Incidental sign means a sign, generally informational, that has a purpose secondary to the use on the lot which it is located, such as "no parking," "entrance," "loading only," and similar directives. No sign with a commercial message legible from beyond the lot line on which the sign is located shall be considered incidental.

Marquee means any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the elements.

Outdoor advertising means any structure or device designed or intended to convey information to the public in written or pictorial form.

Portable sign means any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs on wheels, umbrellas, and signs attached to or painted on vehicles and visible from the public right-of-way unless said vehicle is used in the normal day-to-day operations of the business.

Projecting sign means any sign affixed to a building or wall in such a manner that its leading edge extends more than one (1) foot beyond the surface of the building or wall.

Residential sign means any sign located in a district zoned for residential uses that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located, if offering such service at such location conforms with all requirements of the Zoning Ordinance.

Roof sign means any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the highest portion of the roof.

Sign means any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

Suspended sign means any sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

Temporary sign means any sign that is used only temporarily and is not permanently mounted.

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Wall sign means any sign attached parallel to, but within one (1) foot 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 means any sign, picture, 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 windowpanes or glass and is visible from the exterior of the window.

C. Permits. A sign permit shall be required before any sign or outdoor advertising may be placed, constructed, reconstructed, or altered within the City of Holbrook. Outdoor advertising shall include any advertising, sign, or structure which supports outdoor advertising.

D. Exceptions.

1. Governmental signs: Official signs of any public or governmental agency, such as railroad crossing signs, trespassing signs, danger signs, safety signs or public service signs.

2. Real estate displays, on the site, advertising property for sale, lease or rent and not exceeding six (6) square feet in area.

3. Displays not visible beyond the boundaries of the lot or parcel upon which they are situated, or from any public thoroughfare or right-of-way.

4. Personal identification signs listing names and addresses of the legal occupant, not to exceed two (2) square feet.

E. Regulations.

1. If any outdoor advertising display becomes a danger to the public, becomes deteriorated or is abandoned, the property owner or owner of the display shall remove or repair the display within ten (10) days (except in circumstances of imminent danger to public safety) or it shall be removed and the cost assessed to the owner of the property on which the sign is located.

2. No outdoor advertising display shall hereafter be altered without a sign permit. Any repairs or alteration on any outdoor advertising display, which in any manner changes the size, shape or location of the display, shall require a new sign permit.

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3. No outdoor advertising shall project beyond the property lines, except for temporary garage or yard sale signs, which must be removed within twenty-four (24) hours of said sale by the proprietor of sale.

4. Roof signs shall be so constructed that they shall appear to be an integral part of the building.

5. No sign shall be constructed or erected in such a manner as to interfere, confuse, or present a traffic hazard.

6. No sign shall have audible devices.

7. Lighting shall be installed so as to avoid any glare or reflection into any building used for residential purposes, or onto any street, alley, or driveway if such glare or reflection might create a traffic hazard.

8. No sign shall obstruct any door or fire escape of any building.

9. Nonconforming signs may be continued in use; provided, however, that in the event any such sign is damaged to exceed fifty (50) percent of the reproduction value according to an appraisal, or is removed or destroyed by any means whatsoever, including fire, collapse, explosion, act of the owner or act of God, such sign may be restored, reconstructed, altered or repaired only to conform with the provisions of this ordinance. Reasonable repairs may be made to non-conforming signs.

F. Signs in Residential Zones.

1. All signs shall follow the side yard setbacks outlined for the principal building for the zone in which the sign is located.

2. No more than two such signs shall be permitted for each development site.

3. No sign shall have moving parts or have flashing lights.

4. All signs for home occupations in residential zones shall not exceed three (3) square feet.

G. Signs in Commercial Zones. Signs pertaining to the use on the site are permitted as follows:

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1.

Zone	Max. sign area per use	Max. height
C-1	150sq. ft. per sign	36 feet
C-2	300 sq. ft. per sign	36 feet

2. Directional signs for off-street parking and off-street loading facilities, not exceeding six (6) square feet for each sign.

3. One (1) sign pertaining to the sale, lease, rental or display of a structure or land not exceeding forty (40) square feet.

4. No red, green, or amber lights or illuminated signs may be placed in such a position that they could reasonably be expected to interfere with, or be confused with any official traffic control device, traffic signal, official directional guide sign, or create a public nuisance.

H. Signs in Industrial Zones. Signs pertaining to the use on the site are permitted. 6

1. The maximum size of a sign in any industrial zone is outlined in the general requirements of the appropriate industrial zone Article 6-1-13 or 6-1-14.

I. Billboards. Permanent billboard signs shall be permitted only with the following regulations:

1. No billboard sign shall have a vertical dimension greater than ten (10) feet or a horizontal dimension greater than thirty two 32 feet (320-sq. ft. per side, 640-sq. ft. for two sides)

2. No billboard sign combined with the post shall exceed twenty six 26 feet above ground or highway grade whichever is highest, and shall have a minimum of 10 vertical feet of clearance.

3. No billboard sign shall be closer than one thousand 1000feet from another billboard, nor closer than three (300) hundred feet from a residential zone, nor closer than 100 feet to any on-premise sign, unless the on premise sign is attached to the same supporting structure as the billboard, nor closer than twenty-five (25) feet from an intersection of two (2) right-of-ways.

4. No billboard shall be located in a commercial zone unless the sign is adjacent to the Interstate.

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J. Applications. An application for a sign permit shall be filed with the Zoning Administrator on a form prepared by the Zoning Administrator. The application shall include the following:

1. Sketch showing size, height and shape of sign.

2. Description of materials used and method of mounting.

3. Landscaping, if any.

4. Any existing signs within the maximum distance on site, and off site in the case of billboards.

5. Any other information the Zoning Administrator might need to evaluate the sign proposal.

6. Payment of the filing fee. No part of the filing fee shall be refundable. Payment of the filing fee shall be waived when the petitioner is an official or agency of the City, County, State or Federal government

7. Sign permits may be required to be accompanied by plans in accordance with UBC regulations and may be required to be stamped by a registered engineer.

K. Fees. The permit fees for construction of any outdoor advertising shall be based upon the area of the sign as follows:

1. $15.00 for any display up to 50 Sq. ft. in area.

2. $30.00 for any display over 50 Sq. ft. to 100 Sq. ft. in area.

3. $40.00 for any display over 100 Sq. ft. to 200 Sq. ft. in area.

4. $50.00 for any display over 200 Sq. ft. in area.

L. Enforcement. It is unlawful to erect, construct, reconstruct, maintain or use any outdoor advertising that requires a permit without first obtaining a sign permit from the City. Any person, firm or corporation violating any provision of the Sign Code, or any part thereof is guilty of a misdemeanor. Each day during which the illegal erection, construction, reconstruction, alteration, maintenance, or use continues it is a separate offense. The City, in addition to other remedies provided by law, may institute an

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