

City of Jasper  
Sign Ordinance

## **DIVISION 4. SIGNS**

### **Sec. 230 Permits Required**

- (a) A sign permit shall be obtained from the Sign Administrator prior to the erection or placement of a sign, except those signs regulated under Sections 233 and 234, which is regulated by this Article.

### **Sec. 231 Exempt Signs**

The following signs are exempt from the requirements of this Article, provided they do not create a safety hazard as determined by the appropriate governmental authority.

- a. Directional signs which are located in parking or vehicle-maneuvering areas, which are intended to direct traffic.
- b. Regulatory, statutory and traffic control signs.
- c. Legal notices, memorial and historical markers.
- d. Signs carried by a person.

### **Sec. 232 Prohibited Signs**

- (1). The following signs are prohibited, unless otherwise exempted or permitted by this article.
  - a. Any sign which constitutes a safety hazard, including signs which obstruct visibility for traffic.
  - b. Portable signs, and similar devices.
  - c. Off-premise signs other than billboards.
  - d. Signs located in the public right-of-way and signs attached to trees, poles, posts or any similar means of attachment, including signs attached to private property located in the right-of-way.
  - e. Signs which move, revolve, rotate, or appear to be animated by mechanical, electronic or other means.
  - f. Signs with flashing, blinking, moving or intermittent light or with light. Except time and temperature signs and electronic reader boards whose message change no more than once every (7) seven seconds and is static during the display. Changing messages on the electronic reader board shall not scroll, flash or move. A reader board shall not contain a commercial message other than one relating to the business on which it is located.
  - g. Strings of light bulbs and signs which emit noise, odor or visible matter such as smoke or steam.
  - h. Roof signs and projecting signs.

### **Sec. 233 Temporary Signs**

- a. Each business, may have one temporary banner affixed to the building, which advertises a sale or special event. Each business, may have one captive balloon or one inflatable sign stating a sale or special event.
- b. Each new business may have one temporary sign, which may be a banner, and may be attached to the building wall for a period not to exceed 30 days, or until a permanent sign is installed, whichever time period is shorter.
- c. Commercial property may have one temporary identification sign per facing street, while the property is being developed, which shall not exceed 48 square feet of sign face area nor 10 feet in height. The sign shall be removed when the project is complete..
- d. Residential subdivisions may have one free standing, on-premise, temporary identification sign while the subdivision is being developed, which shall not exceed 32 square feet of sign face area nor 10 feet in height. The sign shall be removed after construction begins on the first dwelling in the subdivision, or the permanent subdivision, identification sign has been erected, whichever occurs first.
- e. Each premise may have one on-premise sign (for sale, lease, or for rent), which does not exceed six square feet of sign face area when located in a single-family residential zoning district, and 32 square feet in all other zoning districts. The signs shall be removed upon the sale or lease of the premises.
- f. Political campaign signs are permitted on private property. Said signs shall be removed within five days following the election or referendum.
- g. Charitable Temporary Signs and Noncommercial Temporary Signs may be displayed upon private property, provided however, that said sign shall not exceed twenty (24) square feet in sign face area, nor (8) feet in height.

### **Sec. 234. Temporary Special Event Signs**

- a. Special event banners, temporary signs indicating a special event such as a fair, festival, revival or similar event, may be displayed on the lot where the event is to take place or in a common area designated by the city.
- b. Signs advertising special events shall be permitted for a period of up to four (4) weeks prior to the event. All such signs or advertising devices shall contain the name of the special event plus the promotion. These signs shall be removed within three (3) days following the special event.

### **Sec. 235. Off-Premise Directional Signs**

- a. A maximum of two off-premise directional sign per premises, for institutions, churches, schools and other public facilities, provided the sign does not exceed four square feet in sign face area nor in height. The sign administrator will approve the sign face and location prior to installation.

**Sec. 236 Free-Standing Signs**

- 1. The following shall apply to free standing/monument signs.
  - a. Reader boards shall be integrated into the structure of a free-standing sign and count toward the maximum allowable display area.

**Sec. 237 Signs Permitted for Retail and Service Establishments Which Are Not Located in a Shopping Center & Office and Institutional Buildings**

Each building may have one free-standing monument sign; per facing street. Each building may have one building wall or canopy sign, on the front and side.

- a. Free-standing, Monument Sign Height and Dimensions

Zoning District	Maximum Sign Height	Maximum Sign Face Area
B-T	15 Feet	32 Sq Feet
B-1	20 Feet	66 Sq Feet
B-2	35 Feet	150 Sq Feet
B-3	20 Feet	66 Sq Feet
B-4	Unlimited	300 Sq Feet* (Up to 1300 Sq Feet 100 Sq Feet high if over)
M-1	35 Feet	150 Sq Feet
M-2	35 Feet	150 Sq Feet

- b. Building Wall & Canopy Sign

(1) The maximum sign face area shall be 200 square feet for the front building wall to which the sign or canopy is attached. The maximum sign face area shall be 100 square feet for the side building wall to which the sign or canopy is attached.

**Sec. 238 Signs Permitted for Retail and Service Establishments Located in a Shopping Center**

Each tenant space may have one building wall sign or canopy sign. A tenant space located at the end of the shopping center building may have one side building wall or canopy sign.

- a. The maximum sign face area shall be 200 square feet for the front or 100 square feet for the side building wall area.

### **Sec. 239 Shopping Center or Shopping Mall Identification Signs**

Each shopping center or shopping mall may have one free-standing, monument sign which identifies the name of the shopping center or shopping mall. Tenant names may be included.

#### **a. Free-standing, Monument Sign**

1. Maximum height of the monument sign shall be 50 feet above the average elevation of the ground at the base of the sign.
2. The maximum sign face shall be 300 square feet.

### **Sec. 240 Office Parks, Institutional Campuses and Mixed Use Developments**

Each office park, institutional campus and mixed use development which contains more than two buildings, other than accessory buildings, may have one free-standing, monument sign per public street entrance, which identifies the name of the park or campus.

1. Maximum height of the monument sign shall be fifteen feet above the average elevation of the ground base of the sign. Berms shall not be used to increase the height of a free-standing sign.
2. The maximum sign face area of sign shall be 150 square feet.

### **Sec. 241 Signs Permitted for Multi-Family Dwellings, Townhomes, Planned Unit Developments and Manufactured Home Parks.**

Each complex or community of multiple dwellings is permitted one free-standing, monument sign per public street entrance.

1. Maximum height of the monument sign shall be fifteen feet above the average elevation of the ground at the base of the sign. Berms shall not be used to increase the height of a free-standing sign.
2. The maximum sign face area of an internally illuminated sign shall be 66 square feet.

## **Sec. 242 Billboards**

- A. Billboards shall be permitted only upon grant of a conditional use by the Jasper Planning and Zoning Commission and shall only be permitted in the B-2, B-4, M-1 and M-2 zoning districts.
  - 1. Billboard size: A maximum of 2 sides are allowed per billboard. The sign area shall not exceed 600 square feet on each of not more than 2 sides of the sign.
  - 2. Height: The maximum height of the billboard shall be 50 feet above the average elevation of the ground at the base of the sign. Berms shall not be used to increase the height of a billboard sign.
  - 3. Setbacks: A billboard sign shall have a setback of 35 feet from the edge of the sign to the property line.
  - 4. Separation: The location of each billboard shall comply with the following separation requirements:
    - (a) At least 1,500 linear feet from any other billboard.
    - (b) At least 1,500 feet from any R-1 or R-2 zoning district.
    - (c) At least 1,000 linear feet from any physical gore of an entrance or exit ramp of a limited access highway defined as the point where the ramp shoulder paving and highway shoulder pavement meet.
- B. Billboard Permit Fee and Annual Renewal Permit Fee.
  - 1. The Zoning Administrator shall issue a permit for each billboard erected after the effective date of this section.
  - 2. The initial permit fee for the erection of a billboard containing a maximum of 300 square feet in sign face area shall be \$150.00. The annual renewal fee thereafter shall be \$150.00.

## **Sec. 243 Residential Subdivision Signs**

- (a) Each community of single family residential dwellings is permitted one free-standing, monument sign per public street entrance.
  - 1. Maximum height of the monument sign shall be 8 feet above the average elevation of the ground at the base of the sign. Berms shall not be used to increase the height of a free-standing sign.
  - 2. The maximum sign face area of a sign shall be 66 square feet.
  - 3. Signs shall be setback a minimum of 5 feet from the natural location/extension of intersecting right way lines. Provision shall be made upon acceptance of a final subdivision plat, by a flared right of way to accommodate said sign.
  - 4. All signs shall be maintained perpetually by the developer, the owner of the sign, a pertinent homeowners association or some other person who is legally accountable.

## **Sec. 244. Nonconforming Signs**

- (a) Any sign, not on public right away, that is in use and is not in compliance with the provision hereof shall be deemed a nonconforming sign and shall be allowed to remain as a nonconforming sign subject to the following limitations:

Except for routine maintenance and replacement of the display area of such sign, such sign may not be repaired, maintained, rebuilt, re-erected or otherwise restored because of any substantial casualty of nature, including but not limited to damage caused by wind, water, erosion, oxidation or fire.

## **Sec. 245 Sign Definitions**

**Awning or Canopy Sign.** A sign that is mounted, painted on or attached to an awning or canopy.

**Banner.** A sign, not otherwise classified as a temporary sign, made of cloth, canvas, plastic sheeting or any other flexible material, not rigidly attached to a building or the ground through a permanent support structure.

**Billboard.** A free-standing sign, which has a sign face area containing 300 to 600 square feet, and which directs attention to a business, commodity, service, entertainment, facility or other subject matter, not located, conducted, sold or offered upon the premises where such sign is located or which calls public attention to a candidate, cause, public issue or other such matter.

**Building.** A structure having a roof supported by columns or walls.

**Building Wall Sign.** A sign attached parallel to, supported by and not more than 14 inches from, the exterior wall of a building. The sign may be painted on the surface of the wall or erected and confined within the limits of said wall.

**Charitable Temporary Sign.** A sign announcing a noncommercial event or activity or similar service that is sponsored by a charitable organization, or any organization with the primary purpose and effect of being benevolent, philanthropic, patriotic, or not-for-profit, including religious organizations.

**Construction Sign.** A sign pertaining only to the construction, alteration, rehabilitation or remodeling of buildings, identifying only those parties involved in construction on the premises and future activity for which the construction is intended.

**Free-standing Sign.** A permanent sign which is not attached to a building

**Indirectly Illuminated Sign.** A sign which is illuminated by a light source which is external to the sign cabinet or structure

**Internally Illuminated Sign.** A sign which is illuminated by a light source which is behind the sign face

**Institution.** A nonprofit or quasi-public use such as a church, library, public or private school, hospital, or publicly owned or operated building, structure or property used for public purpose

**Mixed Use Development.** A development which contains any combination of retail, office, institution or multi-family residential uses

**Monument Sign.** A freestanding sign, a wall with a sign permanently attached, or a decorative wall that incorporates a sign.

**Non-commercial Temporary Sign.** A temporary sign that does not contain any commercial message, announcement, or similar advertising or message.

**Official Sign.** Any regulatory, statutory and traffic control signs necessary to promote the public health, safety and welfare, as required by the municipal, county, state or federal government.

**Off-Premise Sign.** A sign other than a billboard which directs attention to a business, commodity, service or entertainment conducted, sold or offered at a location other than the premises on which the sign is located.

**Off-Premise Directional Sign.** A directional sign for institutions, churches, schools and other public facilities.

**Portable Sign.** Any sign not permanently attached to the ground or another permanent structure; including but not limited to: signs designed to be transported by means of wheels, "A" frame signs, menu and sandwich board signs, umbrellas used for advertising and signs attached to or painted on vehicles, parked and visible from the public right-of-way, unless said vehicle is used in the normal day to day operations of the business.

**Premises.** A lot, parcel or tract of land together with the buildings and structures thereon, having a separate street address

**Projecting Sign.** A sign that is attached to the exterior wall of a building and extends more than 14 inches from the wall of the building.

**Public Property.** Property owned by a municipality, a county, the State of Alabama or the United States government, except property used for public utility purposes. All public street rights-of-way are public property.

**Reader Board.** Permanent sign containing messages in the form of removable letters or copy that is changed electronically. A reader board may be a building sign or an integral art of a free-standing sign.

**Real Estate Sign.** A sign indicating that the property on which the sign is located is for sale, lease or development, to announce an open-house event in connection with the sale or lease of a building, or to identify a model home.

**Roof Sign.** A sign which is attached to and supported by a building and extends above the exterior wall of the building to which it is attached.

**Shopping Center.** A building which contains two or more retail establishments.

**Shopping Mall.** An enclosed shopping center containing two or more retail establishments.

**Sign.** A name, identification, image, description, display or illustration which is affixed to, printed or represented directly or indirectly upon a building, structure or piece of land, and which directs attention to an object, product, place, activity, facility, service, event, attraction, person, institution, organization or business.

**Sign Administrator:** The Sign Administrator shall be the City Planner for the City of Jasper, Alabama.

**Sign Face Area.** The sign face area of any sign with only one sign face, shall be computed by means of the smallest geometric figure that encompasses the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed.

The sign face area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are not more than 42 inches apart, with a horizontal angle no greater than 30 degrees, the sign area shall be computed by the measurement of one of the sign faces.



**Sign Height.** The vertical distance measured from the lowest finished grade elevation directly beneath the center of the sign to the highest elevation of the sign.

**Temporary Sign.** A sign not permanently and rigidly affixed to the ground or a building and is only permitted for one continuous period. See Section 1.05 Temporary Signs.

**Temporary Special Event Sign.** A temporary sign advertising a specific community event and is only permitted for one continuous period of time. See Section 1.05a Temporary Special Event Signs.

SIGN APPLICATION/PERMIT  
CITY OF JASPER  
JASPER, ALABAMA

APPLICANT INFORMATION

Name of owner or his/her representative \_\_\_\_\_ Phone no. \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact person \_\_\_\_\_ Phone no. \_\_\_\_\_

Sign Installer \_\_\_\_\_ City Business License Acct. No. \_\_\_\_\_

Address \_\_\_\_\_ Phone No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SIGN INFORMATION

Location of sign \_\_\_\_\_

Zoning district \_\_\_\_\_

Free-standing monument sign  Illuminated  non-illuminated

Building wall / canopy sign  Other  Explain \_\_\_\_\_

Billboard

Length \_\_\_\_\_ feet \_\_\_\_\_ inches

Width \_\_\_\_\_ feet \_\_\_\_\_ inches

Sign face area \_\_\_\_\_ square feet

Sign height \_\_\_\_\_ feet \_\_\_\_\_ inches

Number of faces \_\_\_\_\_

Public street frontage (front lot line) \_\_\_\_\_ feet

Building wall area \_\_\_\_\_ square feet

Total sign area all signs on building / premises \_\_\_\_\_ square feet

A site plan shall be furnished by the applicant and shall include the following information:

Project title, name of applicant and project designer, date, north arrow, graphic scale, parcel size and dimensions, adjacent street right-of-way, location and dimension of sign. Sign construction plans for billboards and free-standing monument signs shall bear the seal of a professional structural engineer licensed with the State of Alabama.

FOR OFFICE USE ONLY

Application approved

Application denied

Explanation of denial \_\_\_\_\_

By \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

LICENSE/PERMIT FEE

- Free-standing monument sign (\$100.00)
- Wall or canopy sign (\$100.00)
- Billboard \_\_\_\_\_
- Billboard Renewal Only \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_