

ARTICLE V. SIGNS.

Section 500. Purpose and Scope

500.01. It is the purpose of this Article to establish regulations for the control of all signs within the Town of Elmore. The intent of this Article is to support and promote the use of signs to aid the public in the identification of businesses and other activities, to assist the public in its orientation within the Town, to express the history and character of the Town, to promote the community's ability to attract sources of economic development and growth, and to serve other informational purposes. Further, it is the intent of this Article to protect the public from the confusion created by the objectionable effects of advertising excesses, from the danger of unsafe signs, and from the degradation of the aesthetic qualities of the Town. This Article is not intended to inhibit an individual's right to express non-commercial messages protected by the First Amendment of the United States Constitution.

500.02. These regulations shall apply to all signs erected, constructed, displayed, painted, maintained, altered, and/or installed in every zoning district in the Town, which are designed or intended to be seen by or attract the attention of the public. No sign shall be erected or installed unless it is in compliance with the regulations of this Article.

Section 501. Definitions

Banner: Any sign made of cloth, canvas, plastic sheeting or any other flexible material, which is not rigidly and permanently attached to a building or the ground through a permanent support structure.

Building Frontage: See Front or Main Facade definition.

Building Sign: A sign displayed upon or attached to any part of the exterior of a building, including walls, doors, parapets, and marquees. Canopy signs, awning signs, projecting signs, and signs suspended from buildings are considered types of building signs.

Commercial Message: Any sign wording, logo, or other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service, or other commercial activity.

Commercial Sign: When describing the content of a sign, a sign advertising, identifying, directing attention to, or otherwise relating to commerce and to property, goods or services for sale, lease, exchange or any other transaction where value is given or received by any party to the transaction.

Development Sign: Any sign used at the entrance to a subdivision, office park, or similar development that indicates lots being sold, the name of the developer, financial institution or other development parties.

Display Area: The area of a sign or advertising device that can be enclosed or measured by the smallest square, rectangle, triangle, circle or combination thereof, which will encompass the entire sign or advertising device; excluding trim, frame, apron, posts, uprights, braces or other structural members which support it, (See Section 506.04 - Calculation of Display Area).

Entry Façade: See Main or Entry Façade definition.

Erect: To construct, reconstruct, build, relocate, raise, assemble, place, affix, attach, create, paint, draw, or in any other way bring into being or establish a sign. It shall not include any of the foregoing activities when performed as an incident to change a message on a reader board, or maintain the sign.

Freestanding Sign: Any sign supported by structures or supports that are placed on, or anchored in the ground and that are independent from any building or other structure. The posts or other supporting structures shall be considered as part of the sign, except that they shall not be included in computing the sign display area.

General Business Sign: Freestanding sign on any individual development site.

Grade Level: The finished elevation of the lot or development site upon which the sign is located.

Main or Entry Façade: Generally the façade or side of the building that faces the public street, road or highway. In cases where the building is oriented in a manner not parallel to the street, the primary entrance façade is used as the main façade.

Monument Sign: A sign mounted generally flush with the ground plane. It may not be mounted on a pole or pylon, nor raised by placement on a berm, wall, or similar structure. Supporting elements may not exceed one foot in height and are included in measurement of sign height.

Noncommercial Sign: A sign which is not an on-premise or off-premise sign and which carries no message, statement, or expression related to the commercial interests of the sign owner, lessee, author or other person responsible for the sign message. Noncommercial signs include but are not limited to: signs expressing political views, religious views or signs of non-profit organizations related to their tax-exempt purposes.

Off-Premise Sign: A sign containing a message unrelated to a business, profession, or activity conducted, or to a commodity or service sold or offered, upon the premises where such sign is located.

On-Premise Sign: A sign containing a message related to a business, profession, or activity conducted, or to a commodity or service sold or offered, upon the premises where such sign is located.

Open Letter Sign: A sign consisting of a logo or symbol, individual letters or connected lettering mounted on a building in a raceway or similar mounting or on the surface of an integral architectural element, which is a part of the building. Individual letters may be illuminated. The display area of an open letter sign shall not exceed the maximum permitted area for building signs on the property, (See Section 506.04 "Calculation of Display Area").

Parapet: A low wall or railing to protect the edge of a platform, roof, or bridge.

Painted Graphics: Any mosaic, mural, painting, graphic art technique, or combination thereof placed on a wall and containing no copy, advertising symbols, lettering, trademarks, or other references to the premises or products and/or services offered for sale on the premises.

Political Signs: Any temporary sign promoting the campaign of an individual for public office or an advertisement for an amendment or referendum on a public issue.

Portable Sign: Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported. Portable signs include, but are not limited to, signs on wheels, A-frame or T-frame signs, signs attached to vehicles that are not part of the normal day-to-day operation of a business, and temporary metal/cardboard/plastic/wood signs inserted in the ground, or otherwise mounted, containing a commercial message other than real estate signs.

Reader Board: Permanent sign containing messages in the form of removable letters or changeable copy. A reader board may be a building sign or an integral part of a freestanding sign.

Vehicle Sign: Any sign affixed to a vehicle.

Wind Sign: Any signs, pennants, flags (other than official flags), ribbons, spinners, streamers or captive balloons, or other objects or materials fastened in such a manner as to move upon being subjected to pressure by wind and drawing attention to a business, product, service or activity whether it contains a message or not.

Window Sign: Any sign, picture, symbol, or combination thereof designed to communicate information about a business, commodity, event, sale, or service for the location on which it is located that is placed inside or upon a window and is visible from the exterior of the window.

Section 502. Exempt Signs

Exempt signs are allowed without a sign permit and are not to be included in determinations of the allowable numbers, type and area of signs that require a sign permit. Nothing in this Section shall exempt an individual, who desires to erect a sign from the necessity of obtaining a building permit, should such be required by the adopted building code. Signs exempted in this Section must conform to the standards enumerated and shall not be placed or constructed so as to create a hazard of any kind.

502.01. Address Numbers. Address numbers used for the purposes of identifying the E-911 address of a residential or non-residential property are exempt providing they are not part of a building or freestanding sign with other commercial or non-commercial messages or images. An address shown as part of a building or wall sign on a non-residential property shall be counted toward the maximum allowable display area. Incidental signs on residential property, identifying the house number, street name and resident's name, are also exempt.

502.02. Community Event Displays. Temporary decorations, and/or non-commercial signs associated with school activities, school elections, celebrations or commemorations that have significance to the entire community. All displays shall be removed within seven (7) days of the event's completion.

502.03. Construction Signs. Signs used to identify contractors, financial institutions or developers on a site under construction or undergoing modification. Signs are limited to three (3) signs per site and thirty-two square feet in size each. All construction signs shall be removed within 14 days after the Certificate of Occupancy has been issued. In the case of minor modifications not requiring a certificate of occupancy, i.e. tree removal, painting, landscaping, signs are limited to a display period of 30 days. Routine lawn/landscape maintenance is not considered construction activity.

502.04. Development Signs. Signs used at the entrance to subdivision, office park, or similar development that indicates lots for sale, the name of the developer, financial institution or other development parties. Signs are limited to 32 square feet in size and no more than one sign per development entrance. Signs are to be removed when the original developer sells all lots in the development or phase.

502.05. Directional Signs. A sign that is designed and erected solely for the purpose of traffic or pedestrian direction and placed on the property which the public is directed. No such sign shall display the name of a product, establishment, service or any other advertising other than a logo. Signs identifying public telephones, trash receptacles, first aid facilities, and shopping cart corrals are considered directional signs. No directional sign shall exceed five (5) square feet.

502.06. Directory Signs. A wall-mounted sign, which is not designed or located so as to be legible from any street or adjoining property, listing the businesses, tenants, or activities conducted within a building or group of buildings. Directory signs are limited to one per building and shall not exceed 20 square feet in size.

502.07. Hazard/Prohibition/Warning Signs. Signs warning of construction, excavation, or similar hazards, such as "No Trespassing" and "No Parking" as long as they do not contain logos or text advertising a commercial product or activity

502.08. Help Wanted Signs. Signs advertising job vacancies for employment opportunities with the business or activity on the property on which the sign is located. Signs are limited to six (6) square feet in size and only one (1) sign shall be allowed per business.

502.09. Holiday Decorations. Temporary holiday decorations used to celebrate a single holiday or season.

502.10. Internal Signs. Signs not intended to be viewed from public right-of-way and located not to be visible from public right-of-way or adjacent properties, such as signs interior to a shopping, commercial buildings and structures, ball parks, stadiums and similar uses of a recreational or entertainment nature.

502.11. Nameplates. A non-electrical sign identifying only the name and occupation or profession of the occupant of a non-residential property on which the sign is located. A nameplate shall not exceed two (2) square feet in size.

502.12. Official Signs. Official federal, state or local government traffic, directional and informational signs and notices issued by any court, person, or officer in performance of a public duty. Also, any sign erected by a federal, state, or local government agency for identification purposes at any office, institutional, recreational, or other publicly owned site.

502.13. Official Flags. Official federal, state, or local government flags, emblems and/or historical markers. Also, any flags or insignia of a religious, charitable, fraternal, academic, corporate or civic organization shall be allowed as well. Official flags must be flown in a manner that meets U.S. Congressional protocol. Failure to display flags in this manner will be a violation of this Ordinance.

502.14. Political Signs. Political signs are subject to the following requirements:

1. Political signs shall not be erected earlier than sixty (60) days prior to the primary election date and must be removed within seven (7) days after the election. In the event of a run-off election, the signs of the run-off candidates may be maintained until the date of the run-off election and must be removed within seven (7) days after the official election date. However, signs belonging to successful primary candidates may remain in place for the general election and must be removed within seven (7) days after the official election date.
2. Political signs are limited in size to no more than thirty-two (32) square feet.
3. Pursuant to Section 21-3-6 of the Code of Alabama, it is unlawful to erect or display political signs on any property owned or controlled by the Town of Elmore or on School Board property. This shall include public rights-of-way, trees, light poles, sidewalks, streets, benches, fire hydrants, public parks or playgrounds, libraries, fire stations, Town Hall, and schools.
4. 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 regulation. **Candidates will be held responsible for violations.**

502.15. Real Estate Signs.

A. For Sale Signs. Temporary signs indicating the property on which the sign is located is for sale, rent, lease or auction. Only one (1) sign is permitted to face each street adjacent to the property.

Maximum allowable sign display area for real estate signs:

Residential 6 square feet each or a maximum of 12 square feet

Non-Residential 32 square feet

B. Model Homes/Open House. Temporary signs attracting attention to a model home, and open house viewing provided that the aggregate area of such signage is not to exceed 32 square feet.

502.16. Vehicle Sign. Any sign attached to a vehicle or trailer that is used in the normal day to day operation of the business advertised on the vehicle. The primary use of any vehicle or trailer, which contains a vehicle sign, must be to serve a useful function in the transportation or conveyance of persons or commodities from one place to another, including transportation to and from work. A vehicle or trailer primarily used for advertising shall not be considered a vehicle or trailer used in the conduct of business and is prohibited.

503.17. Window Sign. Any sign located on the inside or outside of a window and is visible from the street or adjoining properties. Signs must contain a message related to a business, profession, or activity conducted, or to a commodity or service sold or offered, upon the premises where such sign is located

Section 503. Prohibited Signs.

It shall be unlawful to erect, cause to be erected, maintain or cause to be maintained, any sign not expressly authorized by, or exempted from, these regulations. The signs listed below are expressly prohibited in all zoning districts in the Town.

- A. Any freestanding sign other than a shopping center sign with a face greater than 120 square feet.
- B. Signs that are in violation of the building code or electrical code adopted by the Town of Elmore.
- C. Wind signs consisting of one (1) or more flags, pennants, ribbons, spinners, streamers or captive balloons or other objects or material fastened in such a manner as to move freely upon being subjected to pressure by wind (whether the sign contains a commercial message or not). Wind signs exclude holiday or community decorations.

- D.** A sign that, in the opinion of the Planning Commission, does or may constitute a safety hazard.
- E.** Any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of words, symbols or characters in such a manner to interfere with, mislead or confuse pedestrian or vehicular traffic.
- F.** Any signs, other than official traffic control devices, highway identification markers, warning signs, and other official signs, which are erected within the right-of-way of any street or alley. Any sign that is erected or maintained outside the right-of-way and obstructs the vision of pedestrians, cyclists, or motorists traveling on or entering a street, road, or highway. The national standards for sight-distance triangles shall be utilized to determine if a sign is creating an obstruction.
- G.** Freestanding signs which project into the public right-of-way.
- H.** Signs consisting of any moving, rotating, flashing, or otherwise animated light or component, except for time and temperature displays and traditional barber poles.
- I.** Any sign or sign structure identifying a previous use or activity that has not occupied the site for a period greater than sixty (60) days, does not maintain a current business license or pertains to a time, event or purpose which no longer applies, shall be deemed abandoned. The removal of a frame of an abandoned sign shall not be required, if it conforms to all applicable terms contained in these regulations (including the sign face area for sign replacement yielded by such frame).

Any sign structure, which supported or supports an abandoned sign and which structure conforms to all applicable terms contained in these regulations shall be allowed to remain in place. However, in the event a sign structure which supported or supports an abandoned sign is inconsistent with any term contained in these regulations (including the sign face area for sign replacement yielded by the frame), then the sign structure and frame shall be either altered to comply with the terms contained herein or removed by the owner of such structure or property
- J.** Strips or strings of lights outlining property lines, sales area, rooflines, doors, windows, wall edges or other architectural features of a building. This prohibition does not include holiday decorations and community decorations. This prohibition does not include neon lighting on buildings. If neon is used to depict wording or logos, it will be calculated as part of the overall allowable signage.
- K.** Signs on public land, other than those erected at the direction or with the permission of the public authority.
- L.** Signs that emit audible sound, odor, visible matter such as smoke or steam, or involve the use of live animals.

- M. Signs or sign structures that interfere in any way with free use of any fire escape, emergency exit, or standpipes, or that obstruct any window to such an extent that light or ventilation is reduced.
- N. Signs that are of such intensity or brilliance as to cause glare or impair the vision of motorists, cyclists, or pedestrians.
- O. Signs that contain any lighting or control mechanism that causes unreasonable interference with radio, television, or other communication signals.
- P. Signs placed upon light poles, benches, bus shelters, waste receptacles or shopping cart corrals except those which identify the use of the object on which they are placed, i.e. "Cart Return," "Bus Stop."
- Q. Signs erected on public utility poles, even if they are located on private property other than signs erected by a public authority for public purposes.
- R. Signs, other than historical markers or those identifying a natural feature, painted on or attached to trees, rocks, or other natural features.
- S. Signs visible from a public right-of-way that use the word "stop" or "danger" or otherwise present or imply the need or requirement of stopping, caution, the existence of danger, or which for any reason are likely to be confused with any sign displayed or authorized by a public authority.
- T. Any sign mounted to the structural roof or applied to the roof including painted signs.
- U. Signs projecting above the building roof or parapet line.
- V. Signs that have become deteriorated or damaged to an extent that the cost of the reconstruction or restoration of such signs is in excess of 50 percent of its replacement value exclusive of foundations.
- W. Signs lettered in a crude or amateurish fashion.
- X. Signs on any broadcasting or telecommunications tower or any antenna other than appropriate hazard/warning signs.

Section 504. Permitted Signs.

504.01. Freestanding/Monument (Ground Mounted) Signs.

- A. **General Business Signs.** Freestanding signs must be of the monument style and shall not exceed 20 square feet in area on any individual development site, unless specifically allowed or further limited by this Section. Freestanding signs are limited

to one (1) per parcel, unless otherwise allowed by this Section. Such signs shall have a minimum setback of ten (10) feet from any side lot line. The combined height of the base and sign shall not exceed seven (7) feet in height

Reader boards shall be integrated into the structure of the freestanding sign and count toward the maximum allowable display area.

Corner or double frontage lots shall be allowed two (2) freestanding signs. The combined area of these signs shall not exceed forty 40 square feet.

B. Freestanding Signs in the Downtown Historic District. Freestanding signs are prohibited in the Downtown Historic District (DTH).

504.02. Menu Boards. A permanent sign, which is not designed or located so as to be legible from any public right-of-way, depicting products that can be purchased on the property for which it is located (i.e. fast food restaurants) and is part of a drive-through service. Menu boards must be noted on the sign permit, but the size does not count against the allowable square footage of a freestanding sign.

504.03. Subdivision Identification Marker. A sign marking an entrance to a residential subdivision, office park, or industrial park. A subdivision marker shall contain no advertising other than the name of the residential subdivision, office park, or industrial park and/or the developer. No subdivision marker shall be located within the public right of way and must be within the perimeter of the subdivision.

504.03. Subdivision Identification Marker. A sign marking an entrance to a residential subdivision, office park, or industrial park. A subdivision marker shall contain no advertising other than the name of the residential subdivision, office park, or industrial park and/or the developer. No subdivision marker shall be located within the public right of way and must be within the perimeter of the subdivision. Subdivision Markers shall meeting the following standards:

Maximum Number: 1 per street front; 2 sign faces may be used with a wall, fence or other architectural entrance feature.

Maximum Area: 24 sq. ft.

Maximum Height: 8 ft.

Permitted for all-residential, mixed use, and non-residential projects of 10 acres or more. Limited to name and/or logo.

Maintenance. All such signs shall be maintained perpetually by the developer, the owner of the sign, a pertinent homeowners association or some other person who is legally accountable. Such accountability is required before a permit shall be issued. If, following the issuance of a permit and subsequent erection of such signs, no accountable person accepts legal responsibility to maintain the signs and no other provision has been made for maintenance, the signs shall be removed by the developer or owner.

504.04. Building Signs. Building signs on any single development site shall not exceed a total of two (2) square feet per linear foot of the main or entry façade, except in the Downtown Historic District (DTH) where building signs shall not exceed a total of one (1) square foot per linear foot of the main or entry façade. Prorating of allowable building signage amongst building tenants shall be the responsibility of the owner or property manager, not the Elmore Planning Commission.

- A. Projecting Signs** - Projecting signs shall not project into the public right-of-way, except in the Downtown Historic District. Signs in the Downtown Historic District may project into a public pedestrian way no more than four feet. Signs projecting over pedestrian ways shall provide a minimum of ten (10) feet vertical clearance.

Signs in the Downtown Historic District may project into an alley no more than six (6) feet. Projections greater than one (1) foot and up to six (6) feet shall be reviewed and approved by the Planning Commission. Signs projecting over public alleyways shall provide a minimum of sixteen (16) feet of vertical clearance.

- B. Gas Station Pumps, ATM's, etc.** - Signs attached to features such as gasoline pumps, automatic teller machines, mail/package drop boxes or similar on-site features shall count as part of the allowable sign area of the building signs for the site. Information contained on such features pertaining to federal and state requirements, and operation/safety instructions are not counted. ALL other signage on such features shall counts towards the allowable building sign area.

- C. Shopping Center** - When determining the allowable exterior sign area for Shopping Centers and Neighborhood Shopping Centers, where it cannot be determined which façade is the main or entry façade, the longest single exterior elevation of the structure shall be used.

When determining the allowable exterior sign area for an individual business in a Shopping Center or Neighborhood Shopping Center, where it cannot be determined which façade portion of the individual business is the main or entry façade, the longest single exterior entry façade of the individual business shall be used.

When determining the allowable exterior sign area of individual mall shops or other businesses without exterior façades, the interior or entry façade width or the allowable minimum shall be used.

504.05. Multi-Family Residential Signs. Permits are required for all signs located on multi-family residential properties. The following requirements apply to multi-family residential sites:

- A. Wall Sign** - 32 square feet.
- B. Freestanding Sign** - 32 square feet.

- C. Allow one sign of either type at each entrance from a public street.

Section 505. Design, Construction, and Maintenance of Signs

505.01. Compliance with Building and Electrical Code Requirements. All permanent signs and the illumination thereof, shall be designed, constructed and maintained in conformity with the applicable provisions of the adopted building code and electrical code of the Town of Elmore. Wherever there is inconsistency between this Ordinance and the building or electrical code, the more restrictive requirement shall apply.

505.02. Illumination Standards.

- A. Sign lighting shall not be designed or located to cause confusion with traffic signals.
- B. Devices that illuminate a sign or signs shall be placed and shielded so that direct light shall not be cast into the eyes of pedestrians, cyclists or motorists entering or using a street, road or highway.

505.03. Placement and Clearance Standards.

- A. Signs shall be located such that there is at every intersection and driveway clear sight distance for pedestrians, cyclists, and motorists traveling on or entering any street, road, or highway. The national standards for sight-distance triangles shall be applied to determine if a sign is creating an obstruction.
- B. No sign structure shall be erected that impedes use of any fire escape, emergency exit, or ventilation opening.
- C. No freestanding sign shall project into a public right-of-way.
- D. No building sign shall project into a public right-of-way except in the Downtown Historic District. Signs in the Downtown Historic District may project over a public pedestrian-way no more than four (4) feet. Signs projecting over pedestrian-ways shall provide a minimum of ten (10) feet of vertical clearance.

Signs in the Downtown Historic District may project into an alley no more than six (6) feet. Projections greater than one (1) foot and up to six (6) feet shall be reviewed and approved by the Planning Commission. Signs projecting over public alleyways shall provide a minimum of 16 feet of vertical clearance.

505.04. Calculation of Display Area. The display area of a sign or advertising device is measured by the smallest square, rectangle, triangle, circle or combination thereof, which will encompass the entire sign or advertising device; excluding trim, frame, apron, posts, uprights, braces or other structural members which support it.

Where a sign is double facing and only one face can be viewed from a single location on a roadway, the display area shall be the area of one sign face. Where a sign has two (2) or more faces that can be viewed from a single location, the display area of all such faces shall be included in determining the total display area of the sign.

Open-lettered sign display area shall be measured by the number of square feet in the smallest rectangle, within which all letters, logos, symbols or other elements of the sign can be enclosed, multiplied by a factor of 0.8.

When a sign is in the form of a three-dimensional object, the area shall be determined by drawing a square, rectangle, triangle, circle or combination thereof, which will encompass the projected image of the sign and multiplying that area by two (2). The "projected image" is that image created by tracing the largest possible two-dimensional outline of the sign.

505.05. Relationship to Building Features.

- A. Signs mounted to the structural roof or applied to the roof including painted signs are prohibited.
- B. Window signs are exempt.

505.06. Maintenance. All signs, including their supports, braces, guys and anchors, electrical parts and lighting fixtures, and all painted and display areas, shall be maintained in accordance with the building and electrical codes adopted by the Town of Elmore. All signs and their components shall be maintained in good repair, free of rust, peeling, fading, broken or cracked panels, and broken or missing letters. Vegetation must be properly maintained and no condition shall be allowed that would constitute a fire or health hazard.

Section 506. Permitting and Enforcement/Administration

506.01 Permits for Permanent Signs.

- A. **Applicability.** No person shall erect, alter, relocate, repair, replace the face of, or change a sign without first obtaining a permit, except for the following actions which shall not require a permit:
 1. Changing the copy, announcement or message on a reader board sign;
 2. Cleaning, painting, or comparable maintenance of a sign that does not alter the size, image or message of the sign;
 3. Erecting a sign for which a permit is not required in accordance with Section 503. "Exempt Signs" of this Ordinance.

B. Procedure. All sign permits shall be procured in accordance with the following procedure:

1. A written application shall be submitted to the Town Clerk for review and processing. The Planning Commission, or other duly authorized official, only upon determination that all requisite documentation and fees accompany the application form, will accept the application. The application shall include supplementary information as may be specifically requested by the Planning Commission to determine compliance with these regulations.
2. The Planning Commission, or other duly authorized official, shall review the application, plans, and specifications to determine whether the proposed sign conforms to all applicable requirements of these regulations.
3. Following review and determination as to conformance with these regulations, the Planning Commission shall either approve or deny the application for the sign permit. In case of denial, the Planning Commission shall specify the section or sections of these regulations with which the proposed sign is not in conformance.
4. An application may be amended within thirty (30) days of the application date to include additional signs. Additional fees shall be charged if the additional signs exceed the size limitations for fee category. After thirty (30) days, a new sign permit shall be required for any sign constructed and all fees shall be required.

C. Submission Requirements. No request for a sign permit shall be considered complete until all the following has been submitted to the Town Clerk.

1. The application form shall be submitted with all required information completed by the applicant. The application form is available from the Town Clerk.
2. Plans and specifications for the proposed sign shall be submitted, drawn to scale, and include the following:
 - a) Site plan of development site showing location of any freestanding sign(s) including any easements, public rights-of-way, property lines, buildings, sight distance triangles and other signs on the property;
 - b) Main or entrance façade including linear dimension;
 - c) Dimensions and elevations (including message) of all signs;
 - d) Dimensions of any supporting structures;
 - e) Maximum and minimum height of sign, as measured from finished grade;
 - f) For illuminated signs, indicate type and placement of illumination;

- g) Inventory of number, type, location, and display area of all existing signs on the same property and/or building on which the sign is to be located.
3. The applicant shall be required to pay an application fee according to the current schedule of fees established by the Elmore Town Council for the particular category of application. This fee is nonrefundable irrespective of the final disposition of the application.
 4. A sign permit shall be valid for a period of 180 days after issuance. Failure to place the sign within the allotted time period shall void the permit and necessitate reapplication.

506.02. Temporary Signs. Signs or advertising devices such as beacons, searchlights, non-official flags and portable type displays shall be permitted with the following conditions.

- A. Display period limited to 30 calendar days.