

Pass Christian SmartCode

Signage Standards

- **T3 Zones: Single-Family Residential & Estate**

5.3.8 **Signage Standards (T3R, T3E, T3V)**

- a. One address number no more than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance or at a mailbox.
- b. One Blade Sign for each business may be permanently installed perpendicular to the Façade. Such a sign shall not exceed a total of 4 square feet.
- c. [RESERVED]
- d. There shall be no signage permitted additional to that specified in this section.
- e. Signage shall not be lit.

- **T4 Zones: Mixed-Used Urban**

5.4.8 **Signage Standards (T4L, T4+, T4C)**

- a. One address number no more than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance or at a mailbox.
- b. One Blade Sign for each business may be permanently installed perpendicular to the Façade. Such a sign shall not exceed a total of 4 square feet. In the T4C Subzone, such a sign shall not exceed a total of six (6) square feet.
- c. In the T4C Subzone a single external sign band may be applied to each building Façade, except for the rear of the building, providing that such sign not exceed three (3) feet in height.
- d. [RESERVED]
- e. There shall be no signage permitted additional to that specified in this section.
- f. Any illumination of signs shall be external from the top of the sign downward by means of Fully Shielded Luminaires.

- **T5 Zones: Mixed-Use Urban Center**

5.5.8 **Signage Standards (T5C, T5H)**

- a. One address number no more than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance or at a mailbox.
- b. Blade Signs, not to exceed 6 square feet for each separate business entrance, may be attached perpendicular to the Façade.
- c. [RESERVED]
- d. A single external Sign Band may be applied to each Façade of the building, providing that such sign not exceed 3 feet in height.
- e. Signage shall be lighted only by external means, except that signage within the shopfront glazing may be neon lit. Externally illuminated signs shall be lighted from the top of the sign downward by means of a Fully Shielded Luminaire. Illumination of off-site advertising signs is prohibited in T5 Zones, except in T5H Zones within one half mile of a Special District where, by explicit allowance in this Code, a lighted off-site monument sign may be permitted by Warrant.

- **Additional Signage Standards**

5.15 **ADDITIONAL SIGNAGE STANDARDS.**

The purpose of Sign regulations in this section is to provide a comprehensive system of regulations for Signs visible from the public right-of-way and to provide a set of standards that is designed to optimize communication and quality of Signs while protecting the public and the aesthetic character of the City.

5.15.1 **Generally:**

It is further intended that these regulations:

- a) Safeguard and enhance property values;
- b) Protect public and private investment in real property values;
- c) Protect public and private investment in real property and improvements;
- d) Preserve and improve the aesthetic qualities and features of the City;
- e) Reduce public safety hazards;
- f) Enhance and promote the development of business and industry within the City;
- g) Generally promote the health, safety, and welfare of the general public.

5.15.2 **Applicability:**

These regulations apply to all Signs, except those Signs located in the public right-of-way, within the City. No Signs or advertising devices of any kind or nature shall be erected or maintained on any premises or affixed to the inside or outside of any Structure to be visible from the public right-of-way except as specifically permitted in or excepted by these regulations.

• **Additional Signage Standards (Cont.)**

Signs and components thereof shall be maintained in a safe, neat, clean, attractive and structurally sound condition and not adversely affect or impair public safety. All Signs shall be kept neatly painted, including all metal parts and supports thereof that are not galvanized or of rust-resistant material. Land adjacent shall be kept free of weeds and trash and shall be the responsibility of the owner.

5.15.3 Enforcement

- a) The Code Enforcement Officer will frequently inspect, take notice of unauthorized Signs, Signs erected outside or permit conditions, abandoned Signs, and Signs in disrepair.
- b) The Code Enforcement Office shall give notice to the owners of record of non-compliant Signs and provide them with the opportunity to be heard by the Zoning Board of Adjustments concerning the Signs' status as legal or non-compliant.
- c) Any person failing to remove or repair a non-compliant sign after having been directed to do so by the Code Enforcement Officer shall be guilty of a misdemeanor and, upon conviction, shall be fined \$10 per day until the Sign is either removed or made to conform with this code. For any Sign removed by the City, the owner, agent or person having the beneficial interest in the building or premises upon which such Signs are located, or in the sign itself, will incur all costs necessary to remove the Sign.
- d) If the owner cannot be found, or fails to respond to notice, then the Code Enforcement Officer shall order the removal of the illegal sign and take it to the City Barn, giving notice to the Owner—if possible—that the owner may reclaim such Sign within thirty (30) days.
- e) The timely filing of a proper notice of appeal of the decision to the Board of Aldermen shall stay any criminal prosecution under the terms of this code.

5.15.4 Fees

The fees prescribed in the City Code must be paid to the City of Pass Christian for each Sign installation for which a permit is required by this code and must be paid before any such permit is issued, as provided for herein. Fees for Sign permits for each Sign erected, installed, affixed, structurally or electrically altered or relocated shall be determined in accordance with the fee schedule established by resolution of the Board of Aldermen.

5.15.5 Permit Process

The permit process is intended to ensure that Signs in the city, where they are allowed, meet conditions perceived by this Code before permits are issued.

- a. Applicants for new Signs shall apply to the Planning Office and complete the appropriate application form. If an applicant is applying for a sign on new construction, the sign permit will be given at the same time as the building permit. Work on new Signs shall not be initiated until permits have been issued.
- b. The City Planner shall examine all applications and approve those that clearly meet the requirements of the SmartCode Ordinance, and issue permits for conforming Signs after receiving the requisite fee set forth. Applicants requesting a minor variance from any of the required stipulations set forth in this code shall be heard by the Planning Commission by Warrant.

5.15.6 Grandfathered Nonconforming Signs

All regulations concerning nonconforming existing structures in Section 1.8 of the SmartCode shall apply to nonconforming Signs, which existed as of the date of the adoption of the SmartCode. A list of grandfathered nonconforming Signs shall be maintained by the City Planner.

5.15.7 Permit Required; Signs Exempted from Permit Requirements

Except for classes of Signs exempted from permit requirements as specified below, all Signs shall require permits.

The following types of Signs are exempted from the permit requirements because such Signs are needed in order to convey messages to protect lives, give direction, identify public access way, and protect civil rights.

Such Signs shall comply with size and location requirements as set forth in these regulations for the specific Transect in which they are to be located.

- a. Signs Identifying Streets: No sign permit shall be required for Signs identifying streets. Signs identifying streets shall be the responsibility of the City to specify and erect.
- b. Signs Displaying Assigned Address Numbers: No sign permit shall be required for addresses, as required by the applicable Building Code, on all buildings to assist emergency and postal authorities. These Signs are the responsibility of the owner or tenant.
- c. State Historical Markers: No sign permit shall be required for standard historical markers erected by Official State authority. Standard historical markers erected by the Official State Authority shall be considered public information signs.
- d. Real Estate Signs: No sign permit shall be required for Real Estate Signs. On properties in the T1, T2, and T3 Transects, Temporary Real Estate Signs of up to 16 square feet plus one smaller "hang on" sign may be erected on each street frontage

• **Additional Signage Standards (Cont.)**

during the listing period and for fourteen (14) days after closing. On properties in the T4 and T5 Transects, Temporary Real Estate Signs of up to 32 square feet plus one smaller "hang on" sign may be erected on each street frontage during the listing period and for fourteen (14) days after closing. Additional real estate Signs may be erected on any frontage enfronting a waterway, civic space, recreational space, or golf course. On properties with 200 ft. or greater at the Frontage, additional Real Estate Signs may be erected at intervals of no less than 100ft. On parcels five (5) acres or more, signs can be up to 32 square feet regardless of Transect. Such signs shall be non-illuminated and limited in content to the name of the owner or agent, the address or telephone number for contact, and an indication of the area and general classification of the property.

- e. Political Election Signs: No sign permit shall be required. Political Signs must be removed within seven (7) days after the last election in which the candidate participates. Failure to do so will entitle the City to remove them and bill the candidate for the cost of removal and destruction.
- f. Contractor/Architectural Signs: No permit shall be required for contractor/architectural Signs. Up to two (2) temporary Contractor/Architectural Signs—the first sign of fourteen (14) square feet or less—and the second sign of eight (8) feet or less, may be erected during the building or renovation period and for ten (10) days thereafter.
- g. Signs, Banners and Flags supporting Civic and Charitable Events of Community Interests: No sign permit shall be required for Signs, Banners, and Flags not exceeding thirty-two square feet may be erected. Signs may not be erected more than fourteen (14) days in advance of the scheduled event and must be removed within three days after the event, weather permitting. Failure to do so will entitle the City to remove the Signs and bill the sponsor of the event.
- h. Decorative flags, bunting and other decorations related to holidays: No permit shall be required for decorative flags, bunting, and other decorations related to holidays that may be displayed at residences and private and public clubs.

5.15.8 Business Signs

- a. Business Signs are permitted on the Immediate Premises of businesses on property zoned T4L, T4+, T5C, T5H, and Special Districts. Off premises Signs are prohibited. *in most zones.*
- b. Corner Visibility: On a corner lot in any T4L, T4+, T5C, T5H, when the building is so constructed, no sign shall be erected, placed or allowed in such a manner as materially to impede visibility across the corner between a height of two and one-half (2 ½) feet and ten (10) feet above the center line grades of the intersecting streets and within twenty (20) feet of the corner as measured at the property line.
- c. Graphic Design and Content: Content may include only name of associated business and generic description of precuts, services offered, and logo identifying the type of business. Product name may not be used if the product constitutes less than 25% of the volume of business.

5.15.9 Prohibited Signs

- a) Bench Signs, cloth, paper, and plactive advertising Signs;
- b) Signs affixed to utility poles, trees, and fences;
- c) Signs on vehicles used primarily for advertising and not transportation;
- d) Movable letter signs;
- e) Portable signs;
- ✓ f) Rooftop signs;
- g) Signs using rotating or flashing lights;
- h) Billboards.

5.15.10 Specific Stipulations:

- a. Service Stations:
 - i. One brand identification sign not higher overall than fifteen (15) feet.
 - ii. The Signage area atop the pole is restricted to a maximum of twenty (20) square feet.
 - iii. Design can include only brand name, logo, and prices of principle types of fuel sold. Sign may be illuminated from within.
 - iv. No sign shall be closer than twelve (12) feet from the curb.
 - v. There may be one (1) non-illuminated price sign at each pump, two (2) non-illuminated self-service Signs per pump island, and necessary instructions for assistance of customers.
 - vi. Any glass areas of the station may carry credit card information and temporary promotional material no to exceed in size 25% of the glass area.
 - vii. External banners, promotional Signs, or neon Signs will not be permitted except by Warrant.
 - viii. Combination of fuel and food operations may have Food Information Sign rather than fuel prices on a ground mounted sign.
- b. Multiple-Occupancy Professional Buildings Monument Sign: The building shall be allowed a Sign Band no more than three feet in height on each façade of the building. The site is also allowed either a Monument Sign as defined in Article 7 (Warrant

- **Additional Signage Standards (Cont.)**

- NOT required), or a ground-mounted sign, a maximum of (15) feet in height, identifying the name and address, and if appropriate, a directory. A Warrant is only required for the ground mounted sign, to determine the height, surface area and directory. Lighting of the sign is determined by the Transect Zone's Signage Standards.
- Shopping Centers: One (1) ground-mounted sign bearing the name of center and logo, a maximum of fifteen (15) feet in height. Height, surface area, and directory to be determined by Warrant. . Lighting of the sign is determined by the Transect Zone's Signage Standards.
 - Subdivision Signs: One permanent Monument Sign as defined in Article 7 may be located at each subdivision entrance; lighting of the sign is determined the Transect Zone's Signage Standards. The sign can contain only the name of the subdivision and motto/logo. No promotional matter may be shown.
 - Multiple-Family Residential Development as Condominiums, Town Houses, and Apartments: One permanent Monument Sign as defined in Article 7 is allowed on each thoroughfare abutting the development; lighting of the sign is determined by the Transect Zone's Signage Standards Signs may contain only the name, motto, logo, and a brief description of the complex and its address. One hang-on sign announcing availability of units with sale agency address and telephone number is permitted. Additional small directional Signs of not more than two (2) square feet each will be permitted.
 - Civic Buildings and Spaces: One Monument Sign as defined in Article 7; lighting of the signs is determined by the Transect Zone's Signage Standards. Alternative signage may be requested via a Warrant to the Planning Commission.

5.15.11 Advertising Signs

New Advertising Signs will be allowed only in two (2) areas:

- Privately owned advertising signs as permitted in Special Districts;
- The City will design and erect one (1) or more Commercial Sign Boards at suitable locations for providers of goods and services whose place of business is in the city of Pass Christian. Advertisers may arrange for the display of uniform advertising panels affixed to the Sign Boards upon payment of the necessary fees for the permit, preparation, and placement of panels.

- **Big Box Special District Zone (SD-W)**

8E.2.8 Signage Standards (SD-W)

- One address number with numerals no less than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance.
- Blade signs, not to exceed 6 square feet for each separate business entrance, may be attached perpendicular to the Façade. Alternatively, for each public entrance to the building, one external-facing sign may be applied to the Façade of a building in the vicinity of each entrance provided that such sign not exceed 3 feet in height. Such sign may be lighted only by external means.
- Additionally one external-facing sign independent of all entrance locations may be applied to the Façade of each building, providing that such sign not exceed 8 feet in height. Such sign may be lighted by internal or external means.
- Within the Special District SD-W, each parcel of 10 acres or more which is building out in compliance with this code shall be permitted to place one off-site Monument Sign. Such sign shall be located within one quarter mile of the corresponding parcel, may be internally or externally illuminated, and may be located outside of the corresponding Special District SD-W within an adjacent T5C or T5H Zone by Warrant. If externally illuminated, lighting shall be from the top of the sign downward by means of a Fully Shielded Luminaires. The lot area within 3 feet of the Monument base shall be landscaped with native species consistent with Table 4B requirements for T5 or T6 or other native species approved by Warrant.
- Additional on-site signage may be provided for the purposes of safety or traffic direction, approved by Warrant. Such signage may be externally lit if approved by Warrant.
- External lighting signs, where permitted, shall be accomplished by lighting from the top of the sign downward by means of a Fully Shielded Luminaire, with the exception that signs permitted to be applied to the Façade of a building may be externally illuminated from beneath by Luminaires shielded from view from above the building.
- A flagpole, where permitted, may be illuminated from either the top down or via uplighting. If illumination is provided by uplighting, Luminaires shall be entirely shielded from the direct view of drivers of automobiles on public roads and from the view of pedestrians more than fifteen feet (15') from the base of the flagpole. Such uplighting shall be limited to 5000 lumens maximum.

- **Industrial Special District Zone (SD-I)**

- 8E.3.8 **Signage Standards (SD-I)**

- One address number with numerals no less than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance.
- Blade signs, not to exceed 6 square feet for each separate business entrance, may be attached perpendicular to the Façade. Alternatively, for each public entrance to the building, one external-facing sign may be applied to the Façade of a building in the vicinity of each entrance provided that such sign not exceed 3 feet in height. Such sign may be lighted only by external means.
- Additionally one external-facing sign independent of all entrance locations may be applied to the Façade of each building, providing that such sign not exceed 8 feet in height. Such sign may be lighted by internal or external means.
- For sites with Parking Lot Frontage or with front setbacks exceeding 20 feet, one off-site Monument Sign may be employed by the business establishment, not to exceed one sign per 200-feet of street frontage in any case. Such sign shall be located with a setback of at least 10 feet from the Frontage Line, and may be externally or internally illuminated. The lot area within 3 feet of the Monument base shall be landscaped with native species consistent with Table 4B requirements for T5 or T6 or other native species approved by Warrant.
- Additional on-site signage may be provided for the purposes of safety or traffic direction, approved by Warrant. Such signage may be externally lit if approved by Warrant.
- External lighting signs, where permitted, shall be accomplished by lighting from the top of the sign downward by means of a Fully Shielded Luminaire, with the exception that signs permitted to be applied to the Façade of a building may be externally illuminated from beneath by Luminaires shielded from view from above the building. Internal illumination shall be permitted by Warrant, and shall be only via lighter letters and symbols on a non-illuminated dark background; illuminated area shall not exceed 25% of the messaging area of the sign. No animation of signage shall be permitted.
- A flagpole, where permitted, shall not be illuminated.
- Billboards shall not exceed 25' height maximum above natural grade. Illumination, if provided, shall be external and in accordance with the above requirements.

- **Mixed-Use Special District Zone (SD-M)**

- 8E.4.8 **Signage Standards (SD-M)**

- One address number with numerals no less than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance.
- Blade signs, not to exceed 6 square feet for each separate business entrance, may be attached perpendicular to the Façade. Alternatively, for each public entrance to the building, one external-facing sign may be applied to the Façade of a building in the vicinity of each entrance provided that such sign not exceed 3 feet in height. Such sign may be lighted only by external means, or internally by Warrant.
- Additionally one external-facing sign independent of all entrance locations may be applied to the Façade of each building, providing that such sign not exceed 8 feet in height. Such sign may be lighted by internal or external means.
- [RESERVED]
- Additional on-site signage may be provided for the purposes of safety or traffic direction, approved by Warrant. Such signage may be externally lit if approved by Warrant.
- External lighting of signs, where permitted, shall be accomplished by lighting from the top of the sign downward by means of a Fully Shielded Luminaire, with the exception that signs permitted to be applied to the Façade of a building may be externally illuminated from beneath by Luminaires shielded from view from above the building. Internal illumination shall be permitted by Warrant, and shall be only via lighter letters and symbols on a non-illuminated dark background; illuminated area shall not exceed 25% of the messaging area of the sign. No animation of signage shall be permitted.
- A flagpole, where permitted, shall not be illuminated.

- **Auto-Centric Special District Zone (SD-A)**

- 8E.5.8 **Signage Standards (SD-A)**

- One address number with numerals no less than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance.
- Blade signs, not to exceed 6 square feet for each separate business entrance, may be attached perpendicular to the Façade. Alternatively, for each public entrance to the building, one external-facing sign may be applied to the Façade of a building in the vicinity of each entrance provided that such sign not exceed 3 feet in height. Such sign may be lighted only by external means.
- Additionally one external-facing sign independent of all entrance locations may be applied to the Façade of each building, providing that such sign not exceed 8 feet in height. Such sign may be lighted by internal or external means.
- For sites with Parking Lot Frontage or with front setbacks exceeding 20 feet, one off-site Monument sign may be employed per parcel; if multiple parcels are served by a single effective connected fronting parking lot, only one such sign shall be permitted for the whole. Such sign shall be located with a setback of at least 10 feet from the Frontage Line, and may be externally or internally illuminated. The lot area within 3 feet of the Monument base shall be landscaped with native species consistent with Table 4B requirements for T5 or T6 or other native species approved by Warrant.
- Additional on-site signage may be provided for the purposes of safety or traffic direction, approved by Warrant. Such signage may be externally lit if approved by Warrant.
- External lighting of signs, where permitted, shall be accomplished by lighting from the top of the sign downward by means of a Fully Shielded Luminaire, with the exception that signs permitted to be applied to the Façade of a building may be externally illuminated from beneath by Luminaires shielded from view from above the building. Internally lit signs shall comprise lighter letters or symbols on an unilluminated dark background, with total illuminated area not to exceed 25% of the entire messaging area of the signage. No animation of signage shall be permitted.
- A flagpole, where permitted, shall not be illuminated.

- **Commercial Special District Zone (SD-HH)**

- 8E.6.8 **Signage Standards (SD-HH)**

- One address number with numerals no less than 6 inches measured vertically shall be attached to the building in proximity to the principal entrance.
- Blade signs, not to exceed 6 square feet for each separate business entrance, may be attached perpendicular to the Façade. Alternatively, for each public entrance to the building, one external-facing sign may be applied to the Façade of a building in the vicinity of each entrance provided that such sign not exceed 3 feet in height. Such sign may be lighted only by external means.
- Additionally one external-facing sign independent of all entrance locations may be applied to the Façade of each building, providing that such sign not exceed 8 feet in height. Such sign may be lighted by internal or external means.
- For sites with Parking Lot Frontage or with front setbacks exceeding 20 feet, one off-site Monument sign may be employed per parcel; if multiple parcels are served by a single effective connected fronting parking lot, only one such sign shall be permitted for the whole. Such sign shall be located with a setback of at least 10 feet from the Frontage Line, and may be externally or internally illuminated. The lot area within 3 feet of the Monument base shall be landscaped with native species consistent with Table 4B requirements for T5 or T6 or other native species approved by Warrant.
- Additional on-site signage may be provided for the purposes of safety or traffic direction, approved by Warrant. Such signage may be externally lit if approved by Warrant. Such signage may be externally lit if approved by Warrant.
- External lighting of signs, where permitted, shall be accomplished by lighting from the top of the sign downward by means of a Fully Shielded Luminaire, with the exception that signs permitted to be applied to the Façade of a building may be externally illuminated from beneath by Luminaires shielded from view from above the building.
- A flagpole, where permitted, shall not be illuminated.

- **Definition Section**

Sign: Any identification, description, illustration, or device, illuminated or non-illuminated, that is visible from a public right-of-way or is located on private property and visible to the public and which directs attention to a product, place, activity, person, institution, business, message, or solicitation, including any permanently installed or situated merchandise, with the exception of window displays, and any letter, numeral, character, figure, emblem, painting, banner, pennant, placard, or temporary Sign designed to advertise, identify, or convey information.

Sign, Banner: A Sign made from flexible material suspended from a pole or poles, or with one (1) or both ends attached to a Structure or Structures. Where Signs are composed of strings of banners, they shall be constructed to be pennant or streamer Signs.

Sign, Construction (Contractor/Architectural): A temporary Sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of individuals or entities associated with, participating in, or having a role or Interest with respect to the project. Notable features of the project under construction may be included in construction Signs by way of text or images.

Sign, Monument: A freestanding sign not exceeding 6 feet in height measured from the finished grade to the top of the sign; Average finish grade at the perimeter of the monument shall not exceed 4 feet above the maximum elevation at the frontage line for the lot containing the Monument. The total signage area shall not exceed 36 square feet on each of two sides, not including the area of a base. Lighting of the Sign is determined by the Transect Zone's Signage Standards. A Monument Sign shall include a visually opaque base of at least 12 inches height and extending along at least 75% of the length of the Monument comprising materials appropriate for building Frontages in the Transect Zone in which the Monument is located. Move to Sign section of definitions (Sign, Monument).

Sign, Real Estate: Signs used solely for the purpose of offering the property on which they are displayed for sale, rent, lease, or Inspection or Indicating that the property has been sold, rented, or leased Such Signs shall be non-illuminated and limited in content to the name of the owner or agent, and address or telephone number for contract, and an indication of the area and general classification of the property. Real Estate Signs are distinguished in these regulations from other forms of Advertising Signs and are permitted in certain districts and locations from which other forms of Advertising Signs are excluded. See 5.15.7.d for additional Real Estate Signage Standards.