

## ARTICLE 11: SIGNS AND OUTDOOR ADVERTISING

### 1101 PURPOSE

The regulations herein set forth shall apply and govern in all zones except as hereinafter provided. No sign or outdoor advertising device shall be erected, maintained or continued unless it is in compliance with the regulations for the zone in which it is located. Additionally, no sign or other outdoor commercial advertising device constituting a hazard and/or nuisance because of light, glare, focus, noise, animation or flashing in any zone, or an illuminated sign of such intensity of illumination as to unduly disturb the use of residential property shall be erected or continued in operation.

### 1102 GENERAL PROVISIONS

The provisions of this section shall govern the location, size, setback and heights of signs in each of the use districts established in this ordinance in order to insure safe construction, light, air, and open space, to reduce traffic hazards, to prevent the accumulation of trash, and to protect property values of the entire community.

### 1103 PERMITS REQUIRED

- A. Permits required. Except as otherwise provided in this article, it shall be unlawful to erect, alter or relocate any sign without first obtaining a sign permit. When a sign permit has been issued, it shall be unlawful to change, modify, alter or otherwise deviate from the terms and conditions of said permit without prior approval of the Building Inspector. A written record of such approval shall be entered upon the original permit application and maintained in the files of the building inspector. (The following activity shall not require a sign permit: The changing of advertising copy or message on signs which are specifically designed for the use of replaceable copy, the use and placement of temporary signs as outlined in Section 1106.B and the use and placement of signs listed in Section 1104.)
- B. Application: In order to obtain a permit to erect, alter or relocate any sign under the provisions of this article, an applicant therefor shall submit to the City of Poplarville a sign permit application which shall set forth in writing a complete description of the proposed sign including:
1. The name, address, and telephone number of the land owner or persons entitled to possession of the sign and of the sign contractor or erector.
  2. The location by street address and legal description of the site of the proposed sign structure.
  3. Complete information as required on application forms provided by the Building Inspector, including a site plan and elevation drawings of the proposed sign, caption of the proposed sign and such other data as is pertinent to the application.
  4. Plans indicating the scope and structural detail of the work to be done, including details of all connections, guy lines, supports and footings, and materials to be used.
  5. Application and required information for such application, for an electric permit for all signs that require an electrical connection.
  6. Each application shall contain an agreement to indemnify and hold the city harmless for all damages, demands or expenses of every character which may in any manner be caused by the sign or sign structure. Each applicant shall present to the Building Inspector on request a certificate of liability insurance prior to the issuance of a sign

## Poplarville Zoning Ordinance

permit. The Building Inspector shall act upon an application for a permit with plans as filed, or as amended, without unreasonable or unnecessary delay.

- C. Issuance of permit if application is in order: It shall be the duty of the Building Inspector, upon receipt of a completed application for a sign permit to examine such plans and specifications and other data, and, if the proposed structure is in compliance with the requirements of this article and all other applicable provisions of this code, to issue to the applicant a written permit evidencing the applicant's compliance therewith. Issuance of the permit shall in no way prevent the Building Inspector from later declaring said sign to be non-conforming if upon further review of information submitted with the application, or of newly acquired information, the sign is found not to comply with the requirements of this ordinance.
- D. Permit duration: A sign permit shall become null and void if the sign for which the permit was issued has not been completed within a period of six (6) months after the date of issuance.
- E. Inspections: The Building Inspector shall be required to inspect the sign during construction and after work has been completed. Any components of the sign which are found to be in violation of this ordinance must be corrected immediately or the sign permit shall be revoked.

### 1104 EXEMPTED SIGNS

- A. Except as otherwise provided, the following signs may be erected without securing a permit, subject, however, to meeting all other applicable codes and regulations.
  - 1. One (1) professional nameplate for each occupant of a building. Each professional nameplate shall not exceed two (2) square feet in area.
  - 2. One (1) identification sign for each premise, denoting only the name, street, number and business of an occupant in a commercial building or public institutional building. An identification sign shall not exceed six (6) square feet in area.
  - 3. One (1) bulletin board or identification sign per site for public, charitable, educational or religious institution located on the premises of said institution and not exceeding fifty (50) square feet in area.
  - 4. Flags or insignias of a governmental, religious, charitable, or fraternal organization mounted on a single pole. Flags or insignias shall be limited to fifty (50) total square feet in area.
  - 5. Decorative flags, posters, banners and bunting authorized by the Board of Aldermen for a city-wide celebration, conventions, or commemorations.
  - 6. Legal notices and official instruments.
  - 7. Holiday decoration and signs used during customary holiday periods.
  - 8. Memorial signs, tablets or cornerstones, names of buildings and date of erection when cut into any masonry surface or when constructed of bronze or other noncombustible materials.
  - 9. Non-advertising (not to exceed two (2) square feet in area) directional signs or symbols (e.g. entrance, exit, caution, slow, no trespassing) located on and pertaining to a parcel of private property.
  - 10. Identification signs at the entrance drive of residences, estates, farms, ranches, and plantations which do not exceed two (2) square feet in area.
  - 11. One (1) non-illuminated, double-faced, temporary, real estate "For Sale" sign per street frontage not exceeding in face area:
    - a. In residential zoning districts:

## Poplarville Zoning Ordinance

- i. Six (6) square feet where the property being advertised has a frontage of less than five hundred (500) lineal feet.
      - ii. Sixteen (16) square feet where the property being advertised has a frontage of five hundred lineal feet or more.
    - b. In all other districts, sixteen (16) square feet where the property or structure being advertised has a frontage of less than two hundred (200) lineal feet.
    - c. In all other districts, thirty-two (32) square feet where the property or structure being advertised has a frontage of two hundred (200) lineal feet or more.
    - d. Multiple listing strips and sold signs may be allowed when attached to a real estate for sale sign. Signs shall be removed immediately when ownership has changed or the property is no longer for sale, rent, or lease. Open for inspection signs not exceeding two (2) square feet in area may be allowed on property that is open for inspection.
  12. One (1) construction sign per street frontage located on property where building is actually in progress under a current building permit. This shall be a ground sign not to exceed (32) square feet for nonresidential structures and sixteen (16) square feet for residential structures and may include the names of persons and firms performing services or labor, or supplying materials to the premises.
  13. Signs incorporated on machinery or equipment at the manufacturer's or distributor's level, which identify or advertise only the product or service dispensed by the machine or equipment, such as signs customarily affixed to vending machines, newspaper racks, telephone booths, and gasoline pumps and do not exceed two (2) square feet per piece of equipment.
  14. Directional and regulatory signs erected by an agency of government or any lawfully constituted utility.
  15. One (1) under-canopy sign per business not to exceed three (3) square feet in area, not lower than eight (8) feet clear above the walkway surface.
- B. The following signs are prohibited and are in violation of this ordinance.
1. Any sign erected on a tree, fire escape, utility pole, or traffic sign.
  2. Any sign which uses the word "stop" or "danger" prominently displayed and/or which is a copy or imitation of official traffic control signs.
  3. Signs which flash or illuminate intermittently, and animated signs except time and temperature or public service signs.
  4. Signs which emit visible smoke, vapor, particles, or odor.
  5. Signs with any lighting or control mechanism which causes radio or television or other communication interference.
  6. Any sign or sign structure placed upon a street or highway right-of-way, except directional signs provided by the city or state.
  7. Any sign attached to or painted onto a vehicle parked adjacent to or on a public thoroughfare for the principal purpose of advertising.
  8. Bench signs with messages except as approved by the Board of Aldermen.
  9. Billboards, portable signs, off-site signs, streamers, and revolving signs except as approved by the Board of Aldermen.
  10. Signs located in single family residential districts except as provided in Section 1107.
  11. Signs in commercial or industrial districts which abut residential districts which are located nearer than fifteen (15) feet to any residential boundary line.

## Poplarville Zoning Ordinance

12. Illuminated, or neon signs that produce a glare or reflection:
  - a. Onto nearby properties such as to be objectionable to the occupants thereof.
  - b. Which creates a traffic hazard.

### 1105 COMMERCIAL DISTRICT SIGN STANDARDS

- A. Permanent signs in commercial districts shall be subject to the following conditions.
  1. Wall signs: Aggregate surface area of wall signs shall not exceed two (2) square feet area for each one (1) foot of building frontage occupied by the business displaying signs, up to 150 Sq. Ft. maximum. Sign may not project more than twelve (12) inches from the building to which it is attached.
  2. Ground signs. Maximum height: twenty (20) Ft. above natural ground level at sign structure base. Maximum size: 50 Sq. Ft. aggregate surface area.
  3. Maximum number of signs. Only one (1) ground sign and one (1) wall, marquee or canopy, shall be allowed for each premises; except that on:
    - a. corner and double frontage lots, two (2) ground signs are allowed and one (1) wall sign per street frontage is allowed provided that the premises may utilize up to the maximum sign surface area allowed for each frontage, but no transfers of allowable area may be made from one frontage to another.
    - b. Shopping center properties:
      - i. A ground sign with a maximum height of twenty (20) feet consisting of a sign identifying the shopping center no larger than 50 sq ft in area and a sign identifying the name or logo of each business located in the center no larger than 25 sq ft. per business.
      - ii. One wall sign located on each business in the center.
  4. Gasoline pricing signs:
    - a. One sign advertising the price of gasoline is permitted, provided that it shall not exceed twelve square feet per sign face and an aggregate area of twenty-four (24) square feet. If freestanding, the sign shall not exceed four (4) feet in height.
    - b. Signs which are placed on gasoline pumps in order to provide required information to the public regarding price per gallon or liter, type of fuel and octane rating are permitted; however, such signs may not exceed three square feet per side in surface area and six (6) square feet in total area.
- B. Temporary signs in commercial districts including banners, posters, and sandwich signs shall be subject to the following conditions:
  1. Any temporary signs displayed off-premises or upon public property are prohibited unless approved by the Board of Aldermen.
  2. Banners and posters are allowed to be displayed for a period not to exceed ninety (90) consecutive days.
  3. Any banner or poster that becomes worn or unsightly must be removed immediately.
  4. The length of a banner shall not exceed the 20 feet. No banner shall extend beyond the frontage of the premises for which it is permitted. The vertical height of a Permitted banner shall not exceed thirty (30) percent of its horizontal length.
  5. Sandwich signs are allowed to be displayed on the premises of the business during normal business operating hours only.

## Poplarville Zoning Ordinance

6. The vertical height of a sandwich sign shall not exceed four (4) feet and the total square footage of a permitted sandwich sign shall not exceed twelve (12) sq. feet per side.
7. Any banner, poster, or sandwich sign that creates a traffic or pedestrian hazard must be removed immediately.

### 1106 RESIDENTIAL DISTRICT SIGN STANDARDS

- A. Signs in residential districts shall be subject to the following conditions:
  1. Subdivision Signs: One (1) permanent ground sign may be located at each entrance of a subdivision provided the following requirements are met:
    - a. Such sign shall contain only the name of the subdivision and motto, if any. It shall not contain promotional material.
    - b. The sign shall not create a physical or visual hazard for motorists entering or leaving the subdivision.
    - c. An acceptable legal entity shall be provided to assure the maintenance of the subdivision sign.
    - d. The sign shall not exceed seven (7) feet in height.
    - e. The sign shall not exceed thirty-two (32) square feet in area.
  2. Multiple family residential development and mobile home park signs: One (1) wall or ground sign may be located on the site of a multiple family residential development or mobile home park provided that it is not more than thirty-two (32) square feet. Such sign shall not be more than eight (8) feet in height. Where a multiple family residential development or mobile home park is located on more than one (1) street, one (1) sign may be displayed on each street.
  3. Temporary signs on private residential property are permissible at the property owner's discretion, provided, however, the sign shall not be displayed more than thirty (30) days before the activity and shall be removed within seven (7) days of termination of the activity such as, garage or yard sale, political campaign, real property sale or other like activity, for which it was erected. Signs permitted hereunder shall not exceed six (6) square feet in surface area

### 1107 PENALTIES

- A. Upon failure to comply with this ordinance the Building Inspector is hereby required to cause removal as provided by law of such sign and any expense incident thereto shall be paid by the owner, agent, or lessee of said sign or of the property upon which the sign is located.
- B. It is unlawful and shall be a misdemeanor to do any act forbidden by or for failure to do any act required in this Ordinance. The maximum penalty shall be a fine of \$25.00 per offense per day. Each individual sign violation shall be considered a separate offense.