

SIGN ORDINANCE 2008-06  
Adopted March 17<sup>th</sup> 2008  
Amended December 14<sup>th</sup> 2009  
Ordinance 2009-25

BE IT ORDAINED by the City Council of Valley, Alabama as follows:

**SECTION ONE. General Sign Regulations.** Conformance to Codes. The purpose of this ordinance is to protect the safety and orderly development of the community through the regulation of signs and sign structures. Any sign hereafter erected shall conform to the provisions of this ordinance and the provisions of the *International Building Code* and of any other ordinance or regulation of the City of Valley.

**SECTION TWO. Definitions.** The following words and terms shall, for the purposes of this chapter and as used elsewhere in this code, have the meanings shown herein.

**Abandoned Sign.** A sign structure that has ceased to be used and the owner intends no further use thereof.

**Animated Sign.** A sign employing actual motion or the illusion of motion. Animated signs, which are differentiated from changeable signs as defined and regulated by this code, include the following types:

**(a) Electrically activated.** Animated signs producing the illusion of movement by means of electronic, electrical or electro-mechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:

1. Flashing Animated signs or animated portions of signs whose illumination is characterized by a repetitive cycle in which the period of illumination is either the same as or less than the period of non-illumination. For the purposes of this ordinance, flashing will not be defined as occurring if the cyclical period between on-off phases of illumination exceeds 4 seconds.

2. Patterned illusionary movement. Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.

**(b) Environmentally activated.** Animated signs or devices motivated by wind, thermal changes or other natural environmental input. Includes spinners, pinwheels, pennant strings, and/or other devices or displays that respond to naturally occurring external motivation.

**(c) Mechanically activated.** Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.

**Architectural Projection.** Any projection that is not intended for occupancy and that extends beyond the face of an exterior wall of a building, but that does not include signs as defined herein. See also “Awning”; “Backlit awning”; and “Canopy, attached and freestanding.”

**Awning.** An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non rigid materials and/or fabric on a supporting framework that may be either permanent or retractable, including such structures that are internally illuminated by fluorescent or other light sources.

**Awning Sign.** A sign displayed on or attached flat against the surface or surfaces of an awning. See also “Wall or fascia sign.”

**Backlit Sign.** An awning with a translucent covering material and a source of illumination contained within its framework.

**Banner.** A flexible substrate on which copy or graphics may be displayed.

**Banner Sign.** A sign utilizing a banner as its display surface.

**Billboard.** See “Off-premise sign” and “Outdoor advertising sign.”

**Building Elevation.** The entire side of a building, from ground level to the roofline, as viewed perpendicular to the walls on that side of the building.

**Canopy (Attached).** A multisided overhead structure or architectural projection supported by attachments to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. The surface(s) and/or soffit of an attached canopy may be illuminated by means of internal or external sources of light. See also “Marquee.”

**Canopy (Free-standing).** A multisided overhead structure supported by columns, but not enclosed by walls. The surface(s) and or soffit of a free-standing canopy may be illuminated by means of internal or external sources of light.

**Canopy Sign.** A sign affixed to the visible surface(s) of an attached or free-standing canopy.

**Changeable Sign.** A sign with the capability of content change by means of manual or remote input, including signs which are:

**Electrically activated.** Changeable sign whose message copy or content can be changed by means of remote electrically energized on-off switching combinations of alphabetic or pictographic components arranged on a display surface. Illumination may be integral to

the components, such as characterized by lamps or other light-emitting devices; or it may be from an external light source designed to reflect off the changeable component display. See also “Electronic message sign or center.”

**Manually activated.** Changeable sign whose message copy or content can be changed manually.

**Combination Sign.** A sign that is supported partly by a pole and partly by a building structure.

**Copy.** Those letters, numerals, figures, symbols, logos and graphic elements comprising the content or message of a sign, excluding numerals identifying a street address only.

**Development Complex Sign.** A free-standing sign identifying a multiple-occupancy development, such as a shopping center or planned industrial park, which is controlled by a single owner or landlord, approved in accordance with Section 1009.2 of this chapter.

**Directional Sign.** Any sign that is designed and erected for the purpose of providing direction and/or orientation for pedestrian or vehicular traffic.

**Double Face Sign.** A sign with two faces, back to back.

**Electric Sign.** Any sign activated or illuminated by means of electrical energy.

**Electronic Message Boards.** A sign capable of displaying words, symbols, figures or images that can be electronically changed by remote or automatic means.

**Exterior Sign.** Any sign placed outside a building.

**Fascia Sign.** See “Wall or fascia sign.”

**Flashing Sign.** See “Animated sign, electrically activated.”

**Free-Standing Sign.** A sign principally supported by a structure affixed to the ground, and not supported by a building, including signs supported by one or more columns, poles or braces placed in or upon the ground. For visual reference, see Section 1003.

**Frontage (Building).** The length of an exterior building wall or structure of a single premise orientated to the public way or other properties that it faces.

**Frontage (Property).** The length of the property line(s) of any single premise along either a public way or other properties on which it borders.

**Ground Sign.** See “Free-standing sign.”

**Illuminated Sign.** A sign characterized by the use of artificial light, either projecting through its surface(s) (internally illuminated); or reflecting off its surface(s) (externally illuminated).

**Interior Sign.** Any sign placed within a building, but not including “window signs” as defined by this ordinance. Interior signs, with the exception of window signs as defined, are not regulated by this chapter.

**Mansard.** An inclined decorative roof-like projection that is attached to an exterior building facade.

**Marquee.** See “Canopy (attached).”

**Marquee Sign.** See “Canopy sign.”

**Menu Board.** A free-standing sign orientated to the drive through lane for a restaurant that advertises the menu items available from the drive-through window, and which has no more than 20 percent of the total area for such a sign utilized for business identification.

**Multiple-Faced Sign.** A sign containing three or more faces.

**Nits.** A unit of measurement of luminance, or the intensity of visible light, where one nit is equal to one candela per square meter.

**Off-Premise Sign.** See “Outdoor advertising sign.”

**On-Premise Sign.** A sign erected, maintained or used in the outdoor environment for the purpose of the display of messages appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

**Outdoor Advertising Sign.** A permanent sign erected, maintained or used in the outdoor environment for the purpose of the display of commercial or noncommercial messages not appurtenant to the use of, products sold on, or the sale or lease of, the property on which it is displayed.

**Parapet.** The extension of a building facade above the line of the structural roof.

**Pole Sign.** See “Free-standing sign.”

**Political Sign.** A temporary sign intended to advance a political statement, cause or candidate for office .A legally permitted outdoor advertising sign shall not be considered to be a political sign.

**Portable Sign.** Any sign not permanently attached to the ground or to a building or building surface.

**Projection Sign.** A sign other than a wall sign that is attached to or projects more than 18 inches from a building face or wall or from a structure whose primary purpose is other than the support of a sign.

**Real Estate Sign.** A temporary sign advertising the sale, lease or rental of the property or premises upon which it is located.

**Revolving Sign.** A sign that revolves 360 degrees about an axis. See also “Animated sign, mechanically activated.”

**Roof Line.** The top edge of a peaked roof or, in the case of an extended facade or parapet, the uppermost point of said facade or parapet.

**Roof Sign.** A sign mounted on, and supported by, the main roof portion of a building, or above the uppermost edge of a parapet wall of a building and which is wholly or partially supported by such a building. Signs mounted on mansard facades, pent eaves and architectural projections such as canopies or marquees shall not be considered to be roof signs.

**Sign.** Any device visible from a public place that displays either commercial or noncommercial messages by means of graphic presentation of alphabetic or pictorial symbols or representations. Noncommercial flags or any flags displayed from flagpoles or staffs will not be considered to be signs.

**SECTION THREE. Exempt Signs.** The following signs shall be exempt from the permitting provisions of this ordinance. No sign will be exempt from section 4 of this ordinance.

1. Official notices authorized by a court, public body or public safety official.
2. Directional, warning or information signs authorized by federal, state or municipal governments.
3. Memorial plaques, building identification signs and building cornerstones when cut or carved into a masonry surface or when made of noncombustible material and made an integral part of the building or structure.
4. The flag of a government or noncommercial institution, such as a school.
5. Religious symbols and seasonal decorations within the appropriate public holiday season.
6. Works of fine art displayed in conjunction with a commercial enterprise where the enterprise does not receive direct commercial gain.
7. Street address signs and combination nameplate and street address signs that contain no advertising copy and which do not exceed 6 square feet in area.
8. Political signs on private property.

**SECTION FOUR Prohibited Signs.** The following devices and locations shall be specifically prohibited:

1. Signs located in such a manner as to obstruct or otherwise interfere with an official traffic sign, signal or device, or obstruct or interfere with a driver's view of approaching, merging or intersecting traffic.

2. Except as provided for elsewhere in this code, signs encroaching upon or overhanging public right-of-way. No sign shall be attached to any utility pole, light standard, street tree or any other public facility located within the public right-of-way.

3. Signs which blink flash or are animated by lighting in any fashion that would cause such signs to have the appearance of traffic safety signs and lights, or municipal vehicle warnings from a distance.

4. Portable signs except as allowed for temporary signs.

5. Any sign attached to, or placed on, a vehicle or trailer parked on public or private property, except for signs meeting the following conditions:

5.1. The primary purpose of such a vehicle or trailer is not the display of signs.

5.2. The 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.

5.3. The vehicle and/or trailer is in operating condition, currently registered and licensed to operate on public streets when applicable, and actively used or available for use in the daily function of the business to which such signs relate.

6. Vehicles and trailers used primarily as static displays, advertising a product or service, utilized as storage, shelter or distribution points for commercial products or services for the general public.

7. Balloons, streamers or pinwheels except those temporarily displayed as part of a special sale, promotion or community event. For the purposes of this subsection, "temporarily" means no more than 20 days in any calendar year.

**SECTION FIVE Visibility.** No sign or sign structure shall be erected at the intersection of any street in such a manner as to obstruct free and clear vision, nor at any location where by its position, size, shape, color, movement, flashing or illumination may interfere with or obstruct the view of or be confused with any authorized traffic sign, signal or device.

**A.** In the Forestry-Agriculture-Recreation and in all residential districts, signs may only be illuminated by non-flashing, reflected light. Any light used to illuminate such signs shall be arranged so as to reflect light away from adjoining premises and streets.

**B.** In commercial and industrial districts signs may be illuminated internally or by reflected light provided the source of light is not directly visible and is so arranged as to reflect light away from adjoining premises and streets. No illumination involving movement, by reason of the lighting arrangement or by other devices shall be permitted. Flashing lights shall not be permitted.

**SECTION SIX. Computation of Frontage.** If a premises contains walls facing more than one property line or encompasses property frontage bounded by more than one street or other property usages, the sign area(s) for each building wall or property frontage will be computed separately for each building wall or property line facing a different frontage. The sign area(s) thus calculated shall be permitted to then be applied to permitted signs placed on each separate wall or property line frontage. Computation of signs placed on side walls can be no greater than the sign area facing the major street or front of building.

**SECTION SEVEN. Signs in Rights-Of-Way.** No sign other than an official traffic sign or similar sign shall be erected within 2 feet of the lines of any street right of way, or within any public right of way, unless specifically authorized by this or other ordinances and regulations of the City of Valley. It will be a violation of this ordinance for any sign, balloon, banner or other device to be attached to any tree, pole, post or marker or placed on any public right of way or public property. Regardless of right of way, no sign shall be placed closer than fifteen feet (15') to the nearest travel lane of a street.

**SECTION EIGHT. Animation and Changeable Messages.** Animated signs, except as prohibited in this ordinance, are permitted in commercial, industrial and institutional zones only. Changeable signs, electrically and manually activated, are permitted in all nonresidential zones.

**SECTION NINE. Residential Signs.** It shall be unlawful to erect, permit the erection of, display or permit the display of any sign in a residential district unless such sign is permitted within the regulations of a home occupation.

**SECTION TEN. Billboards and Portable Signs.** No new billboard structures shall be permitted in any zoning district. Portable Signs are not permitted in any district.

**SECTION ELEVEN. Special Promotion, Event and Grand Opening Signs.** Signs temporarily displayed to advertise special promotions, events and grand openings shall be permitted for nonresidential uses in a residential district, and for all commercial and industrial districts subject to the following limitations:

1. Such signs must be approved by the City Planner/Zoning Administrator or code official and shall be limited to one sign per street front.
2. Such signs may be displayed for not more than 30 consecutive days in any 3-month period, and not more than 60 days in any calendar year. The signs shall be erected no more than 5 days prior to the event or grand opening, and shall be removed not more than 1 day after the event or grand opening.

3. The total area of all such signs shall not exceed 32 square feet in any single family residential district, 32 square feet in any multiple-family residential district and 32 square feet in any commercial and industrial district.

**SECTION TWELVE. Special Event Signs in Public Rights of Ways.** Signs advertising a special community event shall not be prohibited in public rights-of-way or property, subject to approval by the City Planner/Zoning Administrator or code official as to the size, location and method of erection. The code official may not approve any special event signage that would impair the safety and convenience of use of public rights-of-way, public property or obstruct traffic visibility. No banner or sign shall be placed across or over any street or right of way or alley.

**SECTION THIRTEEN. Non-Conformance of Existing Signs.** All existing sign that are not specifically permitted or that do not comply with all provisions of this ordinance shall be considered nonconforming signs and shall not, after the effective date of this ordinance, be enlarged, structurally altered or extended unless such signs shall be made to comply with all provisions of this section.

A. Normal repairs and repainting of nonconforming signs is permitted. However, when a nonconforming sign structurally needs repairing, damaged or destroyed by any means to the extent of fifty percent (50%) or more of its replacement value, exclusive of foundations, it shall not thereafter be restored, unless said sign shall be made to conform to all provisions of this ordinance.

B. All existing billboards located in any zoning district, except as permitted in this ordinance shall be considered nonconforming and shall be regulated in accordance with the provisions of this ordinance.

C. All existing portable signs located in all zoning districts shall be considered nonconforming and shall be removed no later than ninety (90) days from the effective date of this ordinance.

**SECTION FOURTEEN. Political Signs.** It is unlawful to place, erect or maintain political signs earlier than thirty (30) days prior to the official election date. Said signs must be removed within seven (7) days after the official election date. In the event of a run-off election, the signs of the run-off candidates may be maintained until the seventh day after the run-off election. Political signs are limited in size to no more than thirty-two (32) square feet. Pursuant to Section 23-1-6 of the Code of Alabama, *It shall be unlawful to place signs, markers and advertising on the rights of way of state controlled highways except those official signs or markers placed thereon by the State Department of Transportation or under its authority.* It shall also be unlawful to erect or display political signs on any property owned or controlled by the City of Valley. This shall include public rights-of-ways, trees, light poles, sidewalks, streets, benches, fire hydrants, public parks or playgrounds and City Hall. The Valley City Council may designate by resolution certain properties that will allow political sign placement during the time frame specified in this section. It is the candidates' responsibility to ensure that the volunteers and sign contractors who distribute and erect political signs during an election are doing so in



compliance with this law. Candidates will be held responsible for violations. Any sign removed for violation of this ordinance will be disposed of by city personnel and not held. Political signs are exempt from permits.

**SECTION FIFTEEN. Window Signs.** Window signs shall be permitted for any nonresidential use in a residential district, and for all commercial and industrial districts, subject to the following limitations:

1. The aggregate area of all such signs shall not exceed 25 percent of the window area on which such signs are displayed. Window panels separated by muntins or mullions shall be considered as one continuous window area.
2. Window signs shall not be assessed against the sign area permitted for other sign types.

**SECTION SIXTEEN. Permitted On-Premise Signs in a Forest, Agriculture and Recreation District:**

The following on-site signs are permitted on any one lot in the Forest, Agriculture and Recreation District:

- A. One on-site sign advertising the sale or lease of the lot, chattels, or building, not exceeding sixteen (16) square feet in area or seven (7) feet in height.
- B. One on-site sign identifying a park, school building, or other authorized use not to exceed twenty(20) square feet in area or seven feet (7) in height.
- C. One on-site sign advertising the type of farm products grown on the farmstead not to exceed twelve (12) square feet in area or seven (7) feet in height.

**SECTION SEVENTEEN. Permitted On-Premise Signs in Residential districts:** The following on-site signs are permitted on any one lot in residential districts:

- A. One on-site sign advertising the sale or lease of the lot, chattels, or building, not exceeding six (6) square feet in area.
- B. One on-site sign announcing a permitted home occupation, not to exceed three (3) square feet in area and it shall be attached flat against the front wall of the building.
- C. One on-site sign not having commercial character identifying a multi-family building or development or Manufactured Home Park, not to exceed sixteen (16) square feet in area.
- D. One on-site sign identifying a school, church, public buildings, or other authorized Use, not to exceed twenty four (24) square feet in area.

**SECTION EIGHTEEN. Permitted On-Premise Signs in a Commercial, Office and Industrial District:**

The following on-site signs are permitted on any one lot in the commercial, office and industrial districts:

- A. One on-site sign may be affixed flat against the building and/or on-site free-standing sign provided that the total area of both signs shall not exceed 1.5 square feet for each foot in length or height of the building, whichever is greater, on the primary frontage up to a maximum of 200 square feet. The maximum height of sign shall not exceed thirty five (35) feet.
- B. The City Planner/Zoning Administrator or designated city official may approve up to an additional five percent (5%) of sign space for any reasonable request to meet franchise requirements or hardships caused by existing conditions.
- C. Size of permitted signs may be increased: Establishments located in the C-2 and C-3 Districts may qualify for a larger building wall sign if the establishment is situated more than one hundred (100) feet from the public street right-of-way on which it fronts:

Permitted Percent Increase in Sign Face Area in the C-2 and C-3 Districts	
Distance From Public Right-of-Way	Percent Increase in Permitted Building Wall, Sign Face Area
100 to 200 Feet	20%
200 to 300 Feet	30%
300 to 400 Feet	40%
More Than 400 Feet	50%

C. One on-site free-standing identification sign may be erected for a shopping center or other integrated group of stores, businesses or commercial buildings. The area of said sign shall be based on one (1) square foot for each front foot of building(s), for which it is established; however, it shall not exceed two hundred (200) square feet in area, nor be closer to the front, side, or rear property line, than one-half the distance of the required building setback.

D. One on-site sign advertising the sale or lease of the lot, chattels, or building, not exceeding six (6) square feet in area.

**SECTION NINETEEN. Off-Premise Signs:** Off-site signs advertising a product for sale or a service to be rendered at a location other than on the premises, or signs which provide information about the location of a business shall be permitted in the Forestry, Agriculture, and Recreation, commercial and Industrial

Districts under the following conditions:

A. Where two (2) or more off-site signs are along the frontage of a single street or highway, they shall not be less than fifteen hundred (1,500) feet apart. A double face (back to back) or a v-type structure shall be considered a single sign.

B. The total surface area, facing in the same direction of any off premise sign shall not exceed One Hundred (100) square feet in area and the maximum height shall be eighteen (18) feet.

C. No Off-Premise sign shall be erected on the roof of any building, nor shall one sign be placed above another sign. Off Premise Signs may be illuminated by reflected light or internal light. Reflected light must be arranged to reflect away from the adjoining premises and streets.

D. Electronic Message Boards must conform to the following restrictions:

- Electronic Message Boards shall only be permitted in Commercial, Industrial and Office Districts
- Electronic Message Boards shall be programmed so that the message or image on the sign changes no more often than every eight seconds.
- There shall be no effects of movement, flashing, scintillation or similar effects in the individual images.
- Changes of the images be substantially instantaneous as seen by the human eye and shall not use fading, rolling, window shading, dissolving or similar effects as part of the change.
- All Electronic Message Boards shall have installed ambient light monitors, and at all times allow such monitors to automatically adjust the brightness level of the sign based on ambient light conditions.
- Maximum brightness levels for Electronic Message Boards shall not exceed 7000 nits when measured from the sign face at its maximum brightness during daylight hours.
- Maximum brightness levels for Electronic Message Boards shall not exceed 4000 nits when measured from the signs face at its maximum brightness between sunset and sunrise as those times are determined by the National Weather Service.
- Written certification from the sign manufacture must be provided at the time of application for a sign permit certifying the light intensity has been preset not to exceed the illumination levels established by this ordinance, and that the preset intensity level is protected from end user manipulation by password protected software or other approved method.
- The city reserves the right to have adjusted the lighting levels of the Electronic Message Boards where it may cause safety problems or hardships on the surrounding area.
- All Electronic Message Boards shall use LED (Light Emitting Diode) technology or comparable.
- Electronic Message Boards shall contain a default design that will freeze the device and message in one position with no more than a maximum illumination of

500 nits if a malfunction occurs. Any Electronic Message Board that malfunctions, fails or ceases to operate in its usual or normal programmed manner, causing motion, movement, flashing or any other similar effects shall be restored to its normal operation conforming to the requirements of this ordinance within 24 hours.

- The Electronic Message Boards shall be maintained in good operating condition and external appearances at all times.
- Display of public service announcements or community messages on Electronic Message Boards is encouraged.
- Owner of Electronic Message Board shall present to the City of Valley a copy of a lease or letter from property owner giving permission to install the boards on their property. No signs shall be installed on any city or state right-of-way.

**SECTION TWENTY. Real Estate Signs.** Real estate signs shall be permitted in all zoning districts, subject to the following limitations:

1. Real estate signs located on a single residential lot shall be limited to one sign, not greater than four (4) feet in height and sixteen (16) square feet in area.
2. Real estate signs advertising the sale of lots located within a subdivision shall be limited to one sign per entrance to the subdivision, and each sign shall be no greater than thirty two (32) square feet in area nor Seven (7) feet in height. All signs permitted under this section shall be removed within 10 days after sale of the last original lot.
3. Real estate signs advertising the sale or lease of space within commercial or industrial buildings shall be no greater than thirty two (32) square feet in area nor seven (7) feet in height, and shall be limited to one sign per street front.
4. Real estate signs advertising the sale or lease of vacant commercial or industrial land shall be limited to one sign per street front, and each sign shall be no greater than seven (7) feet in height, and thirty two (32) square feet in area..
5. Real estate signs shall be removed not later than 10 days after execution of a lease agreement in the event of a lease, or the closing of the sale in the event of a purchase.
6. Two Real Estate directional signs may be used on city rights of ways at street intersections only to direct someone to the property for sale or lease. The sign cannot be more than thirty (30) inches in height nor have more than two square feet of sign face.

**SECTION TWENTY ONE. Development and Construction Signs.** Signs temporarily erected during construction to inform the public of the developer, contractors, architects, engineers, the nature of the project or anticipated completion dates, shall be permitted in all zoning districts, subject to the following limitations:

1. Such signs on a single residential lot shall be limited to one sign, not greater than seven (7) feet in height and thirty two (32) square feet in area.
2. Such signs for a residential subdivision or multiple residential lots shall be limited to one sign, at each entrance to the subdivision or on one of the lots to be built upon, and shall be no greater than seven (7) feet in height and sixteen (16) square feet in area.
3. Such signs for nonresidential uses in residential districts shall be limited to one sign, and shall be no greater than seven (7) feet in height and sixteen (16) square feet in area.
4. Such signs for commercial or industrial projects shall be limited to one sign per street front, not to exceed seven feet in height and thirty two square feet for projects on parcels 5 acres or less in size, and not to exceed seven (7) feet in height and thirty two square feet for projects on parcels larger than 5 acres.
5. Development and construction signs may not be displayed until after the issuance of construction permits by the building official, and must be removed not later than 24 hours following issuance of a certificate of occupancy permit for any of all portions or the project.

#### **SECTION TWENTY TWO. Roof Signs.**

1. Roof signs shall be permitted in commercial and industrial districts only.
2. Such signs shall not extend above the roofline.
3. The sign area for roof signs shall be assessed against the aggregate permitted area for wall signs on the elevation of the building most closely parallel to the face of the sign.

**SECTION TWENTY THREE. Maintenance, Repair and Removal.** Every sign permitted by this ordinance shall be kept in good condition and repair. When any sign becomes insecure, in danger of falling or is otherwise deemed unsafe by the code official, or if any sign shall be unlawfully installed, erected or maintained in violation of any of the provisions of this ordinance, the owner thereof or the person or firm using same shall, upon written notice by the code official forthwith in the case of immediate danger, and in any case within not more than 10 days, make such sign conform to the provisions of this ordinance, or shall remove it. If within 10 days the order is not complied with, the code official shall be permitted to remove or cause such sign to be removed at the expense of the owner and/or the user of the sign.

**SECTION TWENTY FOUR. Obsolete Sign Copy.** Any sign copy that no longer advertises or identifies a use conducted on the property on which said sign is erected must have the sign copy covered or removed within 30 days after written notification from the code official; and upon failure to comply with such notice, the code official is hereby authorized to cause removal of such sign copy, and any expense incident thereto shall be paid by the owner of the building, structure or ground on which the sign is located.

**SECTION TWENTY FIVE. Permits Required.** It shall be unlawful for any person to erect, repair, alter or relocate any sign or any sign determined to be non-exempt, within the City of Valley without first obtaining a sign permit.

A. Permits: The following regulations apply generally to all signs and are in addition to the regulations contained elsewhere in this ordinance.

1. Sign Permit: No sign unless herein exempted, shall be erected, constructed, structurally altered or relocated, except as may be provided in this ordinance, until a permit has been issued. Before any permit is issued, an application provided by the city shall be filed together with two sets of drawings or specifications, one to be returned to the applicant, as may be necessary to advise an acquaint the permitting authority with the location in relation to adjacent buildings, construction, materials, manner of illuminating or securing or fastening, and number of signs applied for and the wording of the sign or advertisement to be carried on the sign for the purpose of calculating the sign face area only.

2. Electrical Permit: All signs which are electrically illuminated shall require a separate electrical permit and inspection.

3. Permit Time Limit: All signs shall be erected on or before the expiration of six months from the date of issuance of the permit; or the permit shall become null and void, and a new permit shall be required.

**SECTION TWENTY SIX. Permit fees.** Permit fees to erect, alter or relocate a sign shall be in accordance with the fee schedule adopted by the City of Valley.

**SECTION TWENTY SEVEN. Construction Documents.** Before any permit is granted for the erection of a sign or sign structure requiring such permit, construction documents shall be filed with the code official showing the dimensions, materials and required details of construction, including loads, stresses, anchorage and any other pertinent data. The permit application shall be accompanied by the written consent of the owner or lessee of the premises upon which the sign is to be erected and by engineering calculations signed and sealed by a registered design professional where required by the *International Building Code*.

**SECTION TWENTY EIGHT. Changes to signs.** No sign shall be structurally altered, enlarged or relocated except in conformity to the provisions herein, nor until a proper permit, if required, has been secured. The changing or maintenance of movable parts or components of an approved sign that is designed for such changes, or the changing of copy, business names, lettering, sign faces, colors, display and/or graphic matter, or the content of any sign shall not be deemed a structural alteration.

**SECTION TWENTY NINE. Enforcement and Penalties.**

A. The City Planner/Zoning Administrator or his designee, including the Code Enforcement Officers, shall be the officials charged with enforcement of this ordinance.

B. Any person who violates any provision of this article may be cited to appear before the District Court of Chambers County to answer for the violation, and upon conviction thereof, may be punished by a fine of not less than \$50. nor more than \$500 in addition to cost of court, as assessed by a court of competent jurisdiction. Each day that the violation shall continue shall constitute a separate offense.

**SECTION THIRTY. Effective Date.** This ordinance shall take effect from the date of its passage by the City Council and its publication or posting as required by law.