

## Section 16.26.09 Signs Requiring a Permit.

**(17) Off-Premise Directional Signs.** No off-premise signs are permitted except for sign ladders (example shown on graphic attached entitled "Sign Ladders"), which have been created by the County and placed on strategic corners on public property, to point the way to businesses that are not located on the premises of the sign. These signs can be placed in any zone upon approval of the Planning Commission:

**(a) Number of Sign Ladders.** The County shall place no more sign ladders than deemed appropriate by the Planning Commission at the intersection of arterial and major collector roads, and no more than one (1) sign ladder shall be placed on any corner at any intersection;

**(b) Pole Height and Attachments.** The height of the base pole for each sign shall not exceed twelve (12) feet and may not contain more than eight (8) attachment signs, which shall be uniform in size measuring no more than twelve (12) inches by thirty (30) inches.

**(c) Priority for Placement.** The attachment signs shall be placed on the basis of first application has first priority for a choice of placement in one location. If there are insufficient spaces available at any location, the later applicants will be offered placement in other locations before any business is permitted a second location, provided however if an application is accepted after placements have been awarded for that cycle, the late application will either be offered a site that has not been reserved and is still available, or must wait until the next cycle.

**(d) Review of Placement.** The signs will be reviewed for placement of attachment signs once every six (6) months, in March and September of each year. Applications must be submitted before March 1st and September 1st of each year to ensure consideration for placement during that cycle. Applications will be date and time stamped to establish priority, and may be filed at any time during the year. Once placement has been obtained the applicant may retain placement until the placement is again reviewed, regardless of new applicants who apply after the site has been awarded to an applicant. If any business advertised on such attachment sign closes business, the attachment sign will be removed and will not be replaced by another sign until the next review cycle.

**(e) Payment of Fees.** The applicant must pay the appropriate sign fee adopted by the County Legislative Body at the time of submission of the application. This fee will include a fee for the creation of the sign extension or the replacement of faded or damaged sign extensions previously used. The determination of whether a new extension sign is needed or not will be at the sole discretion of the Director. In addition to any fee that might be necessary for the creation of a sign extension, there shall be charged a fee, as established by the County Legislative Body, for the administration of the sign program.

**(f) Drawings Required.** The applicant will be required to provide a drawing of the requested attachment sign. The size, color and type of style will be considered by the Director while considering a uniform, attractive, readable sign theme that will not create a traffic hazard or any greater advertising advantage for one (1) sign than the other. Any business wishing to include a logo on their sign shall submit a drawing of the desired logo and its proposed location on the sign attachment, along with their application. All colors and type sizes of letters will be uniform. Type styles may vary to allow for recognition of typestyles normally used for that particular business. Logos may be colored in a color consistent with the normal color of the logo. Other than the logo and/or the name of the business and a directional arrow, there shall be no other advertising copy allowed on the sign.

**(g) Effect of Existing Illegal Signs.** No applicant will be considered for placement on a sign ladder if they are exhibiting illegal signs under this chapter.