

Suggested Provisions to Include in Sign Regulations

Purpose Statement

- The purpose statement should state the legitimate reasons for sign regulation.

Definitions

- Clearly define sign, temporary sign, banners, sign area, sign face, etc.
- Specify the materials used, how the sign is affixed to the property and duration.

Substitution Clause

- Provide that for every sign that is allowed, any noncommercial message could be legally substituted.

Severability

- Provide that sections of the ordinance are severable if one is declared invalid by a court.

Permit Procedure (if applicable)

- Clearly explain when a permit is required, how to apply, timeframes and any fees.
- Adequate procedural safeguards will help avoid unconstitutional prior restraint on speech. The prior restraint doctrine requires that ordinances contain sufficient guidelines for issuing permits, so that government officials do not have too much discretion when determining if to grant or deny a permit.

Schedule of Allowed Locations (if applicable)

- Based on district or zone, determine what rules apply to signs.

Non-Conforming Signs (if applicable)

- Establish protection for non-conforming signs and process for amortizing.

Enforcement and Remedies (if applicable)

- Who is the enforcement official? What is the appeal procedure? What are the penalties for an offense?