

## ARTICLE III. OFF-PREMISES ADVERTISING

### Sec. 3-46. Purpose of article.

(1) Signs constitute a separate and distinct use of the land upon which they are placed and affect the use of adjacent streets, sidewalks and other public places and adjacent private places open to the public. The unregulated construction, placement and display of signs constitute a public nuisance detrimental to the health, safety, convenience and welfare of the residents of the city.

(2) The purpose of Article III is to establish reasonable and impartial regulations for all off-premises advertising signs in order to: reduce traffic hazards caused by such unregulated signs which may distract and confuse, and impair the visibility of, motorists and pedestrians; ensure the effectiveness of public traffic signs and signals; protect property values by ensuring the compatibility of property with that surrounding it; provide an attractive visual environment throughout the city; protect the character and appearance of the various neighborhoods in the city; attract tourists to the city; protect the public investment in streets, highways, and other public improvements; and protect and improve the public health, safety, and general welfare.

(3) The regulations contained in this Article III advance these significant government interests and are the minimum amount of regulation necessary to achieve them.

(4) The article shall apply to all persons, firms, partnerships, associations, and/or corporations owning, developing, occupying, leasing, or having control or management of any off-premises advertising signs, or of the property where such signs are found, located within the city limits.

(Ord. No. 10,321, 6-10-03)

### Sec. 3-47. Definitions.

*Animated sign.* Any sign or portion of a sign having parts or electronically controlled color changes or lights that depict action or give motion to the sign and includes flashing lights. (This does not include "time and temperature" signs.)

*Back-to-back sign.* A structure with two (2) parallel sign faces oriented in opposite directions, not more than ten (10) feet apart.

*Billboard.* An off-premises sign whose sign face is greater than seventy-two (72) square feet in size and advertises a business, commodity, good, service, entertainment or attraction, which is not sold, produced, manufactured, or furnished on the premises where the billboard is located, or which contains a political or ideological or noncommercial message. Such structure is a freestanding sign and may be double-faced or V-type,

provided the angle of the V shall not exceed forty-five (45) degrees and the maximum size of the sign structure shall not exceed four hundred fifty (450) square feet per face.

*Billboard/Off-Premise Advertising Signs/Digital Signs:* An off-premise advertising sign displaying digital static images controlled by electronic or other digital or dynamic media. (Includes, but is not limited to, dynamic displays, dynamic signs, electronic message boards, electronic billboards, flashing signs, and LED signs.) This ordinance will regulate the behavior and light-intensity of these types of signs:

- (1) Displayed image will remain static for at least eight (8) seconds before changing.
- (2) Change of message must be accomplished within one (1) second or less.
- (3) All digital signs must meet the following brightness standards:
  - (a) No sign may be brighter than is necessary for clear and adequate visibility.
  - (b) No sign may be of such intensity or brilliance as to impair the vision of a motor vehicle driver with average eyesight or to otherwise interfere with the driver's operation of a motor vehicle.
  - (c) No sign may be of such intensity or brilliance that it interferes with the effectiveness of an official traffic sign, device or signal.
  - (d) The sign shall automatically adjust the intensity of its display according to natural ambient light conditions.
  - (e) If the City finds that a digital sign causes glare or otherwise impairs the vision of the driver of a motor vehicle or otherwise interferes with the operation of a motor vehicle, the owner of the sign, within 12 hours of a request by the City, shall reduce the intensity of the sign to a level acceptable to the City.
- (4) Signs cannot resemble traffic control devices or be animated.
- (5) Owners of digital signs must coordinate with the City of Monroe to display, when appropriate, real-time emergency information such as Amber Alerts or natural disaster directives.
- (7) Such signs shall not contain or display animated, moving video or scrolling advertising.
- (8) Such signs shall not consist of a static image projected upon a stationary object.
- (9) Such signs shall not be a mobile sign located on a truck, trailer or any other type of motorized vehicles.
- (10) Such signs shall not be constructed or placed in such a way that the light from the sign shines into residentially zoned areas or areas that are predominately residential in use.
- (11) The digital displays must be designed and equipped to freeze the device in one position if a malfunction occurs. The displays must also be equipped with a means to immediately discontinue the display if it malfunctions, and the sign owner must immediately stop the display when notified by the city that it is not complying with the standards of this ordinance.

*Changeable Copy Sign:* A sign, or portion thereof, with characters, letters or illustrations that can be changed or rearranged mechanically without altering the face or the surface of the sign.

*Dynamic Display:* Any characteristics of a sign that appears to have movement or that appears to change, caused by any method other than physically removing and replacing the sign or its components, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. This includes a display that incorporates a technology or method allowing the sign face to change the image without having to physically or mechanically replace the sign face or its components. This also includes any rotating, revolving, moving, flashing, blinking, or animated display and any display that incorporates rotating panels, LED lights manipulated through digital input, "digital ink" or any other method or technology that allows the sign face to present series of images or displays. (Includes LED signs, digital signs, electronic billboards and electronic message boards.)

*Flashing Sign:* A sign which exhibits changing light or color effect by any means, so as to provide intermittent illumination or the illusion of intermittent flashing light but by any means. Any mode of lighting which resembles zooming, twinkling, sparkling, fading or enhancing. Electronic or other digitally displayed signs which are static for more than one hour shall not be considered to be a flashing sign.

*Flip sign.* A sign, usually the size of a traditional billboard that displays two (2) or more different ad messages in the space of just one (1) sign face. The sign utilizes a turning triangle, cube or "louver" to achieve this look. The ad messages are displayed in a predetermined order and for set amounts of time each, usually six (6) or seven (7) seconds. Each side of the louvers together displays a different ad or message.

*Interstate and US highways.* That portion of the national system of interstate, national and/or defense highways located within this city as officially designated by the State of Louisiana and approved by the United States Government. As of the effective date of this section and for purposes of this article the interstate and US Highways which are officially designated as such are: Interstate 20, US Highway 165, US Highway 165 (Business) and US Highway 80.

*Jumbo sign.* Any off-premises advertising sign with a total square footage per side in excess of two hundred fifty (250) square feet, inclusive of embellishments. No jumbo sign shall exceed a maximum area of four hundred fifty (450) square feet per side.

*Light emitting diode (LED):* High resolution, multi-colored and ever changing messages.

*Lot.* Any contiguous parcel of land legally defined by survey abutting a dedicated public way.

*Major sign.* Any off-premises advertising sign with a total square footage per side in excess of seventy-two (72) square feet, but less than or equal to two hundred fifty (250) square feet, inclusive of embellishments.

*Minor sign.* Any off-premises outdoor advertising sign with a total square footage per side of seventy-two (72) square feet or less, inclusive of embellishments.

*Mobile Billboard:* An off-premise advertising sign mounted on a vehicle or trailer that can become part of the traffic flow or be parked at specific locations. A vehicle which advertises the company of its primary use is not considered to be a mobile bill board.

*Off-premises advertising sign.* Any outdoor advertising sign, display, figure, painting, drawing, message, plaque, poster, billboard, flag, or any other thing which is designed, intended or used to advertise or inform, which is not sold, produced, manufactured, or furnished at the property on which said sign is located. The advertising or information content is visible from any place on the main travel way of the interstate system or any public street in the city. The term "off-premises outdoor advertising" does not include signs with subject matter relating to the premises on which it is located (on-premises signs) or signs of noncommercial nature placed on the premises by the owner or occupant thereof, and such on-premises advertising or identifying structures shall not be considered "outdoor advertising" structures for any purpose of this section. ("Sign" includes the base, supports and other structural members.) Off-premises signs do not include:

- (1) On-premises signs advertising or identifying activities conducted on the property upon which they are located.
- (2) On-premises signs which are created solely to advertise or identifying products sold on the property upon which they are located.
- (3) Signs used exclusively to identify candidates in political campaigns, popularly referred to as "yard signs," which are thirty-five (35) square feet or less in size, and which are mounted or otherwise attached to a base or structure which can easily be removed from the ground by hand, and which are temporary in nature (that is, to be removed, no later than ten (10) days after final election returns become official).
- (4) Signs thirty-five (35) square feet or less in size advertising a specific parcel of real estate being developed, or being sold or leased, provided that such parcel of real estate is located no more than five hundred (500) feet from such a sign and provided that the sign will be removed no later than six (6) months after the date it is erected.
- (5) Signs painted or otherwise imprinted on any structure legally placed in the right-of-way of any public street in the city, provided such structure is not imbedded in the ground, asphalt, concrete or other such substances, also provided that the sign face does not extend beyond the border of the

structure, and finally, provided that the structure's primary use is not for advertising purposes.

- (6) Bus bench signs that are located at designated City of Monroe Transit Authority bus stops and have written permission from the General Manager of the City of Monroe Transit Authority and the Traffic Engineer for the City of Monroe. (This includes bus shelters.)

*Property line.* The lines bounding a lot defined as follows:

- (1) Front property line means the line separating the lot from the street.
- (2) Rear property line means the line opposite the front lot line.
- (3) Side interior property line means any property line other than the front property line or rear property line.

*Public street.* Any street, expressway, thoroughfare or highway prescribed in the master plan for streets and roads but not included in the above definition of interstate system.

*Sign.* An identification, description, illustration, or device which is affixed to or represented directly or indirectly upon a building, structure, or land and which directs attention to a product, place, activity, person, institution or business. (Includes structural elements, bases, sign faces, trim and borders.)

*Sign face.* The area or display surface used for the message, which includes the display area, border and trim but excluding the base, supports and other structural members facing traffic moving in one (1) direction.

*Sign, stacked.* An advertising structure built with two (2) or more sign faces set (or stacked) on top of one another and facing traffic moving in one (1) direction.

*Sign, static.* A sign face without any action, movement, flashing or color changes. There is nothing used other than the ad message itself and illumination thereof to bring attention to the sign.

*Snipe sign.* A temporary sign or poster affixed to a tree, fence, etc.

*V-type sign.* A structure or structure with two (2) or three (3) sign faces, forming the shape of a "V" or a triangle when viewed from above, with an angle between any two (2) faces of not more than forty-five (45) degrees.

(Ord. No. 10,321, 6-10-03; Ord. No. 10,491, 5-24-05)

Sec. 3-48. Districts where permitted.

The zoning laws of the City of Monroe, contained in Chapter 37 of the Monroe City Code, shall set forth the zoning districts where off-premises signs which conform with the provisions of this article may be allowed.

(Ord. No. 10,321, 6-10-03)

Sec. 3-49. Building permits.

(1) *Required; placement of sign.* No off-premises advertising sign shall be located, relocated, altered or utilized for display purposes without an approval from the planning commission. A sign permit must then be issued by the building inspector for that location. A certificate of occupancy is required from the planning and zoning division before the building permit can be issued. The building permit must be placed on the sign when erected so as to be clearly visible to the building inspector for at least two (2) weeks after the sign is erected. No permit is required for the maintenance of a sign or for a change in copy on printed or changeable copy signs.

(2) *Permit process.*

- (a) All applications for an off-premises advertising sign permit shall submit a plat indicating the exact location of the sign, property lines, and setbacks, all measurements of the sign (height, length, square footage per face), number of faces and any other pertinent information. Louisiana-stamped engineering plans shall be submitted in addition to the plat.
- (b) Once planning approval has been obtained from the planning commission and the placement of the sign has been permitted, the applicant shall construct the sign within six (6) months from the issuance of the permit. Should the sign not be constructed within that period of time, a new permit shall be required. The zoning administrator shall have the discretion to grant extensions under special circumstances. (For example, construction delays, weather and other conditions beyond the control of the permit holder.) Appeals to this decision may be made to the board of adjustments.
- (c) Sign companies shall provide to the planning and zoning division, an inventory of all signs indicating the following information: size, number of faces, means of illumination, location, date of permit, and permit number (if available) within sixty (60) days of enactment of this ordinance [Ordinance No. 10,321]. By December 31, 2003, and annually thereafter, sign owners shall provide to the planning and zoning division an inventory of all signs, including those newly constructed or dismantled. Notice of inventory update requirement shall be mailed by certified letter, return receipt required, or by registered mail by the planning and zoning division within thirty (30) days of the inventory due date. The planning and zoning division shall not make the inventory of signs available to the public unless required by law.

- (d) No permit shall be issued for any sign unless the sign company requesting the permit provides proof that the contractor installing the sign is a Louisiana-licensed contractor licensed to operate in the City of Monroe, and, is in compliance with all requirements of the licensing requirements.
- (e) Sign companies will need to sign a maintenance agreement with the City of Monroe regarding any easements adjacent to any off-premises signs. This agreement will also need to be approved by the city council.  
(Ord. No. 10,321, 6-10-03)

Sec. 3-50. State and federal regulations.

An off-premises sign permit shall not be issued whenever the issuance of the permit would result in the maintenance of a sign in violation of any state or federal regulation.

(Ord. No. 10,321, 6-10-03)

Sec. 3-51. Size of off-premises signs.

The maximum area of an off-premises sign face shall be four hundred fifty (450) feet and shall not contain more than one (1) static sign face for each side of display. When two (2) off-premises sign faces are placed back to back or V-type on the same structure with an angle between them of not more than forty-five (45) degrees, each sign face shall conform to the maximum size limitations. Except as otherwise set forth in the provisions of this chapter, two (2) sign faces are only allowed if the faces are placed back to back or V-type.

(Ord. No. 10,321, 6-10-03)

Sec. 3-52. Location of off-premises signs.

Property facing public streets and all other property which is zoned so as to permit the construction and maintenance of off-premises signs shall be subject to the following regulations:

- (1) V-type or back-to-back off-premises signs shall be considered one (1) sign.
- (2) No off-premises sign shall be located in such a manner as to obscure, or otherwise physically interfere with the effectiveness of any official traffic sign, signal or device, or to obstruct or physically interfere with a driver's view of approaching or intersecting traffic.
- (3) No off-premises sign shall be permitted in any residentially zoned area as defined in the zoning ordinance of the City of Monroe.
- (4) No off-premises sign shall be located within five hundred (500) feet from the property line of any residentially zoned property, including B-1 (transition business district) developed residentially.

- (5) No off-premises advertising sign shall be erected or maintained upon or directly above the roof of any building structure.
- (6) The minimum distance between any off-premises sign shall be no less than one thousand (1,000) feet on the same side of the street. The minimum distance between any off-premises sign on opposite sides of the street shall be no less than five hundred (500) feet measured radially.  
(Ord. No. 10,321, 6-10-03)

Sec. 3-53. Setback requirements.

- (1) No portion of any off-premises sign may be located within the thirty-foot visibility triangle required at intersections by the zoning code of the City of Monroe.
- (2) Each off-premises sign shall be set back at least twenty-five (25) feet from any road or street right-of-way line, measured from the sign's closest point of reference. When an off-premises sign is located in the side corner yard, the setback shall be twenty-five (25) feet from any road or street right-of-way line, measured from the sign's closest point of reference.
- (3) No part or foundation or support of any off-premises sign shall be placed on, in, or over any public property, including public rights-of-way, upon telephone or utility poles, or natural features such as trees and rocks without written consent of the City of Monroe.  
(Ord. No. 10,321, 6-10-03)

Sec. 3-54. Height of off-premises signs.

There shall be a minimum clearance from the bottom of an off-premises sign face from the grade of the public street to which the sign is oriented, or from the ground directly beneath the sign face, whichever is of greater height, according to the size of the sign face and a maximum height, as follows:

- (1) For minor signs, the minimum clearance shall be six (6) feet, and the maximum height shall be fifteen (15) feet.
- (2) For major signs, the minimum clearance shall be eight (8) feet, and the maximum height shall be twenty (20) feet.
- (3) For jumbo signs, the minimum clearance shall be ten (10) feet, and the maximum height shall be thirty-five (35) feet.

No off-premises sign shall exceed thirty-five (35) feet in height, except where a sign face would not be plainly visible to passing traffic at a height of thirty-five (35) feet,

the sign may be raised to a maximum height of fifty (50) feet. This distance shall be measured from the grade of the public street to which the sign is oriented, or from the ground directly beneath the sign face (whichever is higher) to the highest point of the off-premises sign. The city engineer, planning and urban development director and the zoning administrator shall be charged with verifying that the sign is not plainly visible at thirty-five (35) feet.  
 (Ord. No. 10,321, 6-10-03)

Sec. 3-55. Lighting of off-premises signs.

Off-premises signs may be illuminated, subject to the following restrictions:

- (1) No revolving or rotating beam or beacon of light that simulates any emergency light device shall be permitted as part of any sign. Flashing devices shall not be permitted upon a sign, however, illuminated signs which indicate customary public information, such as time, date, temperature or other similar information shall be permitted.
- (2) External lighting, such as floodlights, thin-line and goose-neck reflectors, are permitted, provided the light source is directed on the face of the sign and effectively shielded so as to prevent beams or rays of light from being directed on any portion of the public street.

Table 1--Bulk Requirements

	Minor Signs	Major Signs	Jumbo Signs
Maximum area of total sign face per side (square feet)	72 s.f.	250 s.f.	450 s.f.
Maximum height of sign (feet)	35 feet	35 feet	35 feet
Minimum clearance (feet)	6 feet	8 feet	10 feet
Minimum setback requirements	25 feet from front property line	25 feet from front property line	25 feet from front property line
	25 feet from side corner property line	25 feet from side corner property line	25 feet from side corner property line
Distance between signs	Minimum distance between any off-premises sign shall be no less than one thousand (1,000) feet on the same side of the street.		
	Minimum distance between off-premises signs on opposite		

	sides of the street shall be five hundred (500) feet.
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(Ord. No. 10,321, 6-10-03)

Sec. 3-56. Number of faces.

- (1) No off-premises sign shall be constructed with more than one (1) static face per side.
- (2) All sign faces shall be perpendicular to the road upon which they front, unless the sign is a V-shaped sign.  
(Ord. No. 10,321, 6-10-03)

Sec. 3-57. Construction standards.

- (1) All off-premises signs shall be constructed in accordance with the electrical and safety requirements of the building code of the city.
- (2) Except for permitted banners, flags, temporary signs and window signs conforming in all respects with the requirements of this article, all signs shall be constructed of permanent materials and shall be attached to the ground, a building or another structure by direct attachment to a wall, frame or structure.
- (3) Visible backs of off-premises signs shall be suitably painted, galvanized or otherwise covered to present a neat and clean appearance.  
(Ord. No. 10,321, 6-10-03)

Sec. 3-58. Prohibited off-premises signs.

- (1) Off-premises signs which shall not be permitted to remain or to be erected include:
  - (a) Signs which are obsolete structures not meeting construction standards, and are unsafe, signs that have been blank for six (6) months or more, and signs which have been erected after the effective date of this ordinance [Ordinance No. 10,321] without a building permit having been issued therefore.
  - (b) Signs which are not clean and in good repair.
  - (c) Signs which are illegal under state law or other regulations.
  - (d) Signs that are not securely fixed on a substantial structure.
  - (e) Signs which attempt or appear to attempt to regulate, warn, or direct the movement of traffic, or which interfere with, imitate, or resemble any official traffic sign, signal, or device.

- (f) Signs which are erected or maintained upon trees or painted or drawn upon rocks or other natural features without written permission.
- (g) Signs which are nonconforming and damaged or destroyed to an extent of more than sixty (60) per cent of their replacement cost.
- (h) Signs that prevent free ingress of egress to or from any doors, windows, or fire escapes; or that are attached to a standpipe or fire escape.
- (i) Stacked signs (other than those which lawfully exist on the effective date of this ordinance [Ordinance No. 10,321]).
- (j) Signs located on public property, unless placed thereon under lease arrangements or otherwise permitted by legal authority.
- (k) Signs which contain statements, words, or pictures of an obscene nature as defined by law.
- (l) Signs which contain as part of the message mirror-like surfaces. (Note: 1" reflective discs that do not cover more than 5 per cent of the sign surface and produce no traffic impeding glare are permitted.)
- (m) Signs which are constructed so as to periodically change the direction toward which any plane containing the sign surface area is oriented.
- (n) Signs which emit smoke, vapor, particles or odor.
- (o) Snipe signs.
- (p) Signs which are not consistent with the standards in this section.
- (q) Flip signs with the exception of the Interstate 20 corridor and U.S. Hwy 165. (Other than those which lawfully exist on the effective date of this ordinance [Ordinance No. 10,321].)
- (r) Any sign not specifically permitted in this Ordinance.
- (s) Mobile billboards or portable trailer signs.
- (2) No new signs shall be permitted within five hundred (500) feet of the following roads, routes, and streets:

S. 2nd Street.

N. 19th Street.

Armand Street.

Berg Jones Lane to U.S. Hwy 165 S., that portion of the entrance to the Louisiana Garden and Zoo.

Broadmoor Boulevard.

Forsythe Avenue.

Jackson Street.

Kansas Lane Connector from DeSiard Street to U.S. Hwy 165.

Lamy Lane.

Oliver Road.

Tower Drive.

Washington Street.

Winnsboro Road.

(Ord. No. 10,321, 6-10-03)

- (3) No electronic or digital sign shall contain or display any animation, moving video or scrolling advertising.

#### Sec. 3-59. Authority to enforce.

The code enforcement officer shall have the authority to determine compliance with the provisions of this chapter. Upon presentation of the proper credentials, the officer may enter any building, structure or premises in the city to perform any duty imposed on the officer by this section.

(Ord. No. 10,321, 6-10-03)

#### Sec. 3-60. Enforcement.

- (1) In the event the code enforcement officer shall find that any off-premises sign or sign location is unsafe, is a menace to public health, safety, or welfare, or is in violation of any of the provisions, standards, purpose and intent of this article, the City Code, or any other applicable code of body of law, the officer shall serve written notice

on the holder of the permit, or in the absence of a valid permit, on either any owner of the sign, or on any possessor or any owner of property on which the sign is located.

(2) Such written notice shall state, with reasonable specificity, the reason or reasons the sign is unsafe, a menace, or is otherwise in violation. If the sign is determined unsafe or a menace, the violation must be corrected or remedied within five (5) days from the receipt of the written notice. If the violation cannot be corrected in compliance with the applicable laws, within the five-day period, the sign shall be removed at the permit holder's expense, or in the absence of a valid permit, at the expense of any owner or possessor on whom the written notice is served. All other violations must be corrected or remedied within thirty (30) days or the sign shall be removed at the permit holder's expense.

(Ord. No. 10,321, 6-10-03)

#### Sec. 3-61. Service of notice.

(1) Written notice shall be made by certified mail, return receipt requested, or by registered mail, and is deemed effective on the date the notice is received by the permit holder, owner, or possessor (as applicable) at their last known address, or upon personal service, from the date such written notice is delivered to the permit holder, owner, or possessor (as applicable).

(2) The written notice shall include all existing violations at the location in question, and only one notice shall be required. If the violation is not corrected, or the sign is not removed within five (5) days after receiving written notice, a citation shall be issued by the code enforcement office immediately.

(3) For the purposes of the this section, all applicants for off-premises sign permits shall provide the code enforcement officer with the name, street address, and phone number of a person residing within the City of Monroe, who will be authorized to receive written notice of any violation of this article. (Ord. No. 10,321, 6-10-03)

#### Sec. 3-62. Penalties.

Violations of any section or part of this article shall be punished by a fine not exceeding one hundred dollars (\$100.00) or imprisonment not exceeding twenty (20) days or both at the discretion of the court. Each day such violation shall exist shall constitute a separate and distinct offense.

(Ord. No. 10,321, 6-10-03)

#### Sec. 3-63. Nonconforming signs.

(1) Any off-premises sign legally existing prior to the effective date of this article and not complying with the provisions of this article, may continue in existence, except as provided in section 3-60 and except as provided in section 37 of the zoning laws of the City of Monroe.

- (2) All building permits previously issued for signs not yet erected will be valid for six (6) months from the date of issuance. No renewals shall be granted for signs or locations which would be in violation of this article.
- (3) A nonconforming sign may be replaced by another equal-sized or smaller nonconforming sign of the same type (i.e., static sign to static sign) in the same location provided a new Certificate of Occupancy is obtained from the Planning and Zoning Office.
- (4) New digital or electrical billboards/off-premise signage is limited to conforming signs only. Conversion of nonconforming signs ~~is prohibited~~ to digital or electrical may be permitted with Planning Commission approval.

(Ord. No. 10,321, 6-10-03)

Sec. 3-64. Variances.

No variance from the provisions of this chapter shall be allowed.

(Ord. No. 10,321, 6-10-03)

Sec. 3-65. Fees.

- (1) *Building fees.* The building inspector shall collect a fee for each off-premises sign building permit as follows:  
\$1.00 per square foot for all signs - minor, major and jumbo.
- (2) *Annual fees.*
  - (a) *Listed.* The building inspector shall collect an annual fee of fifty dollars (\$50.00) per minor sign, seventy-five dollars (\$75.00) per major sign, and one hundred dollars (\$100.00) per jumbo sign.
  - (b) *Building permit fee in lieu of annual fee.* The sign building permit fee shall serve in lieu of an annual fee from the time the permit is issued until December 31 of the year of issuance.
  - (c) *Duration; renewal.* The annual fee shall be for the period January 1 through December 31 of each year, and shall be renewable in November of each year, beginning November 2003.
  - (d) *Penalty for unpaid taxes.* Any annual fee that is not paid on or before January 1 shall, in addition to the fee, bear a penalty of ten (10) per cent per month until paid.

(Ord. No. 10,321, 6-10-03)

Secs. 3-66--3-69. Reserved.