

**ORDINANCE TO REPEAL AND REPLACE THE SIGN REGULATIONS
WITHIN SECTIONS 17:9-51 SIGNS, AND 17:11-7.L BUILDINGS –
ARCHITECTURAL/NONRESIDENTIAL STANDARDS – AWNINGS AND
CANOPIES OF CHAPTER 17, THE LAND USE ORDINANCE OF THE
CITY OF PLAINFIELD**

SECTION 17:11-7.L – BUILDINGS –ARCHITECTURAL/NONRESIDENTIAL STANDARDS – AWNINGS AND CANOPIES - IS REMOVED IN ITS ENTIRETY.

SECTION 17:9-51 SIGNS – IS REPEALED IN ITS ENTIRETY AND REPLACED AS BELOW:

17:9-51 SIGNS.

A. PURPOSE –

1. It is not the purpose or intent of this sign ordinance to regulate the content displayed on any sign; nor is it the purpose or intent of this article to regulate any building design or any display not defined as a sign, or any sign which cannot be viewed from outside a building. The purposes of this ordinance are to:
 - a. Protect the public health, safety and welfare;
 - b. Regulate the size, height, number, location, type, illumination and other physical characteristics of signs in order to promote the public health, safety and welfare, and specifically the preservation of aesthetics and property values, by encouraging signs that will create a desirable visual environment through creative yet orderly design arrangements relating sign assemblage to structural facades;
 - c. Incorporate Design Standards into this Article and Ordinance.
 - d. Promote traffic safety by ensuring that signs do not increase the probability of vehicle crashes by distracting attention or obstructing vision of drivers, bicyclists or pedestrians and other sidewalk, transit and roadway users;
 - e. Allow signs that aid orientation, identify activities and events, describe local history and character or serve other educational purposes as an attractive part of the built environment rather than an intrusion upon it;
 - f. Minimize or eliminate adverse or nuisance effects of signs on adjacent public and private property and to protect privacy;
 - g. Encourage replacement of pre-existing non-conforming signs and abandoned signs with signs that conform to this Article and Ordinance and Design Standards;
 - h. Provide for fair and consistent enforcement of the sign regulations set forth herein under the zoning authority of the city including the replacement of non-conforming signs with conforming signs.
2. A certain document, entitled Plainfield Signage Design Standards, three (3) copies of which are on file in the office of the Clerk, is hereby adopted and incorporated into this Ordinance as if fully repeated herein, which, together with this Ordinance, shall control signs as herein provided. Each and every aspect of the Plainfield Signage Design Standards shall have the same force and effect as every other part of this ordinance. Non-material additions, insertions, deletions and changes, if any, to the Design Standards, such as titles, definitions, and photographs may be made by the Planning Board by resolution with a copy provided to City Council and the Mayor; material changes shall be adopted by ordinance by City Council in the usual source of ordinance adoption.

B. DEFINITIONS

See Section 17:1-6 (**Reference where to find definitions in the LUO**)

appurtenance – A subordinate part or adjunct of a sign which is affixed to land or a building or other structure.

awning – Any structure with a frame attached to a building or other structure which can be raised to a closed position against the building or structure.

banner- A sign made of fabric or other non-rigid light material, with or without frames.

billboard - A sign having one or two sides which directs attention to anything except the business or function offered upon the premises where the sign is located. See also “Off-Premises Sign.”

bunting- A lightweight loosely woven fabric used chiefly for flags and festive decorations.

canopy – Any structure, other than an awning or marquee, made of cloth, plastic, metal or other substance and providing a permanent roof-like shelter over a public or quasi- public right- of-way.

channel letter- A fabricated or formed three-dimensional letter that may accommodate a light source.

façade – **The exterior portion of a building exposed to public view. When calculating the total area of a façade for sign purposes, the façade is the total frontage of a property multiplied by the first floor height. When the first floor on a multi-story building is not architecturally delineated, that height shall be no greater than fourteen feet (14')**

flood awning- An awning that is greater in vertical height than horizontal width.

grade- Grade shall be construed to be the final ground elevation after construction. Earth mounding criteria for landscaping and screening is not part of the final grade for sign height computation.

marquee – A permanent, roof- like structure extending from part or all of a building or other structure over a public or quasi-public right of way and constructed of some durable material such as metal, glass or plastic.

pennant- A triangular or irregular piece of fabric or other material, commonly attached in strings or strands, or supported on small poles intended to flap in the wind.

sign –Any device, structure, fixture, painting, form (whether fixed or flexible) or visual image using words, graphics, symbols, numbers, or letters designed and used for the purpose of communicating a message or attracting attention.

sign, abandoned- a sign which identifies or advertises a discontinued business, lessor, owner, product, or activity.

Sign, air inflatable – air or gas filled or constant fan inflated sign, symbol or figure.

sign, animated- a sign that uses movement or change of lighting to depict action or the illusion of movement or to create a special effect or scene, or to change effects, scenes or messages.

sign, awning - A sign that is painted, attached to or part of roof-like structure covering extending over a walkway, sidewalk, or exterior place, supported by a frame attached to a building and/or the ground with a surface made of fabric or a more rigid material and which can be retractable.

sign, balloon- A sign consisting of a bag made of lightweight material supported by helium, hot, or pressurized air which is greater than twenty-four (24) inches in diameter.

sign, banner- A temporary lightweight sign that is attached or imprinted on a flexible surface that deforms under light pressure and that is typically constructed of non-durable materials, including, but not limited to, cardboard, cloth, and/or plastic.

Sign, building canopy- A covering, usually of fabric, supported on poles stretching from the doorway of a building toward or to a public right of way, with an address imprinted on one or both long sides of the canopy, or on the front (street-facing) side of the canopy.

sign, blade- A vertically oriented wall sign that projects from the façade of the building to which it is attached.

sign, canopy - Any sign that is part of or attached to any structure, other than an awning or marquee, made of cloth, plastic, metal or other substance that provides a roof-like shelter over a public or quasi- public right- of- way.

sign, contractor – A temporary sign that identifies the tradesperson of a specific improvement on the property for which the improvement is being made.

sign, digital display- An on-premises sign, or portion thereof that displays electronic static images, static graphics and/or static texts. Such a sign has the capability of being changed or altered by electronic means on a fixed display screen composed of electronically illuminated segments and/or a series of grid lights, including light emitting diode (LED), cathode ray, plasma screen, liquid crystal display (LCD), fiber optic, light bulbs or other electronic media or technology.

sign, directory – A ground or wall sign listing the tenants or occupants of a building or group of buildings and that may indicate their respective professions or business activities.

sign, flashing – A sign, including the perimeter of a sign, the illumination of which is not kept constant in intensity at all times.

sign, freestanding - A single or double-faced sign supported by one or more uprights, posts, or bases affixed to the ground and not attached to any part of a building. Types of freestanding signs include monument, pylon, and post signs.

sign, ground – Any sign, other than a freestanding sign, in which the entire bottom is in contact with or is close to the ground and is independent of any other structure.

sign, illuminated – A sign having characters, letters, figures, designs or outlines illuminated by electric light or luminous tubes as a part of the sign.

sign, indirectly illuminated – An illuminated, non-flashing sign whose illumination is derived from an external artificial source and is so arranged that no direct rays of light are projected from the artificial source into an area where anyone resides or into any public street or public way. Indirect illumination is not enclosed within the framing of the sign.

Sign, internally illuminated – A sign with a light source within it which provides the illumination.

sign, marquee - A sign mounted on a permanent, roof-like structure extending from part or all of a building or other structure over a public or quasi-public right-of-way and constructed of durable material.

sign, monument- A single or multi-faced free-standing sign not attached to a building with an upright base extending from the ground.

sign, neon- A sign made of tubes containing neon (or other gas) that glows when subjected to electric voltage applied to electrodes at the ends of the tubes.

sign, permitted non-conforming- A sign that was legally erected and maintained prior to the adoption, revision or amendment of an ordinance regulating signs, but which fails to conform to the sign regulations by reason of such adoption, revision or amendment.

sign, off-premises- A sign that is located on property that is not the premises or property of the use identified or advertised in the sign. Also known as a third party sign, billboard, or outdoor advertising.

sign, official- Any sign, symbol, or device erected and maintained by a federal, state, county or local government agency for the purpose of informing or guiding the public; or for the protection of the health, safety convenience or general welfare to the public.

sign, on-premises- A sign that is located on property that is the premise property or site of the use identified or advertised in the sign.

sign, permanent- A sign attached to a building or structure, or to the ground in a manner that enables the sign to resist environmental loads, such as wind, and that precludes ready removal or movement of the sign and whose intended use appears to be indefinite.

sign, political – A sign identifying or referencing a political campaign , vote, election, event, referendum, party, political affiliation, cause or candidate, or having any communication relating to any issue whatsoever, including the physical and/or electronic location thereof.

sign, portable – A sign that is not securely affixed to the ground or otherwise affixed in a permanent manner to a building or other structure.

sign, project development – A temporary sign intended to identify a development project under construction, which may include the project name, general contractor, architect and prime real estate agent.

sign, projecting – A sign that is wholly or partly dependent on a building for support and that projects more than nine (9) inches from such building and generally perpendicular to the building fascia, excepting signs located on a canopy, awning, or marquee. Types of projecting signs include blade signs.

sign, pylon- a free-standing sign supported and placed upon poles or standards for support.

sign, public purpose – A sign designed to promote the public health, safety and welfare, including but not limited to official government notices, government signs, signs to control and direct traffic on public streets, street identification signs, signs erected by public utility companies to warn of dangerous or hazardous conditions.

sign, reader board – A temporary, portable sign that incorporates changeable lettering and is intended primarily for advertising or announcement purposes.

sign, real estate – A sign pertaining to the sale or lease of the premises, or a portion thereof, on which the sign is located.

sign, residential development – A sign identifying a residential major subdivision, condominium, apartment or townhouse complex, and located entirely on the property which it is identifying.

sign, residential nameplate – A wall sign permitted for the sole purpose of identifying the inhabitant residing therein, the house name and/or identifying the address of the house.

sign, roof – A sign that is mounted on the roof of a building or is wholly dependent on a building for support, and that projects above the top walk or edge of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof, or the deck line of a building with a mansard

roof.

sign, sidewalk – A temporary, moveable, non-illuminated sign located within the public right of way that is not permanently affixed to a wall, structure or to the ground.

sign, suspended- Any building sign that is suspended from the underside of a horizontal plane surface and is connected to this surface.

sign, temporary- A sign designed to be moved periodically or displayed for a limited and comparatively short period of time only, without a foundation, footing or similar permanent underground anchoring system, and signs mounted on wheels. A temporary sign shall be construed to be the same temporary sign despite modifications to the location or message of such sign during the period the sign is displayed.

sign, traffic-control – A permitted sign for the purpose of identifying private parking areas and directing the flow of traffic on private property.

sign, vehicle- any sign exceeding ten (10) square feet in area mounted, painted, placed on, attached or affixed to a trailer, watercraft, truck, automobile or other form of motor vehicle so parked or placed so that the sign thereon is discernable from a public street or right-of-way as a means of communication and which by its location, size and manner of display is reasonably calculated to exhibit commercial advertising of a business, product, service, function or other activity, or to supply directional information to an off-site business. A vehicle sign is a vehicle that functions primarily as a sign rather than as a transportation device as determined by consideration of any of the following factors:

- a) The absence of a current, lawful license plate affixed to the vehicle on which the sign is displayed;
- b) The vehicle on which the sign is displayed is inoperable as defined by this City Code;
- c) The vehicle on which the sign is displayed is not parked in a lawful or authorized location or is on blocks or other supports or is parked in a manner that is not in conformity with the identified parking space on the lot;
- d) The vehicle on which the sign is displayed is not regularly used for transportation associated with the use it advertises;
- e) The vehicle remains parked on the premises after normal business hours when customers and employees are not normally present on the premises; or
- f) The vehicle remains parked in the same vicinity of the property in a location which maximizes its visibility from the public street or right-of-way on a regular basis.

sign, wall – A sign attached to, painted on, or erected against the wall of a building or structure with the exposed face of the sign in a plane parallel to the face of the wall and not projecting more than nine (9) inches from such surface.

sign, window – A sign which is applied, painted, hung, affixed or attached to the interior or exterior of a window or otherwise part of a window or located within eighteen inches (18”) of the interior of the window and which can be seen from a public street or public parking facility.

sign alteration – The enlargement, extension or relocation of an existing sign or support structure.

sign area – The entire area within a contiguous perimeter enclosing the limits of a sign and including the frame of the sign, but not including structural elements outside the limits of such sign, which do form an integral part thereof.

sign face – The area or display surface used for the message.

sign restoration – The routine maintenance and painting of existing, approved signs that does not change the approved design or increase the total sign area.

sign supporting structure – All frames, glass or other coverings, gooseneck arms, light bulbs, lights, shields, shades, reflectors, supports, brackets, braces, screws, bolts, fastenings or other items or devices which constitute a part of the appurtenance, support system, and frame for any sign, of any kind or nature, awning, canopy or marquee.

C. GENERAL STANDARDS

1. The SIGN DESIGN STANDARDS which are adopted separately are specifically incorporated herein by reference and made a part of this Article and Ordinance.
2. Any sign not expressly permitted by this ordinance is prohibited.
3. MATERIAL - Signs shall be constructed of durable materials, maintained in good condition and not allowed to deteriorate or become dilapidated. All signs, together with all supports, appurtenances, braces, anchors and other parts, shall be kept in continual repair, including cleaning, painting, replacing of defective parts and otherwise maintaining a presentable condition. Lack of proper maintenance shall be considered abandonment, and subject to removal upon notification by the Zoning Officer or Construction Code Official.
4. APPURTENANCES AND SUPPORTING STRUCTURES - Notwithstanding the restrictions found elsewhere in this Article concerning sign shape and area, sign appurtenances and sign supporting structures shall be permitted only when designed as an integral part of the sign, constructed of similar materials, and graphically compatible in color, shape, position, and scale with the permitted sign face. Sign appurtenances and supporting structures shall not increase the proposed sign area by greater than fifteen percent (15%). Sign appurtenances and sign supporting structures shall not extend above or below the sign face by more than twenty-five percent (25%) of the sign face height, and shall not project outward beyond the face of the proposed sign.
5. SETBACK - The sign setback shall be measured from the property line to the nearest part of the sign, including any appurtenance, supporting structure, base, frame or decorative elements.
6. HEIGHT - Sign height shall be measured between the grade immediately below the sign and the highest point of the highest element of the sign. Wall signs shall not project above the top or beyond the ends of the wall surface upon which they are placed, nor shall wall signs be placed on a parapet or similar architectural device such that the sign would project above the elevation of the roof behind such parapet or other device.
7. AREA - Sign area shall be computed by determining the total area of any sign board, sign face or sign background at its largest horizontal and vertical dimensions, including framing, trim or molding, and the area of the appurtenance or other sign supporting structure, regardless of whether the framing, trim, molding, support structure, or appurtenance conveys a message or any part of the message on the sign. Where there is no framing, the sign area shall be deemed to be the area of the smallest rectangular figure that can encompass all of the figures and their supporting logos or elements, if any. For double-faced signs, only one (1) display face shall be measured in computing the total sign area where the sign faces are parallel, or where the interior angles formed by the faces are forty-five (45) degrees or less. The maximum area for a window sign is twenty five percent (25%) of the window.

8. PROJECTIONS - No wall sign may project from the outer face of a wall or extend over any public right-of-way more than nine (9) inches unless otherwise provided for in this Article. Any wall sign which projects more than nine (9) inches from the outer wall face shall be considered a blade sign and must conform to all applicable provisions for blade signs set forth in this Article. An awning is not a wall sign.
9. ALTERATIONS - Any sign alteration, except those specified in 17:9-51C.1, and nonstructural maintenance and/or repairs, requires conformance to all requirements of this Article, except as provided in the section entitled Pre-Existing Non-Conforming Signs.
10. ILLUMINATION- Signs, including channel letter signs, may be spotlighted or backlighted from the rear with a diffused light source, unless such illumination is specifically prohibited elsewhere in this Ordinance. Individual letters/numbers/symbols forming a sign are permitted to have internal illumination; internally illuminated box signs (internally illuminated boxes that are larger than the individual letters and illuminate anything other than individual letters/numbers/symbols) are not permitted. All illumination shall be subject to the following.
 - a) All lighting sources shall be completely shielded from the view of vehicular traffic.
 - b) Such illumination shall not project light above the highest elevation of the front wall of the building for wall-mounted signs or more than five (5) feet above ground level for freestanding signs.
 - c) Backlighted signs shall not have a white or light-colored background or signboard.
 - d) Where a sign is located on a lot adjacent to a lot used for residential purposes, it shall not permit any light to shine into or onto adjacent or upper story residential uses or to cause a nuisance to the adjacent residential use.
 - e) No illuminated sign located on a lot adjacent to or across the street from any residential district and visible from such residential district shall be illuminated between the hours of 11:00 p.m. and 7:00 a.m., unless the use to which the sign pertains is open for business during those hours. Neon signs shall not be illuminated after 9:00 p.m.
 - f) All wiring for permanent illuminated signs shall be installed and maintained so that it is not within public view. The running of wiring or conduit along the exterior wall of a building to access a sign is specifically prohibited unless in the judgment of the Construction Official there is no practical way to run the conduit so that it is not within public view.
 - g) No illuminated sign shall be of such a color or located in such a manner as to be confused with, or to diminish or detract in any way from, the effectiveness of any traffic signal or similar official safety or warning device or public purpose sign.
 - h) Digital display signs shall be limited to non-residential zone districts and limited to one per site. Digital display signs shall have a minimum duration of eight (8) seconds for each message displayed on the screen; only one message may be displayed per screen. The transition (dwell) time between messages shall be one second or less, without any special effects such as visual dissolve, fading, flashing or video.

11. Ground floor uses having a side or rear facade fronting on a parking lot shall be permitted to have one (1) additional sign on the facade of the building facing the parking lot, provided that such sign meets all of the standards of this Article and the Design Guidelines.
12. Ground floor uses located on corner lots having a second facade fronting on a public street, shall be permitted to have one (1) additional sign on the building facade facing the second street, provided that such sign meets all of the standards of this Article and the Design Standards.
13. Second floor uses –Window signs may be utilized for permitted upper floor commercial occupancies.
14. Whenever any change of use, occupancy or vacancy occurs, all signs and appurtenances no longer relating to the prior use and occupancy of the premises shall be immediately removed. In addition, any sign not conforming to any requirement of this section and removed in accordance to this requirement shall not be replaced unless it conforms to all requirements of this Ordinance and proper permits are obtained.
15. Any lawfully existing sign may be repaired or lettered within the size, height, number or location of the permit originally issued for the sign without need to obtain a new permit. This ordinance does not regulate sign content unless otherwise specified herein.
16. All driveway entrance/exit signs, warning and directional signs, and parking signs placed within a property's boundaries directed at drivers of vehicles, pedestrians, bicyclists, and wheelchair users shall conform to the Manual of Uniform Traffic Control Devices (MUTCD) standards, except where the sign exceeds the safety standards in the MUTCD or the MUTCD does not apply.

D. EXEMPT SIGNS - The following signs are permitted without need to obtain a permit, if installed as per the requirements stated below and the Design Standards:

1. Ordinary maintenance, servicing, repainting, cleaning, altering, or changing the information of an existing permitted sign for a legal occupant, provided the size, area, height, location and/or structure are not changed.
2. Non-illuminated free standing real estate signs for residential uses provided they do not exceed six (6) square feet in area and four (4) feet in height. No more than one (1) such sign, and two (2) on a corner lot, shall be erected on a property, and must be setback a minimum of five feet (5') from all property lines. Freestanding or wall mounted real estate signs for non-residential uses, provided they do not exceed twenty (20) square feet. No more than one (1) such sign, and two (2) on corner lots, shall be erected and must be setback from all property lines at least ten (10) feet. A window sign of up to twenty (20) square feet shall be used if the required setback does not exist. All real estate signs must pertain to the property on which they are located, and shall not be placed within any sight triangle or public right-of-way. All real estate signs shall be removed within two weeks of execution of a contract and/or closing for the lease or sale of the property/space.
3. Credit or charge card signs within window areas for commercial uses, or signs indicating membership in professional or trade organizations, provided such signs do not exceed one (1) square foot.
4. Signs not exceeding one (1) square foot attached to gasoline pumps, provided that their sole purpose is to communicate fuel prices.

5. Signs painted on, or affixed to operating, registered, licensed commercial motorized vehicles.
6. Signs accessory to licenses and permits issued by the City Clerk including but not limited to garage sales, auctions, and banners.
7. Traffic, parking, directional, informational and street identification signs as approved by any City, County, State or Federal agency installed in any public right-of-way.
8. Any political sign, except that temporary signs relating to a campaign, candidate, issue, referenda, any particular vote, election or event which is located in a public right-of-way outside of required sight triangles shall be removed within two (2) weeks after the date of the political event, vote, referendum, election or other object of the temporary sign. Any such political sign may be located on private property without time restriction.
9. Sidewalk signs.
10. Where a commercial tenant vacates a building or shopping center where its occupancy was noticed on a permitted directory or other sign, and a new tenant occupies the vacated space, the sign may be changed to provide notice of the new tenant, providing the sign is not otherwise changed, upon the issuance of a CO.

E. TEMPORARY SIGNS other than political signs require a development permit and are subject to the following:

1. Banners, pennants and bunting may be used for special promotional events, holidays and grand openings provided they are not be displayed more than two (2) times per calendar year, and may be installed for no more than two (2) months at a time. Such signs shall not constitute an aggregate area greater than fifty (50) square feet, must be attached to a permanent structure, and shall only be illuminated indirectly.
2. Project signs may be permitted for new developments approved by land use boards pursuant to final approval from the approving authority. No more than one (1) project sign shall be permitted on any lot identifying each developer, builder, contractor, architect, engineer or others associated with the development. Such signs shall only be located on the project site, and shall not exceed twenty four (24) square feet in area or six (6) feet in height, unless they are wall mounted at which time they shall not exceed the height of the structure.
3. Contractor signs are permitted for work associated with active construction permits for the duration of the exterior improvement activity provided such sign area does not exceed six (6) square feet; maintains a minimum setback of ten (10) feet from all property lines; are not illuminated; and are removed within two (2) weeks of completion of the permitted work.

F. APPLICATION PROCEDURES

1. Property owners are required to obtain a development permit for ALL signs unless the sign is exempt as indicated above.
2. A property owner shall file an application with the Zoning Officer for the issuance of a development permit to install, alter, modify, or expand any sign, except exempt signs as described in this Article, or as permitted in section 17:9-51.C.9 above.

3. A property owner may be required to also submit an application for a construction permit or other permits that for the erection or modification of a sign, which shall only be issued subsequent to the issuance of a development permit.
4. If the Zoning Officer determines that a proposed sign does not conform to the requirements contained herein, the Officer shall deny the application and instruct the applicant that land use board approval would be required to be filed.
5. When an application for development must be filed with a land use board, the application must include ALL signs installed or proposed to be installed as part of a consolidated sign plan for the property prior to the issuance of any sign permits.

G. PROHIBITED SIGNS. The following signs shall be prohibited within the City of Plainfield, unless otherwise specified within this section:

1. Signs attached to trees, telephone poles, public benches, streetlights, or placed on any public property or in the public right-of-way unrelated to politics or issues;
2. Any sign for advertising purposes that mimics or is substantially similar to a public purpose sign;
3. Upper story blade signs;
4. Flood awning signs;
5. Signs placed within designated sight triangles, and signs which directly obstruct driver's lines-of-sight;
6. Banners that stretch across a public right-of-way between telephone poles, trees or other structure;
7. Pylon signs, roof signs and billboard signs except those that are pre-existing and permitted;
8. Any sign that, in the professional judgment of the Zoning Officer, presents an immediate danger to the public health, safety or welfare;
9. Signs that advertise or identify a use which has ceased operation;
10. Any nonconforming sign, as defined herein;
11. Abandoned signs;
12. Vehicle signs;
13. Signs containing obscene, pornographic or lewd messages;
14. Signs that obstruct a fire escape, door, window or other required access way;
15. Signs that are not accessory to a principal use on a property;
16. Air inflatable signs.

I. PRE-EXISTING NON-CONFORMING SIGNS. Permitted signs and supporting structures and appurtenances erected or installed prior to the effective date of this Article and Ordinance, and which were, at the time of such erection or

installation, in compliance with all applicable statutes and ordinances, but which no longer comply with the requirements of this Article and Ordinance including Design Standards, are considered pre-existing non-conforming signs. Pre-existing non-conforming signs may continue provided the sign itself is not altered, modified, or changed in any way, except that the content, message or letters may be changed to indicate a new tenant, business or change in the use including product or service offered, if the new use (and tenant or business) is a permitted use and occupancy. If said sign is altered, modified or changed in any other way, a development permit is required to be obtained and the new or altered, changed or modified sign shall conform with this Article and Ordinance including Design Standards. A lawful pre-existing non-conforming sign may be repaired, including the letters, without obtaining a development permit.

I. ENFORCEMENT. The Zoning Officer shall be responsible for the administration and enforcement of all sign regulations. The Zoning Officer shall initiate enforcement procedures if any sign is in violation of the regulations contained herein, and may call upon the Director of Public Safety and any duly authorized agents to assist in the enforcement of this title. The Zoning Officer may require the immediate removal of a sign if the sign presents an immediate danger to the public health, safety and welfare.