

7.11 Signs and Sign Structures, Including Billboards.

7.11.1. Purpose. These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication, and advertising. These regulations have the following specific objectives:

- A. To promote the creation of an attractive visual environment that promotes a healthy economy by:
 - a. Permitting businesses to inform, identify, and communicate effectively;
 - b. Preserving natural beauty and to protect property values by promoting reasonable, orderly, and effective display of business and related signs; and
 - c. Directing the general public through the use of signs while maintaining attractive and harmonious application of signs on the buildings and sites.
- B. To protect and enhance the physical appearance of the community in a lawful manner that recognizes the rights of property owners by:
 - a. Encouraging the appropriate design, scale, and placement of signs;
 - b. Encouraging the orderly placement of signs on the building while avoiding regulations that are so rigid and inflexible that all signs in a series are monotonously uniform;
 - c. Assuring that the information displayed on a sign is clearly visible, conspicuous, legible and readable so that the sign achieves the intended purpose; and
 - d. Preserving the quality of urban life in the community by assuring the compatibility of signs with surrounding land uses.
- C. To foster public safety along public and private streets within the community by assuring that all signs are in safe and appropriate locations by:
 - a. Protecting the public investment in streets and highways;
 - b. Promoting the safety and recreation value of public travel; and
 - c. Improving the safety of the citizens and visitors to the City of Bartlesville by restrictions upon the size and location of certain types of signs or by the elimination of certain types of signs.
- D. To have administrative review procedures that are the minimum necessary to:
 - a. Balance the community's objectives and regulatory requirements with the reasonable advertising and way finding needs of businesses.
 - b. Allow for consistent enforcement of the Sign Code.
 - c. Minimize the time required to review a sign application.
 - d. Provide flexibility as to the number and placement of signs so the regulations are more responsive to business needs while maintaining the community's standards.

7.11.2 Requirements of General Applicability

- A. Exempted Signs: The following signs are exempt from these regulations.
 - 1. Any public purpose/safety sign and any other notice of warning required by a valid and applicable Federal, State or local law, regulation or resolution.
 - 2. Integral, decorative or architectural features of a building, or works of art that do not include a commercial message.
 - 3. Insignia of governmental or nonprofit organizations when not displayed in connection with a commercial promotion or as advertising.
 - 4. Religious and other holiday lights and decorations containing no commercial message, and displayed only during the appropriate time of the year.
 - 5. Flags of the United States, the State of Oklahoma, and any other flag adopted or sanctioned by the Bartlesville City Council or Washington County Board of Commissioners. These flags must be flown in accordance with protocol established by the Congress of the United States for the Stars and Stripes.
 - 6. Historic Landmark Signs, as defined in Section 7.11.3.
 - 7. Building and street address markers.
 - 8. Tablets, grave markers, headstones, statuary or remembrances of persons or events that are noncommercial in nature and tablets such as memorials or cornerstones, provided such are not located on public right-of-way.
 - 9. The name, date of erection and use of building when built into its walls.

B. Prohibited Signs: The following signs are prohibited.

1. Abandoned signs, as defined in Section 7.11.3.
2. Snipe signs as defined in Section 7.11.3, and all other signs located on trees, utility poles, public benches or any other form of public property or within any public right-of-way unless explicitly permitted by the regulations. The person, business, or organization who owns or is advertised or identified on the sign shall be presumed to have permitted the placement of the sign in the absence of evidence to the contrary. Snipe signs are hereby declared to be abandoned property and are subject to being removed by any person.
3. Human signs, as defined in Section 7.11.3, when located on public right-of-way or public property.
4. Any sign which includes animation, any visible moving part, osculating lights, visible mechanical movement of any description, or other apparent visible movement achieved by any means that move, change, osculates, or visibly alters in appearance in a manner that is not permitted by these regulations.
5. Portable signs, as defined in Section 7.11.3.
6. Animated, moving, flashing, or rotating signs; Three-dimensional (3D) objects, such as vehicles, animals, instruments or other figures; propellers, wind-powered or other similar devices or objects; Inflatable signs, 3-D free form, or similar irregular inflatable objects, tethered balloons larger than twelve inches (12") in diameter, air-dancers, streamers, searchlights, strobe lights, and any clearly similar features; except those specifically exempt from regulation in Section 7.11.2(A), or signs permitted as temporary signs or electronic message centers as regulated herein.
7. Any sign or portion of a sign which includes an electronic full-motion video display which may or may not include text, including televisions screens, plasma screens, digital screen, flat screens, LED screens, television technology, video boards and holographic displays.
8. Signs in the bed of a truck, deck of a truck or trailer, or otherwise on a vehicle when the vehicle is placed in a location not normally expected for such vehicles, and the location apparently has the primary purpose of attracting attention or providing advertising.
9. Signs located on a fence unless otherwise permitted by the provisions of this Section as a permanent or temporary sign.
10. Signs containing any words or symbols that would cause confusion because of their resemblance to highway traffic control or direction signals.
11. Merchandise, equipment, products, vehicles or other items which are not available for purchase, but are intended to attract attention, or for identification or advertising purposes.
12. Any sign erected upon a roof, parapet, or roof-mounted equipment structure and extending above a roof, parapet, or roof-mounted equipment structure of a building or structure.
13. Any sign which shall be configured to resemble a warning or danger signal or to cause a driver to mistake the sign for a warning or danger signal; any revolving beam or beacon of light resembling any emergency vehicle light or any sign made to resemble a traffic control sign, or other signs or attention getting devices that raise concerns substantially similar to those listed above.
14. Any sign constructed of corrugated plastic, fabric, cloth, canvas, foam board, paper, cardboard, poster board, thin-gauge aluminum less than 1/8" thick, engineering wood products including plywood, chipboard, particle board, medium density fiberboard, oriented strand board, or similar products or other materials not specifically manufactured for the purpose of signage, unless otherwise approved by the Community Development Director.
15. Other Prohibited Signs:
 - a. Throwing, dropping, placing, or distributing handbills or other advertising matter upon the sidewalks, streets, alley, or other public places.
 - b. Throwing or placing any circulars, handbills, samples, sticker, placard, poster, or other advertising matter in or on any motor vehicle.
 - c. Any person, business, or organization which is advertised or identified on such signs shall be presumed to have permitted the placement of the sign in the absence of evidence to the contrary.

C. Signs which do not require a sign permit. The following signs shall not require a permit. However, they shall conform to any applicable sections of this ordinance or any other applicable codes, regulations, or ordinances adopted by the City of Bartlesville.

1. On-premise signs not visible from public streets.
2. On-premise perforated window graphics or mesh window graphics with an opacity of 50% or less.
3. All non-regulated on-premise signs or signs equal to or less than three (3) square feet in area per sign or six square feet in area total, in any residential district.
4. Signs on a truck, bus, car, boat, trailer or other motorized vehicle and equipment provided all the following conditions are adhered to:

- a) Primary purpose of such vehicle or equipment is not the display of signs.
 - b) Such signs are magnetic, decals, or painted upon an integral part of the vehicle or equipment as originally designed by the manufacturer, and do not break the silhouette of the vehicle.
 - c) Vehicle/equipment is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used in the daily function of the business to which such signs relate.
 - d) Vehicles and equipment are not used primarily as static displays, advertising a product or service, nor utilized as storage or shelter.
 - e) During periods of inactivity exceeding forty-eight (48) hours, such vehicles/equipment are not so parked or placed that the signs thereon are displayed to the public. Vehicles and equipment engaged in active construction projects and the on-premise storage of equipment and vehicles offered to the general public for rent or lease shall not be subjected to this condition.
5. Political signs, provided that such signs shall be removed within three (3) days after the election to which they refer. All such signs which do not exceed three (3) square feet may be located within the public right-of-way provided sight visibility for traffic along the abutting roadway is not impaired. Any such sign which exceeds three (3) square feet in area shall be placed on private property with approval of the property owner. Further, candidates or organizations identified on political signs shall be held responsible for compliance.
 6. Nameplates, street address signs, and combination nameplate and street address signs containing no advertising copy, not exceeding two (2) square feet in area and limited to one (1) per street front per use for residential uses.
 7. Street address signs, wall-mounted nameplates and wall-mounted combination nameplate and street address signs containing no advertising copy and not exceeding (6) six square feet in area for non-residential uses.
 8. Changing copy on a legal sign, either freestanding or attached; normal sign maintenance where no structural changes are made; or the changing of the interchangeable letters on signs designed for them. Change on any sign when an increase in square footage occurs shall require a permit.
 9. Temporary, non-illuminated real estate signs, measuring not more than six (6) square feet in area, advertising the sale or rental of premises on which the sign is located. Such sign may remain on the property for a continuous period not to exceed 10 days following the sale of the property. In addition, one "Open House" sign may be placed on the property on the day of the open house only. Directional signs on private property with consent of the property owner may be utilized within the Bartlesville city limits on the day of an open house for a period of eight (8) hours or less. Directional signs on private property with consent of the property owner may be utilized outside the Bartlesville city limits during the sale of the property provided such signs are removed within ten (10) days following the sale of the property.
 10. Temporary, non-illuminated signs not over forty (40) square feet in area, erected in connection with new construction work when displayed only during the actual construction work. Such signs shall be on the construction site and may identify the architects, engineers, contractors, and other firms involved in the construction and may advertise any product or the character or proposed use of the building. (See also Section 7.11.5.B for a larger sign.)
 11. Temporary, non-illuminated on-premise signs advertising "help wanted" or "now hiring", measuring not more than six (6) square feet in area, to be displayed for a period not to exceed three (3) months with a period of one (1) month between signs.
 12. A barber pole, animated or not, which is appurtenant to the barber business and affixed directly to the wall of the exterior of the occupied space. Barber poles shall be no taller than thirty-six (36) inches and no wider than ten (10) inches, and shall be located so as to not interfere with or pose a hazard to pedestrians.
 13. A balloon sign, with or without a message, of twelve (12) inches or less in diameter, tethered in a fixed location with a maximum height of twelve (12) feet, as measured from the grade of the nearest pavement or top of pavement curb, and displayed for no more than two (2) days per week.
 14. Temporary seasonal banners hung from parking lot light standards on private property of non-residential property, provided the banner does not refer to a specific business, product, or sale.

7.11.3. Definitions. The following words and phrases used in these Regulations shall have the following meanings:

Abandoned Sign. A sign which for a period of at least 180 consecutive days or longer no longer advertises or identifies a legal business establishment, product or activity.

Alteration. Any change in size or shape, which changes appearance of a sign, or a change in position, location, construction or supporting structure of a sign, except that a copy change on a sign is not an alteration.

Animation/Animated Sign. The use of action, motion, or color changes, or the optical illusion of action, motion or color changes, including a sign set in motion by movement of the atmosphere, or made up of a series of sections that turn, whether such movement or rotation is by human energy, mechanical or electronic means.

Area of Sign. Refer to measurement standards in Section 7.11.4.

Attached Sign. Any sign attached directly to a building other than temporary signs. Building signs include, but are not limited to, awning sign, building identification sign, canopy sign, marquee sign, mural, projecting sign, wall sign, and window signs.

Attraction or Reader Board. Any sign having changeable copy for the purpose of advertising events, sales, services or products provided on the site. Attraction or reader boards shall be classified as an electronic message center (EMC) or a changeable copy sign (CCS).

Awning. A shelter extending from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.

Awning Sign. Any sign painted on or attached to or supported by an awning.

Balloon Sign. A gas-filled balloon, tethered in a fixed location that has a sign with a message on its surface or attached in any manner to the balloon.

Banner Sign. A temporary, lightweight sign that contains a message which is attached or imprinted on a flexible surface that deforms under light pressure and that is typically constructed of non-durable materials.

Billboard. An off-premises sign.

Building Identification Sign. Any sign containing the name or address of a building and may include hours of operation and emergency information, such sign being located on the same site as the structure.

Canopy. A permanent roof-like shelter extending from part or all of a building or independent of a building, including any rigid material or cloth or fabric supported by a structural frame.

Canopy Sign. A sign that is permanently affixed to a canopy.

Changeable Copy Sign (CCS). A sign or portion thereof on which the copy or symbols change either automatically through electrical or electronic means (for example, time and temperature units), or manually through placement of letters or symbols on a panel mounted in or on a track system.

Comprehensive Sign Plan (CSP). A coordinated program of all signs, including exempt and temporary signs for a business, or businesses if applicable, located on a development site. The sign program shall include, but not be limited to, indications of the locations, dimensions, colors, letter styles and sign types of all signs to be installed on a site.

Construction Sign or Project Development Sign. A temporary non-illuminated sign used to advertise or display contact information of property owners, opening dates, architects, contractors, engineers, landscape architects and/or financiers, who are engaged with the design, construction, improvement of financing of a residential subdivision with homes under construction within the subdivision to which it pertains or with a commercial project to which it pertains. Such signs are generally constructed of wood, metal or other similar materials. A construction sign or project development sign may include zoning information and advertise or announce future development on the site, however, in no case, shall such sign contain information that pertains to an off-premise use.

Directional Sign. A permanent instructional sign located on private property at or near the public right-of-way, directing or guiding vehicular traffic onto the property and/or toward parking or other identified locations on the property.

Electronic Message Center (EMC). A sign or portion of a sign that utilizes computer-generated messages or some other electronic means of changing copy, words, text, symbols, figures, or images by remote or automatic means, wherein the sequence of messages and rate of change is electronically programmed and can be modified by

electronic process.

Freestanding Sign. A permanent sign that is affixed in or upon the ground, self-supporting by one or more structural members which may include a sign structure, fence or wall that is not an integral part of a building, in a fixed location and not attached to a building. Freestanding signs include, but are not limited to, monument signs and pole signs.

Footcandle. A measure of illumination on a surface that is one foot from a uniform source of light of one candle and equal to one lumen per square foot.

Flashing. Flashing shall mean a pattern of changing light illumination where the sign illumination alternates suddenly between fully illuminated and fully non-illuminated, employs inverse illumination, or operates with transitory bursts for periods of less than three (3) seconds for an alternating or changing message or less than six (6) seconds for a single message. This term shall include blinking, strobe, and twinkling illuminations. Animation, as defined, shall not fall under the definition of flashing.

Governmental Sign. A sign erected and maintained pursuant to and in discharge of any governmental functions, or required by law, ordinance or other governmental regulation.

Grade. The ground level of the site at the property line located at the closest distance to the sign.

Height of Sign. Refer to measurement standards in Section 7.11.4.

Historic Landmark Sign. An existing sign, that by its construction materials, unusual age, prominent location, unique design, or craftsmanship from another period, contributes to the cultural, historic, or aesthetic quality of the city's streetscape, and for such reason should be protected, preserved, and restored. Historic landmark signs are exempt from these Regulations.

Holiday Decorations. Signs or displays including lighting which are a non-permanent installation celebrating national, state, and local holidays or holiday seasons.

Human Sign. A sign that is carried, waved, held by, or otherwise attached to a person, and/or a person dressed in costume or other article of clothing, for the purposes of advertising or otherwise drawing attention to business, commodity, service or product.

Illegal Sign. Any sign placed without proper approval or permits as required by this Code at the time of sign placement. Illegal sign shall also mean any sign placed contrary to the terms or time limits of any permit and any nonconforming sign which has not been brought into compliance with any applicable provisions of this Code.

Illuminated Sign. Any sign for which an artificial source of light is used in order to make readable the sign's message, including internally and externally lighted signs and reflectorized, glowing or radiating signs.

Incidental Sign. A sign that provides functional or instructional information, as determined by the Community Development Director, that is incidental, supplemental, or accessory to a permitted use on the site, such as entrance, exit, telephone, restrooms, etc. Such signs shall not be included in the permitted sum of the sign area of identification signs, provided such sign is not larger than necessary to serve the intended instructional purpose, and such sign is not in a location, nor includes design characteristics, including commercial copy or company logos, that constitute or serve the purposes of an identification sign.

Logo, Logogram, or Logotype. An emblem, letter, character, pictograph, trademark, or symbol used to represent any firm, organization, entity, or product.

Lot Frontage. The length of the property line abutting a public street.

Marquee. A permanent roof-like canopy or projection extending from part or all of a building face and constructed of some durable material which may or may not project over a public right-of-way. Commonly found over the entrance of a theater or hotel. See example in Section 7.11.6.D.2.

Marquee Sign. Any sign painted on or attached to or supported by a marquee. See example in Section 7.11.6.D.2.

Monument Sign. A freestanding sign that is detached from a building and having a solid-appearing support structure which is at least seventy-five percent (75%) the width of the sign face, constructed of a permanent material, such as concrete block or brick.

Mural, Sign. A picture on an exterior wall or surface of a building or structure which is intended to convey information to the public promoting or advertising a business, individual, product, or service through the use of text, language, logo, numerals, symbols, or pictorial depiction. See also definition of Super Graphic Sign.

Neon Sign. A sign with tubing that is internally illuminated by neon or other electrically charged gas.

Nonconforming Sign. A sign which was validly installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the current provisions of this Code.

Off-Premises Sign. Any sign used for promoting an interest other than that of a business, individual, products, or service available on the premises where the sign is located, including, but not limited to a billboard.

On-Premises Sign. Any sign used for promoting a business, individual, product or service available on the premises where the sign is located.

Opacity. Restricting transmission of light, expressed as a percentage of light blocked.

Pole Sign. A freestanding sign that is detached from a building that is supported by one or more structural elements that together are less than one-third (1/3) the width of the sign face.

Political and Noncommercial Signs. Any sign designed for the purpose of supporting or opposing a candidate, proposition or other measure at an election or for any other noncommercial expression not related to the advertisement of any product or service or the identification of any business.

Portable Sign. Any movable sign not permanently attached to the ground or a building and easily removable using ordinary hand tools; Any sign which is intended to be movable or capable of being moved, whether or not on wheels or other special supports, with or without lights, with or without arrows, commonly available on a crossbar stands or trailer so as to be capable of being pulled by a motor vehicle from one location to another, typically containing single or double-sided polycarbonate faces with changeable letters or numbers within tracks.

Private Street. Primary access ways that are intended to provide vehicular access to multiple commercial businesses and/or ownerships and are not dedicated as a public thoroughfare.

Projecting Sign. A sign which projects from and is supported by a wall or parapet of a building with the display surface of the sign in a plane perpendicular to or approximately perpendicular to the wall.

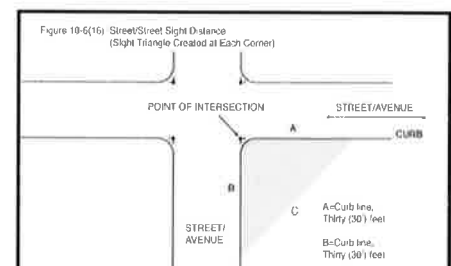
Real Estate Sign. Any non-permanent sign pertaining to the sale, exchange, lease, rental, or availability of land, buildings, condominium and similar units, or apartments. Such signs may include building name and address, price and amenities, identity of seller or broker, and similar information.

Revolving or Rotating Sign. An animated sign. See definition of animation/animated sign.

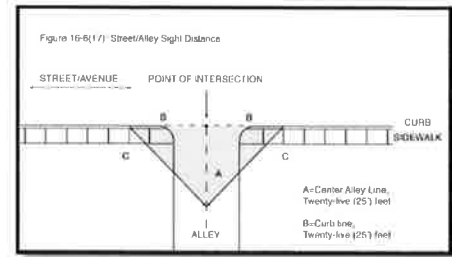
Sandwich Board Sign. Also known as an A-frame sign shall be defined as a portable sign or structure composed of two (2) sign faces mounted or attached on one side so as to form a basically triangular vertical cross section through the faces allowing the sign to stand in an upright position.

Sight Triangle. Located at the intersection of two public streets, or at the intersection of a public street and a private driveway, a triangle formed as follows:

- A. **Street/Street Intersection:** Measuring from the point of intersection of the front and side lot lines a distance of 30' along said front and side lot lines and connecting the points so established to form a sight triangle on the area of the lot adjacent to the street intersections.



- B. **Street/Private Driveway Intersection:** Measuring from the point of intersection of the front lot line and the sides along the driveway a distance of 25' along each and connecting the points so established to form two sight triangles on the area of the lots adjacent to either side of the private driveway.



Sign. Any object, graphic representation, or device visible from the right-of-way of a sidewalk, street or highway, which is used to advertise, identify, inform, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event or location by any means including words, letters, graphics, figures, designs, symbols, fixtures, colors, motion, illumination or projected images, together with the frame, background, and supports, braces, guys, or anchoring thereof, and any electrical components.

Sign Face. An exterior display surface of a sign including non- structural trim exclusive of the supporting structure.

Site. All the contiguous ground area legally assembled into one development location which is a zoning lot, which is defined as a permanent parcel (lot of record), multiple lots of record, or a portion of a lot of record.

Snipe Sign. Any sign of any materials, including, but not limited to, paper, cardboard, wood or metal when tacked, nailed, or attached in any way to trees, poles, stakes, fences or other objects where such sign may or may not be applicable to the present use of the premises upon which the sign is located.

Special Event Sign. Any temporary sign advertising or pertaining to any civic, patriotic or special event of general public interest.

Street Frontage. The distance of the linear frontage of a lot or lots along a public street which provides a public access thereto.

Supergraphic Sign. A painted design which covers all or a major portion of a wall, building, or structure which is intended to convey information to the public promoting or advertising a business, individual, product, or service through the use of text, language, logo, numerals, symbols, or pictorial depiction. See also definition of Mural Sign.

Temporary Sign. Any sign intended to display or convey a message of a transitory or temporary nature that is not permanently affixed to a building, structure, or ground.

Vehicle Sign. Any sign permanently or temporarily attached to or placed on a vehicle or trailer.

Wall Sign. Any sign attached to or painted on the wall of a building or structure in a plane parallel or approximately parallel to the plane of said wall and that projects not more than eighteen (18) inches from the building or structure wall. Also includes signs affixed to architectural projections that project from a building provided the copy area of such signs remains on a parallel plane to the face of the building façade or to the face or faces of the architectural projection to which it is affixed.

Window, Area of. The area of a single window includes all of the window panes in an area that is separated by mullions, muntins, or other dividers which are less than four (4) inches wide.

Window Sign. Any sign, excluding open and closed and/or business hours signs, which are viewable through and/or affixed in any manner to a window or exterior glass door such that it is intended to be viewable from the exterior (beyond the sidewalk immediately adjacent to the window), including signs located inside a building, but visible primarily from the outside of the building. A window sign is considered an attached sign. Any on-premise perforated window graphic or mesh window graphic with an opacity of 50% or less shall not be considered a window sign and does not require a sign permit as provided in Section 7.11.2.C.

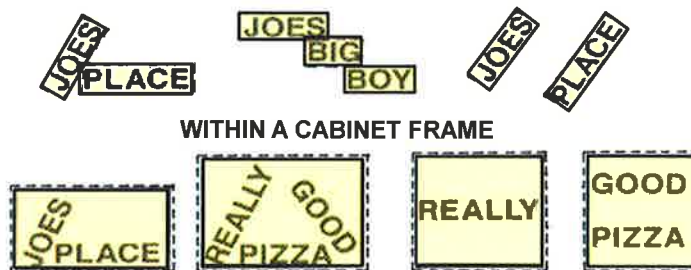
7.11.4. Measurement Standards

A. Determining Sign Area and Dimensions

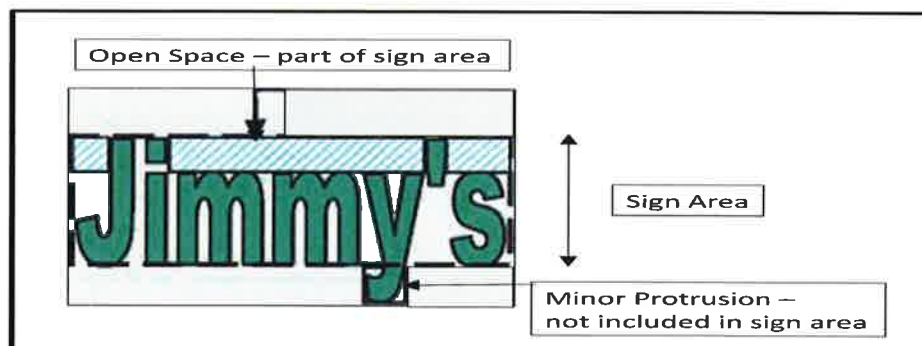
1. For a sign which is framed, outlined, painted or otherwise prepared and intended to provide a background for a sign display, the area and dimensions shall include the entire portion within such background or frame and shall be based upon the outer dimensions of the frame or cabinet.
2. For a sign comprised of individual letters, figures or elements on a wall or similar surface of the building or structure, the area and dimensions of the sign shall encompass a regular geometric shape (rectangle, circle, trapezoid, triangle, etc.), or a combination of regular geometric shapes, which form, or approximate, the perimeter of all elements in the display, the frame, and any applied background that is not part of the architecture of the building. When separate elements are organized to form a single sign, but are separated by open space, the sign area and dimensions shall be calculated by determining the geometric form, or combination of forms, which comprises all of the display areas, including the space between different elements.



INDIVIDUAL LETTERS



3. Minor appendages to a particular regular shape, such as an apostrophe, as determined by the Community Development Director, shall not be included in the total area of a sign.



4. For a freestanding sign, the sign area shall include the frame, if any, but shall not include:

- a. A pole or other structural support unless such pole or structural support is internally illuminated or otherwise so designed to constitute a display device, or a part of a display device.
- b. Architectural features which contain no lettering or logos, that are either part of the building or part of a freestanding structure, and are not an integral part of the sign, and which may consist of landscaping, building or structural forms complementing the site in general.



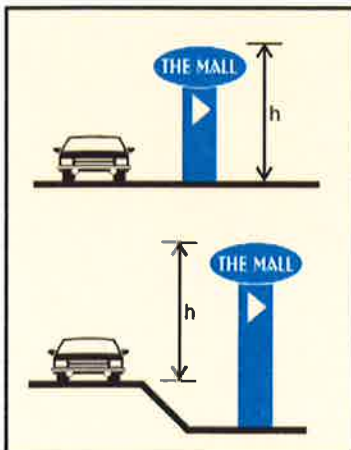
5. Multi-faced Signs: The sign area for a sign with more than one face shall be determined by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back or at an angle of forty-five (45) degrees or less, and when such sign faces are part of the same sign structure, the sign area shall be determined by the measurement of one of the faces. Where the two (2) sides of a multi-faced sign are not of equal size, the larger of the two (2) sides is used to determine the sign area.

Multi-Faced Signs



B. Determining Sign Height

1. The height of a freestanding sign shall be measured from the base of the sign or supportive structure at its point of attachment to the ground, to the highest point of the sign, except as provided in the following paragraph. A freestanding sign on a man-made base, including a graded earth mound, shall be measured from the grade of the nearest pavement or top of any pavement curb.



2. Where a freestanding sign or sign structure is mounted along a roadway that has a higher grade level as compared to the grade level directly below the freestanding sign or sign structure, then the freestanding sign or structure's height will be measured from the roadway grade level to the highest point of the freestanding sign or sign structure.

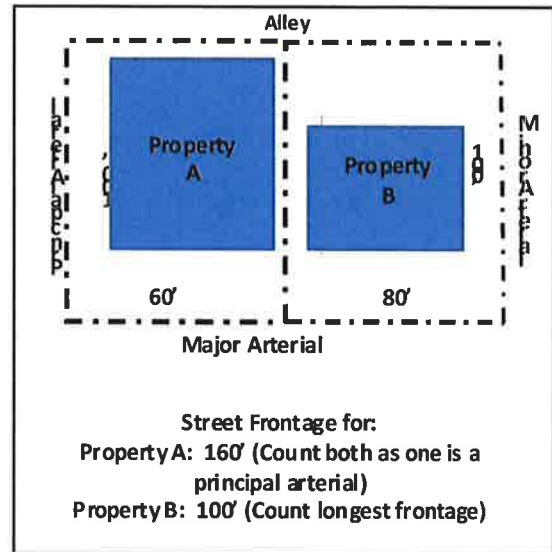
3. Clearance for freestanding and projecting signs shall be measured as the smallest vertical distance between finished grade and the lowest point of the sign, including any framework or other embellishments.



C. Determining Street Frontage

Street frontage is that portion of a lot or parcel of land that borders a public street from which public access is provided. Street frontage shall be measured along the common lot line separating said lot or parcel of land from the public street, highway, or parkway.

1. Where a lot has public access from more than one street frontage, the linear footage of each frontage shall be calculated separately for the purposes of determining allowable sign area as provided for herein. Public access from an alley shall not be included in the measurement of street frontage.
2. For multi-tenant buildings, street frontage is equivalent to the primary frontage of the tenant space on the first floor as measured from the centerline of the party walls. This shall be the basis for determining the permissible sign area for attached signs for each tenant space, unless otherwise directed by the lot owner. The Community Development Director may exclude any wall length of a building frontage that is clearly unrelated to the frontage criteria.



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ON-PREMISE SIGNS

7.11.5. *Residential Districts.* On-premise signs are allowed as follows in all residential zoning districts:

A. *Permanent Signs.*

1. Residential developments and subdivisions and institutional uses permitted by right within a residential zoning district shall be permitted freestanding monument identification signs as follows.

- a. Each development may locate a monument sign at each major entrance on private property, not to exceed thirty-two (32) square feet in sign area, to identify the overall development.
- b. Monument signs shall be set back from the property line such a distance as is necessary to avoid location within the required sight triangle as defined in Section 7.11.3.
- c. Monument signs shall not exceed eight (8) feet in height.
- d. Walls attached to monument signs or within several feet of a monument sign are allowed and may include the name of the project, however, said wall shall not exceed four (4) feet in height.
- e. The name of the development shall be in individually applied lettering and with external illumination only.
- f. Residential subdivisions may include a monument sign within a median area at an entry if such monument signs are located within a platted public right-of-way within a signage easement as identified on the recorded plat thereof, and if the Homeowners Association for said subdivision assumes, in writing, all costs and responsibilities for the maintenance of said monument sign.
- g. All such signs shall be externally illuminated, except signs for institutional uses which may be internally illuminated, provided it is made by constant light, and does not exceed seventy (70) foot candles as measured at a distance of two (2) feet from the source of light.



2. Electronic message centers (EMC) are prohibited in residential zoning districts, except for institutional uses permitted by right, which are permitted an electronic message center subject to the following restrictions:

- a. Shall comprise no more than 50 percent or 16 square feet of the overall sign area of the sign structure, whichever is less;
- b. Display shall stay constant for a period no less than twelve (12) seconds, shall transition between messages and/or message frames instantly, and does not appear to change, travel, scroll, flash, spin, rotate, fade, dissolve, move, vary color, or vary light intensity;
- c. Shall be equipped with auto-dimming technology that automatically dims as light conditions change, from sunset each night to sunrise the next morning, resulting in a maximum light emanation as measured from the nearest residential property line of no more than 0.2 footcandles over ambient lighting conditions; or shall be completely turned off between the hours of 10:00 p.m. and 6:00 a.m., seven days a week.



3. Home occupations in residential districts are permitted signage as set forth in the Zoning Regulations.

B. Temporary Signs.

1. Real Estate Signs. See Section 7.11.2.C.8.
2. Construction Signs or Project Development Signs. One (1) non-illuminated sign (as defined in Section 7.11.3) not exceeding ninety-six (96) square feet in area or twelve (12) feet in height may be placed along each major street frontage for a residential subdivision which is in the process of development and initial sales. Such signs shall be removed after completion of the last house or when eighty percent (80%) of the lots have been sold, whichever occurs first. Signs of forty (40) square feet or less are permitted without a permit as per Section 7.11.2.C.9.
3. Special Event Signs. A sign advertising or pertaining to any civic, patriotic, or special event of general public interest for noncommercial purposes.
 - a. Limited to one (1) per street frontage and located on the same zoning lot as the event is to take place. (See also Off-Premise Signs)
 - b. May be erected and maintained for a period not to exceed thirty (30) days and shall be removed within three (3) days of the termination of such event.

7.11.6. Non-Residential Districts. The standards for permanent on-premise signs in non-residential districts as set forth herein are based primarily upon a sign's function, its placement on the building or site, the amount of time the motorist has to view the sign, and the distance from which the sign will be viewed.

The following standards, criteria, and provisions apply to all permanent on-premise signs in non-residential districts and recognize the fact that signs are an important factor in the success of a business, and that the regulation of signs must balance both public and private interests. Numerous interrelated factors contribute to whether a sign is able to fulfill its primary purpose: to be able to be read by its intended audience, generally the passing motorist. Key among those factors is sign design, which includes elements such as letter height, color, style, spacing of lettering or logos, color contrasts between the message and the background, and lighting, which is not regulated herein. Other factors, such as sign location and size, which are critical in determining the visibility and legibility of signs, and which are regulated herein, are based upon reasonable parameters for design that incorporates the normal range of words and elements that are needed to permit signs to be read by their intended audience. Generally, the smaller signs will be associated with lower speed limits and the larger signs associated with higher speed limits.

The standards contained herein for permanent on-premise freestanding and attached signs are based upon the linear street frontage of the lot and the functional classification of the abutting street, as identified by the most current version of the Bartlesville Street Functional Classification Map maintained by the City of Bartlesville Community Development Department. Where uncertainty exists as to the functional classification of the street, such classification shall be determined by the Community Development Director based upon criteria of the existing street to include, but not limited to, speed limit, type of traffic, traffic counts, number of traffic lanes, and type, number, and size of access to abutting properties.

Exception: Sites located within the Downtown Redevelopment District may contain more restrictive provisions. Additionally, sites zoned PUD (Planned Unit Development) are required to submit a Comprehensive Sign Plan (CSP) as part of the PUD approval process.

A. Maximum Number of Permanent On-Premise Signs for Non-Residential Districts

There is no maximum number of permanent signs for either freestanding or attached signs. A lot may have any number of signs provided such signs comply with the maximum sign area, height, separation, and any other applicable requirements as set forth herein.

B. Maximum Size of Permanent On-Premise Signs for Non-Residential Districts

1. The following table identifies by sign type the maximum square footage of sign area permitted per sign.

Table 1. Maximum Size of On-Premise Permanent Signs

STREET FUNCTIONAL CLASSIFICATION	FREESTANDING SIGNS (1)		ATTACHED SIGNS (3)	
	Total Sign Area for each Linear Foot of Street Frontage (2)	Max Sign Area Per Sign (square feet)	Total Sign Area for each Linear Foot of Street Frontage (2)	Max Sign Area Per Sign (square feet)
Principal Arterial (4)	2.0 ft ²	200 ft ²	2.0 ft ²	200 ft ² max
Major Arterial	1.75 ft ²	175 ft ²	1.75 ft ²	175 ft ² max
Minor Arterial	1.50 ft ²	150 ft ²	1.50 ft ²	150 ft ² max
Major Collector	1.25 ft ²	125 ft ²	1.25 ft ²	125 ft ² max
Minor Collector or Local Street	1.0 ft ²	100 ft ²	1.0 ft ²	100 ft ² max

(1) Freestanding signs include, but are not limited to monument and pole signs.

(2) Refer to Section 7.11.4.C.

(3) Attached signs include, but are not limited to awning, building identification, canopy, marquee, mural, projecting, wall, and window signs.

(4) Includes properties located within 1,000 feet of a principal arterial which has limited access to such principal arterial.

2. Transfer of Allowed Sign Area from Freestanding to Attached Signs. A property owner may increase the total maximum sign area for attached signs by transferring up to 25% of the total sign area allowed for freestanding signs, if a reduced size freestanding sign is used. If no freestanding sign is used, a property owner may transfer up to 50% of the total sign area allowed for freestanding signs to attached signs. However, in no case shall any portion of the allowed sign area for attached signs be transferred to freestanding signs.

C. Maximum Height Limit for Permanent On-Premise Freestanding Signs

The maximum height for an on-premise permanent freestanding sign is based upon the functional classification of the abutting roadway. Except as otherwise provided in this Section, no freestanding sign shall exceed the maximum height as provided in the following table.

Table 2. Maximum Height for On-Premise Permanent Freestanding Signs

Roadway Functional Classification	Maximum Height in Feet (1)
Principal Arterial (2)	30
Major Arterial	25
Minor Arterial	20
Major Collector	15
Minor Collector or Local Street	10

(1) Refer to Section 7.11.4.B.

(2) Includes properties located within 1,000 feet of a principal arterial which has limited access to such principal arterial.

D. Additional Provisions Pertaining to Sign Types.

1. Freestanding Signs.

- a. No portion of a freestanding sign shall be in, or project over, a public right-of-way.
- b. No portion of a freestanding sign shall be located within one hundred (100) feet of any lot which is zoned RE, RS, RM, or RT.
- c. No portion of a freestanding sign shall be located within a sight triangle as defined in Section 7.11.3 of these Regulations or in any manner which creates a sight obstruction between forty-two (42) inches and eight (8) feet above the existing grade for a distance of fifteen (15) feet from any intersection of driveway as measured along the property line.
- d. No sign shall be erected that interferes or obstructs traffic flow or vehicular vision.
- e. Freestanding signs may also contain an electronic message center or changeable copy sign subject to the restrictions identified within sub-section 3 below.
- f. If more than one (1) on-premise freestanding sign is located on a site, there shall be a minimum spacing of one hundred fifty (150) feet between any two signs.
- g. When more than one (1) user occupies a zoning lot, the owner of the lot shall be responsible for allocating permitted freestanding signs among the users.
- h. Monument Sign Bonus. In order to promote a more aesthetic attractive appearance of freestanding signs within the community, a bonus is offered to encourage the installation of monument signs over pole sign, as follows:
 - 1) The area of any freestanding sign may be increased by fifteen percent (15%) when the freestanding sign is constructed as a monument sign, rather than a pole sign, with at least fifty percent (50%) of the sign structure comprised of brick, stone, or architectural block.
 - 2) The area of any freestanding sign may be further increased by an additional ten percent (10%) if said monument sign is placed within a landscaped area. The landscaped area shall contain a minimum of two (2) square feet for each square foot of the sign area.



Pole Sign



Multi-Tenant Sign



Monument Sign

2. Attached Signs.

- a. No portion of an attached sign shall be located within 100-feet of any lot which is zoned RE, RS, RM, or RT.
- b. Attached signs of any type shall not extend more than twelve (12) inches above the roof or parapet line of a building.
- c. For multi-tenant buildings, street frontage is equivalent to the primary frontage of the tenant space on the first floor as measured from the centerline of the party walls. This shall be the basis for determining the permissible sign area for attached signs for each tenant space, unless otherwise directed by the lot owner.
- d. Attached signs may also contain an electronic message center or changeable copy sign subject to the restrictions identified within sub-section 3 below.
- e. Attached signs may be located upon any building wall or facade which is visible from a public street (excluding alleys) or from any public parking lot, except where prohibited in 2a above.

- f. Attached signs can include any of the following type of signs subject to the following restrictions. Each building or tenant may have multiple attached signs provided the total square footage of all attached signs does not exceed the maximum area permitted in Section 7.11.6.B above.
- 1) *Projecting signs* when designed and placed for the purpose of identifying the businesses for a pedestrian walking along the same side of the street as the business they seek or under a continuous rain canopy projecting from the building. Projecting signs shall have a maximum area of thirty (30) square feet; the bottom of the sign shall be a minimum of eight (8) feet above the sidewalk; the sign shall not project more than five (5) feet from the wall of the building on which the sign is placed; and the adjacent projecting sign shall not be closer than twenty (20) feet.
 - 2) *Building directory signs* for the purpose of identifying first floor tenants that do not have outside building frontage or upper floor tenants permitted up to a maximum of eight (8) square feet
 - 3) *Marquee, Canopy and Awning Signs* shall have a minimum clearance of eight (8) feet over the ground level unless projecting over a vehicular right-of-way, in which case clearance shall be fourteen (14) feet.
 - 4) *Mural or Supergraphic Signs* shall be limited to only one wall, façade, face, or surface of a building.
 - 5) *Wall Signs* shall not project more than eighteen (18) inches from the building or structure wall to which it is attached and shall not be greater than eighty percent (80%) of the length of the tenant space or the length of the building frontage for single tenant buildings. The area of any wall sign may be increased by twenty-five percent (25%) when the building is setback at least two hundred (200) feet from the public right-of-way and may be further increased an additional twenty-five percent (25%) for each additional two-hundred (200) feet of setback, or fraction thereof, up to a maximum increase of one hundred percent (100%). Wall signs may be placed upon any building wall which can be viewed from a public right-of-way, provided it does not face the front, side or rear lot line of any abutting lot in any RS, RE, RM, or RT district.
 - 6) *Window Signs* shall not exceed fifty percent (50%) of the window surface area on which it is placed or through which it is viewed, however, window signs that are not visible from the abutting public street shall not be counted as an attached sign.

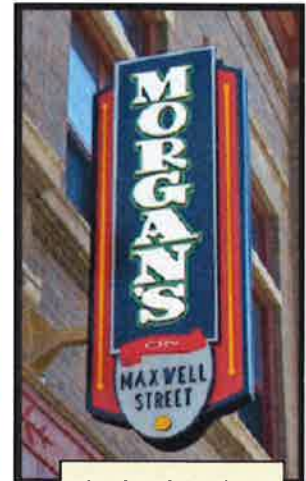
Examples of Attached Signs



Building Directory Sign



Marquee



Projecting Sign

Canopy or Awning Sign



Wall Signs



Window Sign



Mural Sign



Supergraphic Sign



3. Electronic Message Center/Changeable Copy Signs.

- a. Electronic message centers (EMC) and changeable copy signs (CCS), both electronic and non-electronic, may be utilized on any permitted sign, whether freestanding or attached, and shall be counted towards sign area limitations applicable to the subject site, and subject to the additional limitations established herein.
 - 1) EMCs may convey its message through either static or alternating message as set forth herein. Animated messages, extended video messages, flashing, or rapid scrolling, and strobe lights are prohibited.
 - 2) Audio messages, and emissions of smoke, fumes, and vapors are prohibited.
 - 3) EMCs and CCSs in stadiums or sports fields are not considered signs if they are oriented inward to the playing field.
 - 4) The commercial content of EMCs and CCSs is limited to on-site advertising only, however, EMCs and CCSs may also contain a non-commercial message, such as time and temperature.
 - 5) Only one EMC or CCS sign is permitted on a zoning lot for each street on which the development fronts and the sign is visible, unless additional EMCs or CCSs are approved by the Metropolitan Area Planning Commission as part of a Comprehensive Sign Plan (see Section 7.11.6.F below).
 - 6) Any EMC located within one hundred fifty (150) feet of a lot which is zoned RE, RS, RM, or RT district shall be equipped with auto-dimming technology that automatically dims as light conditions change, from sunset each night to sunrise the next morning, resulting in a maximum light emanation as measured from the nearest residential property line of no more than 0.2 footcandles over ambient lighting conditions; or shall be completely turned off between the hours of 10:00 p.m. and 6:00 a.m., seven days a week.
 - 7) All EMC signs shall contain a default mechanism that will cause the sign to revert immediately to a black screen if the sign malfunctions.
 - 8) If an EMC or CCS is installed on a property, no temporary signs are allowed for the property during any time that the EMC or CCS is in use.



Changeable Copy Sign –
Non-Electronic



Changeable Copy Sign –
Electronic



Electronic Message
Center

- b. The following additional conditions shall apply to the use of electronic message centers (EMCs) and changeable copy signs (CCS) on a site based upon the functional classification of the abutting street:

1) *Principal Arterial and Major Arterial Streets:*

- a) The EMC or CCS does not exceed fifty percent (50%) of the total sign area permitted on the site and no more than eighty percent (80%) of the permitted sign area upon which it is utilized percent;
- b) The display of the entire Electronic Message Center stays constant for a period of at least three (3) seconds.
- c) Transition time between messages and/or message frames is instantly or in a transition of less than one (1) second, and does not appear to change, travel, scroll, flash, spin, rotate, fade, dissolve, move, vary color, or vary light intensity;
- d) The EMC is required to be equipped with a sensor or other device that automatically determines the ambient illumination and shall be programmed to automatically dim to a level which is no greater than 0.3 footcandles over ambient light at all times of the day and night., as measured at ground level using the EMC Illumination Measurement Criteria recommended by the International Sign Association dated April 2011.
- e) No single electronic message is permitted to be repeated by flashing more than once every six (6) seconds.

2) *Minor Arterial and Major Collector Streets:*

- a) The EMC or CCS does not exceed thirty percent (30%) of the total sign area permitted on the site and no more than fifty percent (50%) of the permitted sign area upon which it is utilized;
- b) The display of the entire Electronic Message Center stays constant for a period of at least three (3) seconds.
- c) Transition time between messages and/or message frames on an EMC is instantly or in a transition of less than one (1) second, and does not appear to change, travel, scroll, flash, spin, rotate, fade, dissolve, move, vary color, or vary light intensity;
- d) The EMC is required to be equipped with a sensor or other device that automatically determines the ambient illumination and shall be programmed to automatically dim to a level which is no greater than 0.3 footcandles over ambient light at all times of the day and night., as measured at ground level using the EMC Illumination Measurement Criteria recommended by the International Sign Association dated April 2011.
- e) No single electronic message is permitted to be repeated by flashing more than once every six (6) seconds.

E. *Other Permanent Signs.* The following on-premise signs shall be permitted in all non-residential districts in accordance with the following standards, however, such signs shall not be counted as part of the maximum square footage of sign area as set forth in Section 7.11.6.B, Table 1 above.

1. Menu Boards.

- a. If a site is occupied by a use which includes a drive-through facility, a maximum of two (2) menu boards not exceeding a maximum of eight (8) feet in height with a combined total of seventy-two (72) square feet of sign area shall be permitted. Such signs shall be oriented to internal vehicular traffic and not directed to traffic on adjacent streets.
- b. If a site is occupied by a use which has drive-in stalls, one drive-in menu board not exceeding a maximum of six (6) feet in height with a total of nine (9) square feet of sign area shall be permitted per stall.



2. Permanent Banners. Where banners are used as permanent signs, they shall be included in the total square footage of permanent signage allowed on the site, shall be mounted in or on a permanent sign structure, and shall comply with all provisions of this Section, including all construction and structural requirements, regardless of its size. A new business or a business in a new location may use a temporary banner sign for business identification while awaiting permanent signage for a period not to exceed one hundred twenty (120) days, provided the size shall not exceed the allowable square footage for a permanent sign.
3. Incidental signs, including instructional, informational, and directional signs. Incidental signs may be displayed in association with an authorized use and erected without number, provided the signs do not exceed four (4) square feet



in area or four (4) feet in height, if freestanding. Incidental signs may include the company name and/or logo but shall not be oriented or located in any manner to constitute additional advertising.

- F. *Comprehensive Sign Plan (CSP)*. For the purpose of providing flexibility and incentives for coordinated, well designed sign systems for non-residential properties being developed as a unit, a comprehensive sign plan (CSP) may be considered. A comprehensive sign plan may be allowed for all existing or any new nonresidential developments of three or more separate tenant spaces which: (1) share either the same parcel or structure, or (2) use common access and parking facilities. A CSP requests approval of a comprehensive sign permit establishing the size, location, and design of all signage on such property. Such a plan will establish signage criteria that is tailored to a specific development or location and which may vary from the provisions of this Ordinance, while promoting the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with the surrounding site, buildings and landscape.

National or international franchises shall be given reasonable consideration with respect to company standard logos and lettering styles that are an integral part of the franchise image and identity. The consideration shall not be without restriction and shall be within the boundaries of sound zoning practice and planning and in harmony with the general purpose, spirit and intent of these regulations.

All comprehensive sign plans shall be reviewed by the Metropolitan Area Planning Commission (MAPC) and shall conform to all conditions imposed by said MAPC prior to the issuance of a sign permit. The comprehensive sign plan may contain elements that exceed the permitted height, area, and/or number of signs as specified herein if the MAPC find that:

1. The development site contains unique or unusual physical conditions, such as topography, proportion, size or relation to a public street that would limit or restrict normal sign visibility;
2. The proposed or existing development exhibits unique characteristics of land use, architectural style, site location, physical scale, historical interest or other distinguishing features that represent clear variation from conventional development; or
3. The proposed signage incorporates special design features, such as logos, emblems, murals, or statuary that are integrated with building architecture.

All Comprehensive Sign Plans are subject to the following restrictions:

1. All CSPs shall include the location, size, height, construction material, color, type of illumination, and orientation of all proposed signs.
2. All CSPs shall include all signage to be located within the boundaries of the subject site whether in excess of the provisions of the current sign regulations or not.
3. CSPs shall not propose a total sign area in square feet exceeding three (3) square feet of signage for every one (1) linear feet of street frontage of the subject property.
4. CSPs shall not include any prohibited signs.

Additionally, a Comprehensive Sign Plan is required for all Planned Unit Development (PUD) applications which involve either an existing or a new nonresidential development of three or more separate tenant spaces which: (1) share either the same parcel or structure, or (2) use common access and parking facilities.

- G. *Temporary Signs*. In addition to permanent signs, on-premise temporary signs may also be placed on any non-residential site for a limited period of time as a means of publicizing special events such as grand openings, sales, new services, etc., subject to the following standards.

1. General Regulations for Temporary Signs.

- a. If an EMC or CCS is installed on a property, no temporary signs are allowed for the property during any time that the EMC or CCS is in use.
- b. No temporary sign shall be illuminated.
- c. No freestanding temporary sign shall exceed the maximum height limit for permanent on-premise freestanding signs as set forth in Section 7.11.6.C of these Regulations.
- d. A temporary sign shall not exceed forty (40) square feet in area, unless the sign design has been sealed by an Oklahoma Registered Engineer confirming compliance with all applicable sign construction and structural standards; however, a temporary sign shall not, in any case, exceed ninety-six (96) square feet in area.

- e. All temporary signs attached to a building or structure shall be parallel to the walls of the business and shall be adequately secured through grommets with support anchors on at least four (4) corners, and pulled tight to minimize the amount of wind that can get behind it. Any freestanding temporary sign shall be mounted to a rigid assembly adequate to maintain the sign upright in a moderate wind.
 - f. A new business or a business in a new location may use a temporary banner sign for business identification while awaiting permanent signage for a period not to exceed one hundred twenty (120) days, provided the size shall not exceed the allowable square footage for a permanent sign. When used in this manner, such temporary banner will not count toward the time limit identified in 2a below.
2. The following temporary signs, as further defined in Section 7.11.3, shall be permitted in accordance with the following standards:
- a. Banners, including tear drop signs, feather signs, or swooper signs.
 - 1) Regardless of the number of businesses located on a single property, banners shall be permitted for each business as set forth herein; however, no more than one (1) freestanding banner per each one hundred (100) linear feet of street frontage may be displayed at any one time on any single property.
 - 2) Shall be displayed a maximum of sixty (60) consecutive days, and not more than one hundred twenty (120) days in the same calendar year.
 - 3) A permit shall be required for each temporary sign displayed and shall be valid for a period of thirty (30) days after which it may be renewed one time for an additional thirty (30) days.
 - b. Special Event Signs.
 - 1) Limited to one (1) per street frontage and located on the same zoning lot as the event is to take place. (See also Off-Premise Signs)
 - 2) May be erected and maintained for a period not to exceed thirty (30) days and shall be removed within three (3) days of the termination of such event.
 - c. Sandwich Board Signs/A-frame Signs.
 - 1) Shall be permitted within the public right-of-way only in a C-4 (Central Commercial) zoning district, with proper insurance as may be required by the City, within twelve (12) feet of the entrance to the professional, commercial or business activity advertised on the sign.
 - 2) Limited to a maximum of six (6) square feet of sign area per side with a maximum width of three (3) feet and a maximum height of four (4) feet.
 - 3) No limit on the number of display days per calendar year.
 - 4) Shall be displayed only during the hours the premises or business is open to the general public, and shall be removed by the end of business each day.
 - 5) Limited to not more than one (1) sign per company/business, except in the case of multiple businesses on one property, not more than two (2) signs per property.
 - 6) Shall not encroach into any portion of a required handicapped ramp; shall not be located closer than two (2) feet from the face of curb to the nearest sign edge leaving a minimum width of five (5) feet of unencumbered walkway for pedestrian traffic.
 - d. Temporary Use Signs. Temporary signs that are approved as part of a temporary use, as per Section 7.7.2 of the Zoning Regulations:
 - 1) Shall be located on the same zoning lot as the temporary use.
 - 2) Shall be limited to no more than one (1) per street frontage.
 - 3) Shall be erected no sooner than seven (7) days before the commencement of the temporary use and removed within twenty-four (24) hours following the termination of the temporary use.
 - e. Human Signs.
 - 1) Permitted only as an on-premise sign.
 - 2) Total sign area displayed shall not exceed twelve (12) square feet or four (4) feet in length.
 - 3) May not hold or carry wind devices, flags, or balloons.
 - 4) Bull horns or amplified sound are prohibited.
 - 5) Shall not stand or walk on podiums, risers, stilts, vehicles, roofs, or other structures so as to be elevated to any point above ground level.
 - 6) Shall not be illuminated in any way, nor shall any human sign utilize any type of illumination, animation, flashing, blinking and rotating lights or mirrors.
 - f. Construction Signs or Project Development Signs.
 - 1) Shall be limited to a maximum of ninety-six (96) square feet in area and twelve (12) feet in height.

- 2) Shall be limited to one (1) sign along each street frontage for a project which is in the process of development.
- 3) Shall be removed after completion of construction, or upon issuance of a certificate of occupancy for any building, whichever comes first.
- 4) Signs of forty (40) square feet or less are permitted without a permit as per Section 7.11.2.C.

7.11.7 Supplemental Provisions Pertaining to On-Premise Signs

- A. *Non-Complying On-Premise Signs.* Any sign that is not in compliance with the provisions of these Regulations upon its enactment shall be deemed a non-complying sign. All non-complying signs shall be allowed to continue until such time that the business or organization owning the property where the sign is located no longer owns or operates the non-complying signs. All signs, including non-complying signs, must be maintained in accordance with all State and City regulations. If structural alteration or replacement is deemed necessary by the organization, the organization shall obtain a permit to perform any type of maintenance, excluding normal replacement of sign faces, lamps, ballasts, and timers. Non-complying sign faces shall be changes as needed so long as size and configuration remain as originally permitted. Sign structures may be repainted as needed. Permits will be required for all maintenance work with the exception of normal replacement of lamps, ballast, timers, and damaged sign faces. Any sign structure being structurally modified at a cost exceeding 50% of the replacement cost of the sign as to size, additions or configurations shall be immediately brought into compliance with this Section and any other applicable State and City regulations.
- B. *Variances or Modifications.* Variances or modifications from the standards set forth herein may be approved as part of a Comprehensive Sign Plan (CSP) as set forth in Section 7.11.6.F.
- C. *Substitution of Non-Commercial Speech for Commercial Speech.* Notwithstanding anything contained in this Section to the contrary, any sign erected pursuant to the provisions of this Section may, at the option of the owner, contain a non-commercial message in lieu of a commercial message and the non-commercial copy may be substituted at any time in place of the commercial copy. The non-commercial message (copy) may occupy the entire sign face or any portion thereof. The sign face may be changed from commercial to non-commercial messages, or from one non-commercial message to another non-commercial message, as frequently as desired by the owner of the sign, provided that the size, height, setback and other dimensional criteria contained in this Section have been satisfied.
- D. *Content Neutrality as to Sign Message or Viewpoint.* Notwithstanding anything in this Section to the contrary, no sign or sign structure shall be subject to any limitation based upon the content or viewpoint of the message contained on such sign or displayed on such sign structure.
- E. *Sign Construction and Structural Standards.* All signs erected, altered, relocated, constructed, or maintained within the City of Bartlesville shall also comply with the standards set forth in the International Building Code, including Appendix H thereto, the National Electrical Code, and any other applicable code adopted by the City of Bartlesville. Where there is a conflict between any of these codes and this Section, the most restrictive standard or regulation shall govern.
 1. Sign Maintenance Standards.
 - a. All signs and sign structures shall be maintained in a good condition, so as to present a neat and orderly appearance. The Community Development Director may order the removal of any sign or sign structure which is in any of the following conditions: those which are excessively weathered, including signs where the condition of the paint or structural material has become so deteriorated as to permit decay, excessive cracking, peeling, chalking, flaking, fading, dry rot or warping; sign which are torn, broken, or where the copy can no longer be seen or is legible by a person with normal eyesight from the intended's point of view ; or signs which have inoperative or partially inoperative illuminating or mechanical devices.
 - b. Signs and sign structures which become dangerous for one or more of the following reasons shall be taken down and removed or made safe as the Community Development Director deems necessary:
 - 1) Whenever damaged by fire, earthquake, wind, flood or by any other cause to such an extent that the structural strength of stability is materially less than it was before the catastrophe and is less than the minimum requirements of the Building Code;
 - 2) Whenever any portion or member thereof is likely to fail or become detached or dislodged, or to collapse and thereby injure persons or property;

- 3) Whenever any portion or member thereof is likely to partially or completely collapse as a result of any cause, including but not limited to dilapidation, deterioration, or decay; faulty construction or wiring; or removal, movement or instability of any portion of the ground or building necessary for supporting such structure;
 - 4) Whenever any portion or member thereof is structurally or electrically unsafe or otherwise hazardous to human life or safety by reason of inadequate maintenance, dilapidation, obsolescence, fire hazard, damage, or abandonment.
 - c. All such signs and sign structures determined after inspection by the Community Development Director to be poorly maintained or dangerous shall be deemed a public nuisance and shall be abated by repair, rehabilitation, demolition or removal, by the sign and/or property owner in accordance with Chapter 11 of the Bartlesville Municipal Code.
2. **Sign Contractor's License and Insurance; Exemption.** No person shall erect, alter, relocate, construct, or maintain any sign without a valid contractor's license and all required local, State, and Federal licenses. Any person holding a valid contractor's license shall have a current certificate of insurance on file which indemnifies the City of Bartlesville for any form of liability. Any person doing business within the City of Bartlesville may be exempted from this provision, provided he is erecting a sign on the premises occupied by his regular business; however, he must first obtain a permit and show evidence of financial responsibility in the event of accident and meet all other requirements of this Section.
 3. **Sign Permit and Fees.** No sign shall be erected, constructed, altered, rebuilt, enlarged, extended, converted, maintained, replaced, relocated, until a permit has been issued by the Community Development Department, unless such sign is exempt as per Section 7.11.2.A or 7.11.2.C. Applications for sign permits shall be made upon forms provided by the Community Development Department and shall contain or be accompanied by such plans, drawings, and specifications as are necessary fully to advise of the type, size, shape, location, zone, construction, and materials of the proposed sign, and the building, structure, or premises upon which it is to be placed. The fee for a sign permit shall be as follows:

Permanent Signs

Attached Signs:	\$50.00
Freestanding Signs:	
Up to 20-feet in height:	\$50.00
For every foot over 20-feet;	\$20.00 up to the maximum of 30-feet
<u>Temporary Signs</u>	\$20.00
<u>Consolidate Sign Plan</u>	\$100.00

OFF-PREMISE SIGNS, INCLUDING BILLBOARDS

7.11.8 Billboards.

- A. ***Definition.*** A billboard is a sign, including the supporting sign structure, which directs attention to and/or advertises a business, commodity, service, or entertainment which is conducted, sold, or offered elsewhere than upon the lot on which the sign is located. The following shall not be considered a billboard for the purposes of these regulations: a) directional or official signs authorized by law; and b) temporary event signs and political signs as permitted by Section 7.11 of these regulations.
- B. ***Locations.*** Billboards may be permitted in any of the following zoning districts: C-5 General Commercial, C-6 Commercial Amusement District, C-7 Highway Commercial District, M-2 General Industrial District (Medium), or M-3 Intensive Industrial District (Heavy), except where expressly prohibited by location within the Highway 75 Overlay District as provided in Section 7.10.3 (G) of the Zoning Regulations. In addition, billboards are specifically prohibited within the original boundaries of the Bartlesville Downtown Redevelopment District as adopted by the City Council by Ordinance No. 3150 on December 20, 2004.
- C. ***General Standards:***
 1. No billboard shall be constructed which resembles any official marker erected by a governmental entity, or which by reason of position, shape, or color would conflict with the proper functioning of any official traffic control device.

2. Billboards shall be constructed in accordance with all State and Local regulations, including building and electrical codes. Stamped structural engineering plans shall accompany sign permit applications and shall be subject to wind speed requirements as set forth in the latest edition of the International Building Code.
3. All billboards shall be regularly maintained in good and safe structural condition. The painted portions shall be periodically repainted and kept in good condition. The general area in the vicinity of any billboard shall be kept free and clear of sign materials, weeds, debris, trash, and refuse.
4. Billboards displayed on parked or stationery vehicles, where the primary purpose of the vehicle is to advertise a product or business or to direct people to a business or activity are specifically prohibited.

D. Size, Height, and Location Standards:

1. Only (1) one billboard structure may be permitted on a lot. A billboard shall not be permitted on a lot that already has a freestanding on-premise sign. Further, an on-premise sign shall not be combined in any manner with a billboard.
2. Billboards which are erected or painted on a roof are prohibited. Billboards which extend above the roofline of any building on which a sign is erected are prohibited.
3. The maximum area shall be three hundred (300) square feet per face.
4. Billboards must set back at least twenty-five (25) feet from the street edge of pavement and/or at least ten (10) feet from all property lines, whichever is greater.
5. Billboards shall be oriented to be primarily visible from the adjacent roadway.
6. No billboard shall be erected closer than five hundred (500) feet in any direction to another billboard.
7. Billboards shall be located a minimum of one hundred (100) feet from any existing residence and two hundred (200) feet from any residential district.
8. The maximum height of a billboard shall be forty (40) feet except in the case of an elevated roadbed, the allowable height shall be no more than twenty (20) feet above the roadbed at the edge of the pavement, or forty (40) feet, whichever is greater.
9. All billboards shall maintain a minimum clearance of twelve (12) feet as measured from the ground level at the base of the sign to the bottom of the sign face or to the bottom of the deck, whichever is lower.

E. Design and Construction Standards:

1. Double-faced signs, V-type signs, and tri-vision signage shall be allowed, however stacked signs or signs in a vertical position with one structure atop the other are prohibited. Side-by-side signage shall be permitted only on parcels abutting U.S. Highway 75 when such signage complies with all other provisions of these regulations.
2. No billboards shall be constructed by more than two steel posts or columns. Wood posts are specifically prohibited.
3. Illumination of billboards shall be by constant light, either direct or indirect. No billboard shall contain flashing, intermittent, moving, blinking, or traveling lights, bare bulb illumination, or reflective glitter, except for time, temperature, and date messages. Neither shall a billboard be permitted to have beams or rays directed at any portion of the traveled ways and are of such intensity or brilliance to cause glare or impair the vision of the driver of any motor vehicle or which otherwise interferes with any driver's operation of a motor vehicle.
4. The use of LED digital display and digital video on billboards, except as permitted above, is specifically prohibited.
5. Cut-outs or extensions shall be permitted in addition to the maximum 300 square foot display surface area permitted herein, so long as the cutouts or extensions do not exceed 15% of the display surface area or a maximum of 45 square feet. This shall include approval of three dimensional shapes.

F. Nonconforming Billboards: Any billboard lawfully erected and in existence on the effective date of the adoption of this section or located in an area annexed into the City thereafter, which does not conform with the requirements of this section shall be considered as a legal nonconforming billboard and is permitted to remain. Such billboard shall be maintained in a good condition and shall be allowed to remain in existence provided such sign is not:

1. Abandoned or the sign face left vacant or blank for a period of six months; or
2. Damaged or dilapidated to 50% or more of its physical structure or the estimated replacement value.

Said billboard may be rebuilt on the same property provided that:

1. The size of the sign face does not increase in square footage; and
2. The sign structure and/or face does not change in its configuration; and
3. The billboard is made to conform to all other requirements set forth in these regulations.

7.11.9. Other Off-Premise Signs.

A. Special Event Signs. A sign advertising or pertaining to any civic, patriotic, or special event of general public interest for noncommercial purposes.

1. Up to four (4) special event signs may be located off-premise on private property with consent of the property owner.
2. May be erected and maintained for a period not to exceed thirty (30) days and shall be removed within three (3) days of the termination of such event.