (7) **Political signs.** A political sign may be erected only on private property with the consent
6 of the owner and located at least five feet behind the public right-of-way. The sign may be
7 installed no more than 180 days prior to the date of the election and shall be removed within
8 seven days after the election. A political sign permitted under this section may not exceed
9 20 square feet in area and may not exceed a height of six feet.
10
- 11 (8) **Window signs.** Window signs are allowed provided that the signs do not exceed 20 percent
12 of the total surface area of a window. See section 7:1609 regarding illumination.
13

14 **Sec. 7:1604. Signs permitted in residential districts.**
15

16 The following types of signs, subject to the limitations prescribed for them, shall be the
17 only signs permitted for use within residential districts of the City of St. George.

- 18 (1) Construction signs for new residential developments. When an approved single-
19 family or multi-family residential development is under physical construction, there
20 shall be permitted one temporary ground or monument sign per street frontage
21 identifying the project. The sign face shall not exceed 40 square feet, and the height
22 of the sign shall not exceed eight feet. The sign shall be set back at least five feet
23 behind the public right-of-way. Such sign shall not be permitted to stand more than
24 180 days without the express approval of the Sign Official.
25 (2) Multi-family project identification signs.
26 (a) All multi-family projects, apartment complexes, and/or condominiums with
27 four or more units shall be permitted one externally lighted monument or wall sign
28 per street frontage for identification. The sign face shall not exceed 48 square feet,
29 and the height of the sign shall not exceed six feet. The base of all monument signs
30 shall be fully landscaped with planters and/or shrubbery in all directions, not less than
31 the dimensional width of the sign. The sign shall be set back at least five feet behind
32 the public right-of-way.
33 (3) Directory signs, either monument or wall signs, not exceeding nine square feet in area
34 are permitted on individual buildings to indicate names and addresses of buildings or
35 to serve as directories for apartment occupants.
36 (4) Subdivision entrance signs. In single-family detached residential developments that
37 have an approved plat of record, there shall be permitted one monument sign at each
38 dedicated street entrance to the subdivision only. The sign may be externally
39 illuminated with a maximum of two lighting fixtures not exceeding 100 watts per
40 sign face. The entrance sign shall be permanent and shall contain only the name of
41 the subdivision. The sign face shall not exceed 48 square feet, and the height of the
42 sign shall not exceed six feet. Maximum sign width, including supports, shall not
43 exceed 12 feet. The sign shall be set back at least five feet behind the public right-of-
44 way. Signs may be placed on neutral or median areas of divided roadways with the
45 approval of the Sign Official provided that such signs are placed no closer than five
46 feet from the interior of the curb face and do not pose a traffic hazard. The base of all

1 monument signs shall be fully landscaped with planters and/or shrubbery in all
2 directions, not less than the dimensional width of the sign.

- 3 (5) Real estate signs. In all residential districts, one temporary sign advertising the sale
4 or lease of real estate shall be permitted upon the premises of the property for sale or
5 lease. On corner lots, one additional real estate sign shall be allowed on the side street.
6 Said signs shall not exceed a total maximum sign face area of nine square feet per
7 face, with a maximum of two faces on a single plane of material. The maximum
8 height of said signs shall be five feet and said signs shall be set back at least five feet
9 behind the public right-of-way. Signs shall be removed within seven days of the
10 official sale or lease of the property.

11
12 **Sec. 7:1605. Signs permitted at athletic fields and certain school facilities.**

- 13
14 (a) Churches, schools, clubs, institutions, and non-profit organizations where athletic fields,
15 included but not limited to football, baseball, softball, hockey, and soccer are located may
16 install on or off premise signs on the playing field side of the fence or wall surrounding the
17 playing field. Signs shall not project above the top of the fence. Each athletic field may
18 install no more than two scoreboards. Each scoreboard may have off premise
19 advertisements. Each organization shall submit sign standards to the Sign Official to
20 determine the location, color, aesthetics and number of signs.

21
22 **Sec. 7:1606. Exempt signs.**

23
24 The following signs are exempt from the provisions of this chapter:

- 25 (1) Official public notices and notices posted by public officers in the performance of
26 their duties.
27 (2) Government signs for the control or direction of traffic and other regulatory purposes.
28 (3) Flags or emblems of the United States, the State of Louisiana, or their political
29 subdivisions. These flags must be flown in accordance with protocol established by
30 the Congress of the United States for the Stars and Stripes. Any flag not meeting any
31 one or more of these conditions shall be considered a banner sign and shall be subject
32 to regulation as such.
33 (4) Memorial plaques, cornerstones, tombstones, historical tablets, and the like.
34 (5) Signs not visible from a public sidewalk or street.
35 (6) Signs posted in conjunction with doorbells or mailboxes with none exceeding 36
36 square inches in surface area.
37 (7) Small, illuminated, or non-illuminated signs with none exceeding four square feet in
38 area.
39 (8) Address signs with none exceeding 72 square inches in surface area, showing only
40 the numerical address designation of the premises upon which they are designated.
41 However, all single-family residences, single-business, and office locations are
42 required to have an address displayed on the front facade of the structure with
43 numbers no less than three inches in height.
44 (9) Decals, numerals, names, addresses, hours, credit information, and no smoking signs,
45 attached to doors or windows, all of which occupy a total area of one square foot or
46 less.

- 1 (10) Gas station pump signs displaying the federal and state stamps, octane ratings, pump
2 use directions, no smoking signs, and other signs as required by federal, state, and
3 local authorities provided that the accumulated total square footage of same shall not
4 exceed two square feet per pump island.
- 5 (11) Political signs in residential areas, limited in size and structure to a height of four feet
6 and total sign face area not to exceed 18 square feet. Such signs shall be permitted
7 only on private property with the consent of the owner and located no less than five
8 feet behind the public right-of-way. Such signs shall be permitted for no longer than
9 180 days before the date of the election. Signs shall be removed within seven days
10 after the election. Signs not removed within seven days may be removed by the Sign
11 Official at a cost of \$25 per sign.
- 12 (12) Drive-up menu boards at fast food restaurants.
- 13 (13) Official signs from utility companies warning of underground or aboveground
14 electric lines, pipes, and safety hazards.
- 15 (14) Any advertisement authorized or contracted for by a State, Parish, or municipal
16 governing authority pursuant to La. R.S. 32:236 under the terms of which advertising
17 is allowed on convenience facilities such as benches, shelters, kiosks, and other items
18 located within public rights-of-way as designated stops of a public transit system.
- 19 (15) Real estate "Open House" signs for the purpose of real estate sales are allowed to be
20 placed out after 5:00 p.m. on the Friday prior to the weekend event and shall be
21 removed by 12:00 p.m. on the following Monday. Such signs shall not exceed three
22 square feet in area and must be placed outside of the public right-of-way.
- 23 (16) Garage sale, rummage sale, yard sale, estate sale, or signs of similar activities are
24 allowed to be placed out after 5:00 p.m. on the Thursday prior to a week-end sale and
25 removed by 6:00 p.m. on the following Sunday. Such signs shall not exceed three
26 square feet in area and must be placed outside of the public right-of-way.
- 27 (17) The City of St. George recognizes special celebration displays that are allowed
28 without commercial symbols, emblems, or messages or a period beginning 14 days
29 before the date and ending two days after the date of the celebration. Christmas
30 celebration displays will be allowed beginning the day after Thanksgiving. Display
31 areas are limited to the front yard of the commercial business and not allowed within
32 the public right-of-way. Inflatable displays are permitted in celebration displays up
33 to 12 feet in height. No permit is required for these celebration displays. Celebrations
34 recognized by this provision include: New Year's Day, Martin Luther King Jr.'s
35 Birthday, Valentine's Day, Mardi Gras, President's Day, Easter, Independence Day,
36 Memorial Day, Labor Day, Halloween, Thanksgiving, Hanukkah, and Christmas.

37
38 **Sec. 7:1607. Prohibited signs.**

39
40 The following types of signs are prohibited within the City limits of St. George:

- 41 (1) Stand-alone animated signs, except where permitted under section 7:1603(6)(b)
- 42 (2) No signs shall have lights which imitate or resemble official emergency vehicles,
43 traffic signs or signals.
- 44 (3) Strips or strings of lights, banners, flags, balloons or pennants outlining property
45 lines, sales areas, roof lines, doors, windows, wall edges, or other architectural
46 features of a building, which are not a part of the original structure. This prohibition

1 shall not apply to Christmas lights displayed between Thanksgiving Day and New
2 Year's Day of each calendar year.

- 3 (4) Signs on public property and rights-of-way, other than those erected at the direction
4 of and with the permission of a public authority having jurisdiction. Any sign shall
5 be considered "litter" and may be removed by any person and disposed of
6 immediately. No notice is required to be given to the owner of the sign before removal
7 of the sign or issuance of a citation.
- 8 (5) Signs that are not securely affixed to the ground, or otherwise affixed in a permanent
9 manner to an approved supporting structure, including, but not limited to, portable
10 signs or changeable copy signs, unless permitted under section 7:1603(6).
- 11 (6) No sign or other device regulated by this chapter shall be erected or continue to be
12 displayed in such a manner as to obstruct the free and clear vision of vehicle drivers;
13 or at any location where, by reason of the position, shape, or color, it may interfere
14 with, obstruct the view of, or be confused with any authorized traffic or governmental
15 sign, signal, or device; or which makes use of the words "stop," "look," "danger," or
16 any other words, phrase, symbol, or character in such a manner as to interfere with,
17 mislead, or confuse traffic.
- 18 (7) Signs which contain reflective materials which present a hazard or danger to traffic
19 or the general public.
- 20 (8) Signs which exhibit more than four faces.
- 21 (9) Off-premises signs, with the exception of outdoor advertising signs.
- 22 (10) Signs which contain words or pictures of an obscene, indecent, or immoral character
23 which could offend public morals or decency.
- 24 (11) Beacon or strobe lights.
- 25 (12) Signs which are structurally unsound or which are rendered structurally unsound by
26 guy wires or unapproved facing or bracing.
- 27 (13) No sign shall be placed on a vehicle or trailer that is parked or located for the primary
28 purpose of displaying said sign (this does not apply to signs or lettering on buses,
29 taxis, or vehicles operating during the normal course of business).
- 30 (14) Pole signs (other than outdoor advertising signs) with poles greater than three feet in
31 height.
- 32 (15) Signs installed, erected, enlarged, or structurally altered in violation of the provisions
33 of this chapter.
- 34 (16) Signs erected on or that project above a roof line or above the face of flat roofed
35 buildings
- 36 (17) Any changeable copy sign (manual) that does not have a locked, vandal-proof cover
37 if required by the Sign Official.
- 38 (18) Signs which obstruct any window, door, fire escape, stairway, or any opening
39 intended to provide air, ingress, or egress for any building or structure are hereby
40 prohibited.
- 41 (19) No sign or advertising device shall be erected upon, be placed upon, project over, or
42 overhang any public right-of-way, street, or alley.
- 43 (20) The tacking, painting, posting, or affixing of signs, posters or advertising devices of
44 any kind on trees, fences, rocks, utility poles, regulation traffic signs, and other such
45 structures is hereby prohibited. Private property posted signs are not included.

- 1 (21) Structures such as out of date billboards and advertising of defunct businesses and
2 signs or structures which have been erected without a permit having been issued are
3 illegal and prohibited.
- 4 (22) Signs which are illegal under federal or state laws or regulations are prohibited.
- 5 (23) All signs which are not expressly permitted by this ordinance or any other ordinance
6 of the City of St. George.
- 7 (24) Due to the manifest of traffic safety hazards, the use of flashing or blinking signs,
8 with or without changeable copy board attached, are declared a public nuisance and
9 therefore prohibited. Upon written notice by the City of St. George to the owner or
10 lessee of the property upon which such sign is situated, such sign shall be removed
11 within 24 hours. Upon failure to comply with this notice, the Sign Official shall cite
12 the sign owner or lessee into District Court or an Administrative Hearing Officer or,
13 upon establishment, the Mayor's Court. If found in violation, the owner shall be
14 responsible for all costs incurred in removing the sign in addition to any court-
15 assessed fees and penalties.

16
17 **Sec. 7:1608. Non-conforming signs.**

- 18
- 19 (a) **Intent.** Signs that were legally in existence before the adoption of this Ordinance which do
20 not conform to the provisions of this chapter are declared non-conforming signs. It is the
21 intent of this section to recognize that the eventual elimination, as expeditiously and fairly
22 as possible, of non-conforming signs is as much as subject of health, safety, and welfare as
23 is the prohibition of new signs that would violate the provisions of this chapter.
- 24
- 25 (b) **General non-conforming sign provisions.** Subject to the exceptions hereinafter set forth,
26 any non-conforming sign may be continued in operation and maintenance after the
27 effective date of the Ordinance provided that non-conforming signs shall not be:
- 28
- 29 (1) Enlarged, expanded, reworded, redesigned, or replaced with another non-conforming
30 sign, including altering the sign face (except on outdoor advertising signs).
- 31 (2) Structurally altered so as to extend their useful life.
- 32 (3) Relocated.
- 33 (4) Modified in any way that would increase the degree of non-conformity of such sign.
34 Any non-conforming sign or sign structure that is improved and altered to comply with the
35 provisions of this chapter shall thereafter be considered as conforming. Any non-
36 conforming on-premises sign shall be removed or brought into compliance with this
37 chapter immediately upon a change in the principal use or business name listed on the sign.

38
39 **Sec. 7:1609. Illumination.**

40
41 Illuminated signs shall adhere to the following provisions and restrictions in addition to
42 those stated in the sign requirements by zoning:

- 43
- 44 (1) The light for or from any illuminated sign shall be so shaded, shielded, dimmed, or directed
45 that intensity will not be objectionable to surrounding areas, as determined by the Sign
46 Official.

- 1 (2) No sign shall have flashing, blinking, or fluttering lights.
- 2 (3) No colored lights shall be used at any location in any manner so as to be confused or
- 3 construed as traffic control devices.
- 4 (4) Neither the direct nor reflected light from primary light sources shall create a traffic hazard
- 5 to operators of motor vehicles on public thoroughfares.
- 6 (5) Exposed bulbs shall not be used on the exterior surface of any sign, except when approved
- 7 by the Sign Official.
- 8 (6) The illumination of a sign within 200 feet of and facing a residential district shall be
- 9 diffused or indirect and designed to prevent rays of light from shining into the adjoining
- 10 residential district. A neon or plastic face sign with interior lighting is considered a diffused
- 11 or indirectly lighted sign.
- 12 (7) All electrical installations on or related to signs must be in conformity with the National
- 13 Electric Code.
- 14 (8) All billboards shall be treated structures and shall be installed and maintained in conformity
- 15 with the International Building Code and the International Property Maintenance Code.

16
17 **Sec. 7:1610. Inspection, removal, and safety.**

- 18
- 19 (a) **Inspection.** All signs shall be inspected periodically by the Sign Official for compliance
- 20 with this chapter. All signs and components thereof shall be kept in good repair and in safe,
- 21 neat, clean, and attractive condition.
- 22
- 23 (b) **Permit number display.** All temporary signs, except real estate signs, requiring a permit
- 24 shall display, in the lower right corner, the sign permit number and expiration date. All
- 25 permanent signs shall display a permit decal with permit number, date of issuance, and
- 26 name of owner as supplied by the City of St. George.
- 27
- 28 (c) **Removal of signs.** The Sign Official shall give written notice of the removal of any
- 29 permanent sign erected or maintained in violation of this chapter. Upon failure to comply
- 30 with this notice, legal action may be taken against the owner of such sign in order to make
- 31 compliance with this chapter. Temporary signs erected or maintained in violation of this
- 32 chapter may be removed by the Sign Official or his designee without notice. The Sign
- 33 Official or his designee may remove any sign immediately and without notice if the sign
- 34 presents an immediate threat to the safety of the public. Any sign removal shall be at the
- 35 expense of the property owner.
- 36
- 37 (d) **Obsolete and abandoned signs.**
- 38 (1) Any sign which advertises or pertains to a business, product, service, event, activity,
- 39 or purpose which is no longer conducted or that has not been in use for three months
- 40 or which is no longer imminent shall be deemed to be obsolete or abandoned.
- 41 (2) Obsolete or abandoned signs are prohibited and shall be removed by the owner of the
- 42 property, his agent, or person having the beneficial use of the building or site upon
- 43 which such sign or sign structure is erected within 30 days after written notification
- 44 from the Sign Official.

- 1 (3) In the event of non-compliance with the aforesaid terms and provisions, the Sign
2 Official or his designee shall have the authority to cite the sign owner and/or lessee
3 into either District Court or an Administrative hearing.
4

5 **Sec. 7:1611. Permits and fees.**
6

- 7 (a) All permanent and temporary signs permitted under this chapter shall require a permit.
8 No sign shall be erected, altered, or relocated without a permit, except as otherwise
9 provided herein. Electrical permits as required shall be obtained for any sign requiring
10 electricity. All signs shall comply with the pertinent requirements of the Building Code
11 and the National Electrical Code.
12
13 (b) Fees for such signs are as established from time to time by the City.
14
15 (c) A sign permit shall become null and void if the work for which the permit was issued
16 has not been completed within a period of six months after the date of the permit or if
17 the sign varies in any respect from the approved design or location.
18
19 (d) The repainting, cleaning, and other normal maintenance to prolong the life of the sign
20 as originally permitted shall not be considered as creating a sign and does not require a
21 sign permit.
22
23 (e) The permit application shall contain the location of the sign structure, the name and
24 address of the sign owner and of the sign erector, a drawing showing the design,
25 location, materials, finishes, and colors of the sign and other such pertinent information
26 as may be required to ensure compliance with the chapter and requirements of the City
27 of St. George. Applications shall be on forms provided by the City of St. George.
28

29 **Sec. 7:1612. Administration, variances, and penalties.**
30

- 31 (a) **Enforcement.** The Sign Official or his designee is hereby authorized and directed to
32 enforce all the provisions of this chapter. Upon presentation of proper credentials, the
33 Sign Official or his designee may enter at reasonable times any building, structure, or
34 premises in the City of St. George to perform any duty imposed upon him by this
35 chapter, including issuing citations for violations of this chapter.
36
37 (b) **Appeals.** The Board of Adjustments of the City of St. George shall hear appeals to this
38 chapter. Their powers are limited to:
39
40 (1) Hearing and deciding appeals from an order, requirement, decision, or
41 determination made by the Sign Official in carrying out the enforcement of this
42 chapter, whereby it is alleged in writing that the Sign Official is in error or has acted
43 in an arbitrary manner.
44 (2) Hearing and acting upon applications for variances to this chapter, to alleviate
45 hardships by virtue of the inability of the landowner to comply strictly with the

1 provisions of this chapter by reasons of unique structural or locational characteristics
2 which would not be applicable to signs generally.

3 (3) Hearing and deciding all matters referred to it on which it is required to act under
4 this chapter.

5 (c) **Applications for variances; appeals; notice of hearing; fee.** A written application on
6 a form provided by the City of St. George shall be filed with the Board of Adjustments
7 of the City of St. George by the property owner or his designated agent, and the
8 application shall contain information and exhibits as may be required to assist the
9 Commission in making a determination. No more than 60 days after the filing of the
10 application, the request shall be considered by the Board of Adjustments on their
11 regularly prepared agenda, unless otherwise withdrawn or postponed by written request
12 by the applicant. A fee of \$100 payable to the City of St. George shall be charged to
13 cover review and processing of each application for a variance, except that the fee shall
14 be waived for governmental agencies.

15
16 (d) **Standards for variances.** The Board of Adjustments shall not grant a variance unless
17 it makes findings based upon evidence presented to it as follows:

- 18 (1) The particular physical surrounding shape, topographical, or location conditions of
19 the specific property or structure involved would result in a particular hardship upon
20 the owner as distinguished from a mere inconvenience, if the strict application of this
21 chapter was carried out.
- 22 (2) The conditions upon which the petition for a variance is based would not be
23 applicable, generally, to other property or structures in the same general area.
- 24 (3) The alleged difficulty or hardship has not been created by any person having an
25 interest in the sign, sign structure, or property after the effective date of this chapter.
- 26 (4) That granting the variance requested will not confer on this application any special
27 privilege that is denied by this chapter to other land structures, signs, sign structure
28 or buildings similarly situated.
- 29 (5) The granting of the variance will not be detrimental to the public welfare or injurious
30 to other property or improvements in the area in which the sign is located.
- 31 (6) The proposed variance will not increase the danger of fire, endanger public safety, or
32 substantially diminish or impair property values within the area.
- 33 (7) Under no circumstances shall the Board of Adjustments grant a variance for a sign or
34 sign structure that is expressly prohibited under the terms of this chapter.
- 35 (8) The Board of Adjustments may impose such conditions and restrictions upon the
36 property, sign, or structure as may be necessary to comply with the provisions set
37 forth above, and the Board of Adjustments may establish expiration dates as a
38 condition or as a part of the variances.

39
40 (e) **Board of Adjustment's power on appeals.** The Board of Adjustments may, so long
41 as such action is in conformity with the terms of this chapter, reverse or affirm wholly
42 or partly, or may modify the order, requirement, decision, or determination as ought to
43 be made, and to that end shall have the powers of the administrative official from whom
44 the appeal is taken. The judgment and findings of the Board of Adjustments on all
45 questions of fact that may be involved in any appeal, cause, hearing, or proceeding

1 under this chapter shall be final and subject to review only for the illegality or want of
2 jurisdiction.
3

- 4 (f) **Penalties.** Any person, firm, or corporation violating any provision of this chapter shall
5 be deemed guilty of a misdemeanor and shall be fined not more than \$250. Each day
6 continuance of violations shall be considered a separate offense. The owner of any sign,
7 building, or premises, or part thereof, where any matter in violation of this chapter shall
8 be placed, or shall exist, and any person who may have knowingly assisted in the
9 commission of any such violation, shall be guilty of a separate offense.

10
11 **Section 2. Effective Date**

12
13 This Ordinance shall be effective upon publication.

14
15 This Ordinance having been submitted to a vote, the vote thereon was as follows:

16
17 For:

18 Against:

19 Absent:

20 Abstained/Recused:

21
22 Adopted this ____ day of _____, 2024.

23
24 Signed this ____ day of _____, 2024.

25
26 Delivered to Mayor on the ____ day of _____, 2024:

27
28
29 _____
30 Lorraine Beaman, City Clerk

31
32 Approved:

33
34
35 _____
36 Dustin Yates, Mayor

37
38 Received from Mayor on the ____ day of _____, 2024:

39
40
41 _____
42 Lorraine Beaman, City Clerk

43
44 Adopted Ordinance published in *The Advocate* on the ____ day of _____, 2024.
45