

Article 30-5: DEVELOPMENT STANDARDS

Section 30-5-L: Signage

Subsection 30-5-L 9: Signs Permitted in Nonresidential Zoning Districts

9. SIGNS PERMITTED IN DOWNTOWN

(a) Generally

(1) Permanent or Temporary Signs

No permanent or temporary signs other than those identifying the property for the use therein shall be permitted. National brand names or symbols shall not exceed five percent of the total display area and shall not exceed two square feet unless that property or business is used exclusively for that particular item. Non-brand symbols or pictographs will not be restricted to five percent or two square feet size when used to identify the type of business or profession within the premises.

(2) Signs No Longer Identifying Business to be Removed

Signs no longer identifying the business or use conducted within the building shall be removed in accordance with Section 30-5.L.12.c, Removal of Discontinued Signs; however, where the sign identifying the original owner is an integral part of the building structure and not attached thereto, it shall be permitted.

(3) Flashing or Moving Signs

No flashing or moving signs shall be allowed except barber poles and public service information (noncommercial) signs such as community events, time and temperature signs.

(4) Sign Design

The design of signs, which includes materials and color, shall be compatible with the architectural period of the building in alpha-numeric (letters and numbers) style, materials and decorative motifs of the period. All standards not specifically set forth in this article shall be approved by the City Council as a separate schedule, and made a part of this article and incorporated by reference as if fully set out in this article and shall be available at all times in the office of the City Clerk.

(5) First Floor Establishments

Each first-floor establishment shall be limited to one primary sign per façade (wall or projecting) and one supplementary sign (window, door, painted window, ground or pole) in addition to any sign, symbol or graphic which may be incorporated into an awning.

(6) Primary Sign Types and Standards

a. Wall Sign

- i.** Maximum protrusion of 12 inches from the building.
- ii.** Maximum of one square foot for each foot of building frontage.
- iii.** May not extend above the bottom of the cornice or cap.

- iv.** Wall signs identifying ground level establishments in the same building shall be uniform except in cases where arches, entrances or other features of the building prevent strict adherence to this requirement.
- v.** No sign shall be painted directly on the surface of the building.

b. Projecting Sign

- i.** One square foot of sign area per one linear foot of building frontage with a maximum of 20 square feet and a maximum of five feet height or projection.
- ii.** May not extend above the bottom of the cornice or cap.
- iii.** Must be coordinated with the City with regard to street tree planting and other public improvements.
- iv.** The bottom of signs three square feet or less in area shall be at least eight feet and six inches above the sidewalk. The bottom of signs larger than three square feet shall be at least ten feet above the sidewalk.

(7) Supplementary Sign Types and Standards

a. Window Signs

- i.** Limited to name of business.
- ii.** Letters shall be a maximum height of three inches.

b. Door Signs

- i.** Limited to name of business.
- ii.** Letters shall be a maximum height of three inches.

c. Painted Window Sign

- i.** Maximum letter height of six inches.
- ii.** Maximum area shall be one-third of the window area or 15 square feet whichever is smaller.

d. Ground Signs

- i.** Must be located in a yard area not required by the zoning district and one sign shall be permitted for each yard so provided.

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- ii. One square foot of sign area per linear foot of building frontage with a maximum area of 20 square feet and a maximum of five feet in any dimension of the sign.
- iii. The sign shall not be higher than ten feet above the elevation of the sidewalk from which it is intended to be viewed.

e. Pole Signs

- i. Must be located in a yard area not required by the zoning district and one sign shall be permitted for each yard so provided.
- ii. One square foot of sign area per linear foot of building frontage with a maximum area of 20 square feet and a maximum of five feet in any dimension of the sign.
- iii. The bottom of signs three square feet or less in area shall be at least eight feet and six inches above the sidewalk. The bottom of signs larger than three square feet shall be at least ten feet above the sidewalk.

(8) Signs with Cut-Out Letters

Signs made up of cut-out letters applied to the face of the building shall be subject to the same dimensional requirements as wall signs.

(9) Size of Irregular Signs

The size of irregular signs and the size of signs made up of individual letters shall be determined by measuring the smallest circle, square or rectangle that will wholly contain the sign.

(10) Signs not Interrupt Features of Façade

Signs shall not interrupt the vertical and horizontal features of the façade which give the building architectural order. Signs identifying ground-level establishments shall be placed to avoid blocking or obscuring upper floor windows.

(11) Letters or Logos on Awnings or Valances

Lettering or advertising logos screened or painted on or sewn onto awnings or valances of awnings shall not exceed eight inches in height. No sign shall hang from any awning.

(12) Upper-Floor Establishments

Primary identification of upper-floor establishments shall be at ground-level entrances rather than on upper floor windows. One ground-level sign identifying all upper-floor establishments in the same building shall be permitted for each entrance. The maximum size sign shall be three square feet and wall signs shall be placed so that no sign extends above the ground-level doorway or entrance way.

(13) Changeable Copy Signs

Changeable copy signs shall not be permitted within store front display windows.

(14) No Signs At or Above Roof Level

No signs at or above roof level shall be permitted. Buildings five stories and above may incorporate signs into the upper-building façade. Such signs may only identify the building.

(15) Information and Directional Signs

Information and directional signs may be permitted, as appropriate, for the convenience of the public. In no case shall any informational or directional sign contain advertising, and each sign shall be limited to a maximum of two square feet. Examples are entrance, exit, and hours of operation.

(16) Signs Attached to Windows or Buildings

Other than political and real estate signs, no signs shall be attached to windows or buildings. Political and real estate signs shall be limited to three square feet.

(17) Historical Plaques

Historical plaques shall be permitted for any property listed on the National Register of Historic Places, or any property designated by the City's Historic Resource Commission.

(18) Canopy or Marquee Signs

Canopy or marquee signs identifying a business may be installed on the face of a canopy or marquee, or may be installed on top of a canopy using individual letters (e.g., cut-out or channel letters) with a height of no more than 24 inches and not exceeding the height of the roof line of the primary structure, provided that total copy area shall not exceed the area permitted for a wall sign based on linear feet of building frontage. On places of public entertainment, such as theaters, arenas and meeting halls, maximum permitted copy area for changeable copy shall be three square feet per linear foot of canopy or marquee, in addition to the area permitted for permanent signs identifying the business, subject to a maximum height of five feet for the changeable copy area.

(b) Signs Permitted in the Downtown Historic Overlay District

(1) Review Process

- a.** All sign applications must be submitted to the Development Services Department for review.
- b.** Applications from properties within the downtown historic district will be forwarded from the Development Services Department to the Historic Properties Manager for review. Minor work applications are subject to staff approval. Major work applications require the Historic Resources

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Commission review and approval. Major work certificate of appropriateness's are granted only after approval is given by the Historic Resources Commission.

- i.** Primary, ground, pole, initial upper floor business and pictographic signs shall require a Certificate of Appropriateness as a major work item.
- ii.** The Historic Resources Commission will review signs for appropriateness based on design guidelines.
- iii.** Sign requests which require review by staff as a minor work item include: amendments to previously approved upper floor business signs; door, window, portable sidewalk, awning and temporary signs; and historic plaque placement.

(2) General Standards

The following regulations represent basic standards. The size, historic significance and design of buildings will influence the deliberations of the Historic Resources Commission.

- a.** No primary signs other than those identifying the property or the use therein shall be permitted.
- b.** Signs no longer identifying the business or use conducted within the building shall be removed in accordance with Section 30-5.L.12.c, Removal of Discontinued Signs, unless designated a historic sign; however, where the sign identifying the original owner is an integral part of the building structure and not attached thereto, it shall be permitted.
- c.** No flashing or moving signs shall be allowed except barber poles.
- d.** The design of signs shall be of professional quality and not inconsistent with design guidelines.
- e.** The size of irregular signs and the size of signs made up of individual letters shall be determined by measuring a rectangle that will wholly contain the sign.
- f.** Signs shall not obstruct the vertical and horizontal features of the façade, which gives the building architectural order. Signs identifying ground-level establishments shall be placed to avoid blocking or obstructing upper floor windows.
- g.** No signs at or above roof level shall be permitted.
- h.** Information and directional signs may be permitted, as appropriate, for the convenience of the public. They are not counted against square footage allotments for primary, secondary or other signs. They shall not

contain advertising. Their total area shall be limited to a maximum of two square feet. Examples are entrance, exit, hours of operation, and credit card logos.

- i.** Open and closed signs shall not exceed three square feet.
- j.** Political and real estate signs shall be limited to three square feet and are exempt from the certificate of appropriateness requirement. They will not be affixed in a manner which will cause damage to the structure. Additional restrictions for these signs apply as per the City ordinance.
- k.** Historical plaques shall be permitted for any property listed on the national register of historic place or any property designated as a local landmark. Requests for placement must be submitted to the City staff for approval as a minor work item.
- l.** Signs which do not conform to the ordinance for this district must be replaced with conforming signs within five years from date of passage of this ordinance.
- m.** Size standards for signs apply to each street front façade.
- n.** Signs used exclusively for the removal of unauthorized vehicles from private lots may be a maximum in size of two feet by two feet with the name of the lessee or owner displayed on the sign along with notice of towing enforced for unauthorized vehicles. Such signage is not counted against square footage allotment for primary, secondary or other signs.

(3) Specific Standards

Primary signs require a Certificate of Appropriateness from the Historic Resources Commission. They shall include one of the following types and meet the following standards:

a. Wall Signs

- i.** May not protrude more than 12 inches from the building.
- ii.** A business with a street front façade of 20 feet or less will be allowed a maximum of one and one-half square feet for each foot of business frontage.
- iii.** A business with a street front façade more than 20 feet shall be allowed a maximum of one square foot per foot of business frontage up to a maximum of 200 square feet.
- iv.** May not extend above the bottom of the cornice or cap.
- v.** Wall signs identifying ground level establishments shall be uniform, to include lettering; except in cases where arches, entrances or other features of the building prevent strict adherence to this requirement.

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- vi.** Signs made of individual letters applied to the face of the building shall be subject to the same dimensional requirements as wall signs.

b. Canopy or Marquee Signs

- i.** Canopy or marquee signs which identify a business may be installed on the face of a canopy or marquee. The total copy area shall not exceed the area permitted for a wall sign based on linear street front footage.
- ii.** Places of public entertainment, such as theaters, arenas, and meeting halls, may be permitted a changeable copy area that shall not exceed three square feet per linear foot of canopy or marquee. They shall have a maximum height of five feet. Changeable copy square footage shall not be counted against primary sign allotments for these establishments.

c. Projecting Signs

- i.** One square foot of sign area per one linear foot of building frontage with a maximum of 50 square feet per sign face and a maximum of 20 feet height and five feet projection.
- ii.** May not project above the bottom of the building's cornice or cap.
- iii.** Must be coordinated with the City staff to consider impact on tree plantings and other public improvements.
- iv.** The bottom of signs three square feet or less in area shall be at least eight feet and six inches above sidewalks. The bottom of signs larger than three square feet shall be at least ten feet above sidewalk.

(4) Supplementary Signs

Supplementary signs shall include up to three of the sign types described in this section. One must be a door sign and all must meet the outlined standards:

a. Door Signs

- i.** A Certificate of Appropriateness as minor work item is required.
- ii.** Letters shall be a maximum height of six inches and have a total copy area of two square feet.

b. Window Signs

- i.** A Certificate of Appropriateness as minor work item is required. This includes signs located within 12 inches of window.

- ii.** Maximum letter height of eight inches.
- iii.** Maximum area shall be one third of the window area or 25 square feet, whichever is smaller.

c. Ground Signs

- i.** A Certificate of Appropriateness as major work item is required.
- ii.** One sign is permitted for each façade, on your property.
- iii.** One square foot of sign area is permitted per linear foot of building frontage with a maximum area of 20 square feet per side and a maximum of five feet in any dimension.
- iv.** The top of the sign shall not be higher than ten feet above the elevation of the sidewalk from which it is intended to be viewed.

d. Pole Signs

- i.** A Certificate of Appropriateness, as major work item is required.
- ii.** Must be located on your property. One sign shall be permitted for each façade.
- iii.** The maximum size allowance is one square foot per linear foot of building frontage; not to exceed 25 total square feet and six feet in any dimension.
- iv.** The bottoms of signs three square feet or less in area shall be at least eight feet six inches above the sidewalk. The bottoms of signs larger than three square feet shall be at least ten feet above the sidewalk.
- v.** Signs shall not be higher than the bottom of the building's cornice, or cap; and may not exceed 25 feet in any case.

e. Awning Signs

- i.** A certificate of appropriateness, as minor work item is required.
- ii.** Lettering or logos shall not exceed eight inches in height and one-half linear feet per linear foot of store frontage. Signs shall not be attached or hung from awnings.

f. Pictographic Signs

- i.** A Certificate of Appropriateness, as major work item is required.

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- ii.** A pictographic sign contains graphic images and/or text, with or without commercial intent, and shall not restate the name of the business.
- iii.** Signs shall be no larger than one square foot per linear foot of building frontage.
- iv.** Signs shall be located on the interior of the building.

g. Portable Sidewalk (Sandwich Board) Signs

- i.** A Certificate of Appropriateness, as minor work item is required.
- ii.** One double-sided sign per business or separate business entrance.
- iii.** Signs are allowed only during business hours; signs must be removed after business hours.
- iv.** Sign face cannot exceed eight square feet per side.
- v.** Maximum height of sign is four feet and maximum width is four feet.
- vi.** An unobstructed pedestrian path of six contiguous feet must be maintained between building and curb.
- vii.** Signs must be constructed of metal, wood, safety glass, stone, or high quality synthetic materials.
- viii.** Signs may be constructed in the style of a double-sided pole sign or painting easel.
- ix.** Signage containing advertising of national brand names is not allowed.

h. Temporary Signs

- i.** A Certificate of Appropriateness as minor work item is required.
- ii.** Maximum duration 30 days.

i. Upper-Floor Business Signs

- i.** A Certificate of Appropriateness as major work item is required.
- ii.** Modifications to existing signs will require a minor work certificate of appropriateness.

- iii.** Upper floor businesses may be advertised on one single or double faced projecting sign per façade.
- iv.** The top of the sign shall not be higher than the bottom of the second floor window sill.
- v.** The maximum size shall be six square feet.

j. Right-of-Way Signs

- i.** A Certificate of Appropriateness is not required.
- ii.** Signage will be combined on one pole and in one area whenever possible to reduce clutter.
- iii.** Paint back of signs black if no other signs are attached on the reverse side.
- iv.** Signs should be spaced to reduce appearance of clutter.
- v.** All sign supports regardless of material should be painted black.
- vi.** Street name signs must be painted with a black background and white lettering.

(Ord. No. S2013-002, § 5, 2-11-2013)

10. SIGNS PERMITTED BY SPECIAL APPROVAL

The following signs are permitted only by special approval issued by the designated granting authority and shall conform to all stated regulations and to all conditions and requirements imposed by the granting authority in issuing the special sign approval:

(a) Festival and Major Special Event Signs

For the purpose of giving directions and information, temporary on-premises and off-premises signs pertaining to festivals and other major special events are permitted with approval by the City Manager subject to a special approval specifying size, location, lighting, design, display and duration. The number of signs shall be set by the City Manager. Such approval shall also require a compliance deposit for each sign in an amount established by the City Council. Each permitted sign must be removed upon the expiration date of the approval. The compliance deposit shall be refunded when the permitted sign(s) is removed in a timely manner upon the expiration date of the approval. In addition to the other remedies cited in this Ordinance, failure to remove a sign upon the expiration date of the approval will result in City caused sign removal and retention of the compliance deposit.

(b) Rotating Signs for Large Multiple Establishments on a Single Lot

Permanent freestanding signs for large multiple establishments of 31 or more individual establishments on a single parcel or lot which are permitted by Section 30-5.L.8, Signs Permitted in Nonresidential Zoning Districts, may be permitted to rotate for the purpose of

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identifying individual establishments with approval of the City Council, subject to a special approval specifying size, location, lighting, design and rotating speed.

(c) Community Street Banner

For the purpose of enhancing the community and portraying aspects of the City, off-premises community street banners are permitted with approval by the City Council subject to a special approval. The City Council shall specify the location, design, display and duration, but the duration shall be a minimum of 90 days and a maximum of 180 days. The number of banners shall be set by City Council. Proper maintenance shall not permit banners that are torn, ripped, frayed, separated from their grommets or incompletely affixed to the street pole. The actual surface area of the flag, banner, bunting, hanging sign, display or other form of decoration shall be two feet wide and six feet long. The form of advertising shall be corporate logo, trademark or name and shall be located at the bottom end of the banner and shall not exceed 20 percent of the total surface area on either side.

(d) Advertisement on Bus Shelters and Benches

- (1)** Advertisements are permitted on bus shelters and benches with approval by the City Manager or designee via a special use permit. The number of bus shelters and benches utilizing advertising shall be set by the City Manager. Proper maintenance shall not permit advertisements to be torn, ripped, frayed or damaged. All advertisements shall be of professional quality.
- (2)** One double-faced advertisement box, flat or angle, not to exceed 24 square feet in sign area, per side, may be attached to a shelter for bus passengers; provided however, such advertisements must be placed at the end of the shelter furthest from the approaching traffic flow on the side of the street on which the shelter is located and may not be placed on the back or any other portion of the shelter. Such advertisement shall not extend beyond the limits of the shelter. Placement of such advertisement on the top of any shelter serving bus passengers is specifically prohibited. An advertisement may be attached to a bench at designated bus stops; provided however, such advertisements must be placed on the back of the bench facing the street and such advertisement shall not extend the length or width of the bench back.

(e) Community Banners Within the Municipal Service District

- (1)** For the purpose of providing information and portraying a festive appearance for downtown, on-premise banners are allowed within the downtown municipal service district by special use permit issued by (i) the Historic Resources Commission for properties within the Downtown Historic district and (ii) the Joint Appearance Commission for those properties outside the Historic district, but with the downtown municipal service district.
- (2)** Banners under this provision shall be attached to the primary building or to a freestanding sign structure on the premises. These banners shall be prevented from rotating, fluttering, or otherwise moving in the wind or rain and shall be constructed of material that will withstand exposure to wind and rain without significant deterioration. Banners are permitted only on property owned or occupied by tax exempt non-profit entities or governmental funded organizations, which entities or organizations have as their principal focus cultural or park activities within the municipal service district.

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- (3)** Sign copy shall be limited to the name of the organization or entity, the announcement of a special event or exhibition and accompanying graphic or pictorial pertaining to the organization, event, or exhibition. The total square footage of banners shall be sized in accordance with the character and appearance of the site. Banners placed on buildings shall not exceed the linear street front footage of the building.

(f) Permanent Ground Based Subdivision Signs

Permanent ground based subdivision signs not technically on land within a given subdivision may be considered in cases where the wayfinding needs of the public are served for an area traditionally considered part of a given subdivision.

(g) Large Development Alternative Signage Plan

Regardless of the other provisions of this Article, the Planning Commission may, at its sole discretion, approve a signage plan for certain development projects listed in this section. The approved signage plan may include signs of different sizes, types, locations, placement and height from those otherwise enumerated in this Article.

(1) Purpose

The purposes behind this section are:

- a.** To permit creativity in sign design and placement to address site issues and constraints associated with topography, pedestrian-orientation, wayfinding and other conditions unique to the subject development.
- b.** To encourage the development of comprehensive signage plans for large developments that promote an integrated approach to sign design and placement that is both attractive and informative.

(2) Application

Signage plans may be submitted for the following types of development: Commercial, industrial, institutional, or mixed use developments containing ten or more acres in area, and, regardless of site area, large cultural or public facilities of a singular nature (for example, large public museums, city-wide or regional sports or convention centers, transportation centers).

(3) Submittal process

Signage plan applications may be submitted for Planning Commission consideration at the time of original consideration of the proposed development or separately from the original development proposal. The following information or material shall be required for a signage plan application.

- a.** Owner and contract name, address, telephone number and signature(s), as applicable.
- b.** A signage plan proposal illustrating the proposed signs, their proposed location, their proposed purpose, along with a statement as to why the existing sign code cannot or should not be followed in the subject case.

- c.** An analysis showing how the proposed signage plan differs from what could be provided under the existing city sign regulations set forth in this Article.
- d.** Other similar information determined by the City Manager to be necessary for understanding the purpose and intent of the proposed signage plan application.

(4) Review procedure

The City Manager shall schedule the signage plan for Planning Commission consideration at a publicly noticed meeting to hear the request, consider any public comment, and make a decision. Appeal of the decision may be made to the City Council in accordance with procedures in 30-2.C.18 Appeal, Item (c) Initiation. In reviewing the proposed signage plan, the Planning Commission shall take the following matters into consideration.

- a.** The extent to which the proposed signage plan deviates from the sign allowances otherwise applicable in this Article.
- b.** The rationale provided by the applicant for the deviations.
- c.** The extent to which the signage plan promotes city goals for way-finding, pedestrian-orientation, and business identification.
- d.** The degree to which the signage plan creatively and effectively addresses the issues and constraints unique to the site with regard to signage.
- e.** The degree to which the signage plan creates a unified approach to development signage that is attractive and effective in communication.

- (5)** The Planning Commission may deny or approve the proposed signage plan in part or in total and may establish conditions regarding approval.

(Ord. No. S2011-008, § 10, 7-25-2011; Ord. No. S2012-001, Pt. 2, § 2, 1-23-2012; Ord. No. S2013-014, § 1b, 7-22-2013; Ord. No. S2013-017, § 1, 9-9-2013)

11. SIGN CONSTRUCTION STANDARDS

(a) Material and Design

All signs shall be designed, constructed, and installed in accordance with generally accepted engineering practices to withstand wind pressures and load distributions as specified in the state building code. Design and construction specifications must be filed with the application for a permit. All signs shall be constructed according to the requirements of this article and Chapter 23 of the state building code, as amended, or whichever is more restrictive. It shall be unlawful for any person to erect or place any sign that does not conform to the requirements of this article and Chapter 23 of the state building code as amended.

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(b) Illuminated Signs, Electrical Parts

All signs in which electrical wiring and connections are to be used shall be constructed in accordance with the state building code. All detached signs to be illuminated shall be so illuminated by an underground electrical service whenever possible in the opinion of the City Manager. Illuminated signs shall not produce glare, excessive light, or concentrations of light that interfere with traffic. Light shall be beamed down and away or shielded from streets and adjoining property.

(c) Billboard Signs

All billboard signs erected within the City after the effective date of the ordinance from which this section is derived shall be of monopole steel design and construction and the area below the sign within a radius of 15 feet shall be landscaped and maintained with a vegetative cover and shrubs as recommended in Section 30-5.B.1, Landscaping Standards, planted at a rate of one shrub per five square feet.

(d) Removal of Improperly-Erected Signs

Whenever it shall appear to the City Manager or his designee that any sign has been erected in violation of this article such sign shall either be made to conform to all sign regulations or shall be removed at the expense of the owner of the sign and/or property within a reasonable time as determined by the City Manager or his designee after receipt of written notification from the City Manager or his designee. With the exception of Public Signs (see Section 30-5:L.5.a), signs placed in utility easements shall conform to the terms of the agreement creating the easement.

(e) Reconstruction of Damaged Signs or Sign Structures

(1) Any conforming or legal nonconforming sign or sign structure which has been damaged may be repaired and used as before, provided all repairs are completed within 30 days of such damage. However, if the sign should be declared unsafe by the Building Inspector, the owner of the sign or the owner of record of the real property whereon the sign is located, shall immediately correct all unsafe conditions in a manner satisfactory to the City Manager.

(2) For purposes of this section, a nonconforming sign or its structure shall be considered destroyed, and therefore not repairable, if it receives damage to the extent of more than 50 percent of its value as determined by the City Manager or his designee.

12. SIGN MAINTENANCE, REPAIR, REMOVAL, AND DISPOSAL OF SIGNS

(a) Maintenance Required

Every sign and its support, braces, guys, anchors and electrical equipment shall be maintained in safe condition at all times. All signs shall be kept in a state of good repair and aesthetic condition, free from defective, rusting or missing parts (e.g., broken sign facing, broken supports, loose appendages or struts, disfigured, cracked, ripped or peeling paint or poster paper) or missing letters or numbers and shall be able to withstand the wind pressure as prescribed in the state building code. Illuminated signs shall not be allowed to operate with only partial illumination. The area within ten feet in all directions of the base of a freestanding sign shall be kept clear of debris and undergrowth. The