

ORDINANCES OF THE CITY OF HELENA, MONTANA

Style Definition: TOC 1

AN ORDINANCE REVISING THE REGULATION OF SIGNS BY AMENDING CHAPTER 23 OF TITLE 11 OF THE HELENA CITY CODE

NOW, THEREFORE, BE IT ORDAINED BY THE COMMISSION OF THE CITY OF HELENA, MONTANA:

That Title 11 of the Helena City Code is hereby amended by repealing Chapter 23, General Sign Regulations, in its entirety and adopting this new Chapter 23, Sign Regulations, in lieu thereof:

CHAPTER 23

SIGN REGULATIONS

SECTION:

Contents

11-23-1: GENERAL:..... 2

11-23-2: DEFINITIONS:..... 4

11-23-3: PROHIBITIONS:..... 7

11-23-4: EXEMPT SIGNS:..... 8

11-23-5: REGULATIONS FOR SPECIFICIED DISTRICTS:..... 9

    TABLE 1: ALLOWABLE BUILDING SIGNAGE:..... 9

    TABLE 2: ALLOWABLE SITE SIGNAGE:..... 10

    TABLE 3: ALLOWABLE DISPLAY FACE TYPES:..... 11

11-23-6: SIGN LIGHTING STANDARDS:..... 12

11-23-7: NONCONFORMING SIGNS:..... 13

11-23-8: REMOVAL OF SIGNS:..... 14

11-23-9: DESIGN GUIDELINES:..... 15

    A. COMMON SIGN:..... 15

    B. DIRECTIONAL SIGN:..... 16

    C. FREESTANDING SIGN:..... 17

    B. MARQUEE, AWNING AND/OR CANOPY SIGN:..... 18

    D. SANDWICH BOARD SIGN:..... 19

    E. PROJECTING SIGN:..... 20

    F. ROOF SIGN:..... 20

    G. SUSPENDED SIGN:..... 22

    H. WALL SIGN:..... 23

    I. WINDOW SIGN:..... 24

11-23-1: GENERAL:

- A. INTENT: This chapter is intended to provide standards for the erection, design, and placement of signage. The standards established by this chapter are intended to provide equal opportunity for messages to be displayed, achieve proper relationship of signs to their environment, enhance the outward appearance of the community, secure pedestrian and vehicular safety, and preserve the historic aspects of the city.
- B. APPLICABILITY: All signs erected, installed, structurally altered, or otherwise modified after the effective date of this Code. Adoption of this code does not permit signs erected in violation of previous versions of this chapter. Nonconforming signs are subject to the provisions of §11-23-7.
- C. PERMIT REQUIRED: Unless specifically exempted in §11-23-4 a permit must be obtained prior to erection, installation, display, ~~structural or alteration, or change of any~~ sign.
- D. STANDARDS:
1. SETBACKS AND ENCROACHMENTS:
    - a. District dimensional standards for buildings do not apply to signs.
    - b. Awning, canopy, pedestrian, or projecting signs can encroach 42 inches beyond the property line over a public right-of-way provided that:
      - ~~a) Encroachments cannot impede the sight distance triangle as specified in Section §7-3-7 of this code;~~
      - ~~b) a)~~ The sign cannot encroach within a vertical plane measured 2' (two feet) from the back of the curb;
      - ~~e) b)~~ The bottom edge of the sign must maintain a clearance of at least 10' (ten feet) from the finish grade level below the sign (or a variance must be obtained from the Board of Adjustments);
      - ~~d) c)~~ The encroachment cannot constitute a hazard to the use of the right-of-way by the public;
      - ~~e) d)~~ Encroachment cannot be placed in a way as to constitute an obstacle in violation of local, state, and federal universal accessibility laws, rules, and regulations.
    - c. Placing an encroachment in the right-of-way as permitted by this section does not grant any property rights in the City's right-of-way to the owner of the encroachment.
    - d. The city may, without warning, perform construction and maintenance activities within the right-of-way. The city is not responsible for any damage to any encroachments present in the right-of-way when performing these activities.

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

- e. Encroachments permitted by this section are subject to removal, at property owner's expense, upon (60) days written notice from the City.
- 2. MAINTENANCE:
  - a. All signs must meet the following provisions for maintenance. Signs that do not meet these provisions must be repaired or removed within 30 calendar days after receipt of notification from the Sign Administrator. Violations of this chapter are subject to the provisions of §11-23-8.
  - b. The area around a sign must be properly maintained to make the sign readily visible.
  - c. All non-functioning bulbs or damaged sign faces or panels must be replaced or repaired within ~~10~~ (ten) working-calendar days of written notice.
  - d. All sign copy must be maintained securely on the sign face or panel and all missing copy must be replaced within 10 (ten) calendar days of written notice.
- E. All sign structures, framework, and poles must be structurally sound.
  - 1. All signs in their installation, maintenance, and removal must comply with the provision of the building and electrical codes adopted by the city.
- F. AGGREGATION OF SIGNAGE:
  - 1. Freestanding signage for multiple entities must be aggregated onto Common Signs where access and parking are shared.
- G. No sign permitted in the Airport district shall obscure vision from the control tower to any part of the airfield.
- H. Billboard signs must be removed after ten (10) years of the effective date of this ordinance.

ORDINANCES OF THE CITY OF HELENA, MONTANA  
Ord. No. \_\_\_\_\_

11-23-2: DEFINITIONS:

Words used in this Chapter have their normal dictionary meaning unless they are listed in Section §11-23-2 or unless this Chapter specifically refers to another Title and/or Chapter. Words listed in Section §11-23-2 have the specific meaning stated or referenced unless the context clearly indicates another meaning.

**ABANDONED SIGN:** A sign which no longer correctly advertises a bona fide business, lessor, owner, product, or activity conducted, or product available on the premises where the sign is displayed or elsewhere.

**ALTERATION OF SIGN:** ~~\_\_\_\_\_~~The moving or modification, in any manner, of a sign including, but not limited to, changes to the sign structure, height, size or area, shape or foundation, but excluding the exchange, replacement or repainting of the sign faces of cabinet type signs where there are no changes to the original cabinet.

**AWNING SIGN:** \_\_\_\_\_ A sign that is affixed to a roof- like structure; generally composed of a skeletal frame covered in a fabric or other skin-type material typically open on the bottom side, that extends along and projects beyond the wall of the building and is generally designed and constructed to provide protection from the weather.

**BANNER:** \_\_\_\_\_ A horizontally displayed sign of lightweight plastic, fabric, or other material, whether or not it contains a message of any kind, suspended from or between brackets, ropes, wires or similar means of support.

**BILLBOARD SIGN:** A sign that is larger than two hundred fifty (250) square feet in area which is designed to advertise products, services, or businesses not located on the premises on which the sign is located by temporary poster panels or painted bulletin panels.

**BUILDING FAÇADE:** The portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eaves for the entire width of the building elevation, or that portion comprising the exterior elevation of one business located in a multiple-tenant structure.

**BUILDING FRONTAGE:** The side of a building which faces a public street right of way.

**COMMON SIGN:** A freestanding sign intended to be shared by all tenants or businesses within a single building or group of buildings that share common drives and parking areas.

**DIRECTIONAL SIGN:** A permanent and incidental sign erected as a design element to guide or direct pedestrian or vehicular traffic to and within the property.

**ELECTRONIC MESSAGE DISPLAY FACE:** A sign capable of displaying words, symbols, figures, or images that can be electronically changed by remote or automatic means.

**ERECTED:** \_\_\_\_\_ The attachment, installation, alteration, building, constructing, reconstructing, enlargement, moving, or painting of

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

signs, or the relocation, placement, or alteration of individual sign letters (excluding manual reader board copy) or cabinets.

**FREESTANDING SIGN:** A sign supported by structures or supports that are placed on, or anchored in, the ground, and that are independent from any building or any other structure.

**GHOST SIGNS:** A sign, painted upon the facade of a building, that is in excess of fifty (50) years old and which generally advertises an extinct business.

**HEIGHT OF SIGN:** The vertical distance measured from the highest point of the sign to the highest adjacent street grade or surface beneath the sign, whichever measurement results in a lower overall height.

**MARQUEE SIGN:** A sign attached to or constructed on a canopy structure which is attached to and projecting horizontally beyond the wall of a building that generally is designed and constructed to provide protection from the weather.

**MONUMENT SIGN:** A freestanding sign mounted directly to the ground, or with its bottom edge flush to the ground, and which may be placed on a berm not exceeding two and one-half feet (2<sup>1</sup>/<sub>2</sub>') above the adjacent street grade or surface beneath the sign, whichever is less.

**NONCONFORMING SIGN:** —A sign which was lawfully erected and maintained prior to the adoption of this chapter and all amendments, which now fails to conform to all applicable regulations and restrictions of this chapter.

**OFF-PREMISE SIGN:** A sign structure advertising an establishment, merchandise, service, or entertainment, which is not sold, produced, manufactures, or furnished at the property on which the sign is located.

**PORTABLE SIGN:** A sign mounted on a trailer, stand or similar support structure which is designed in such a manner that the sign can be readily relocated to provide advertising at another location.

**PROJECTING SIGN:** A sign affixed to the exterior wall of a structure and extends perpendicular to the facade of the building or structure.

**ROOF SIGN:** A sign erected upon or above any portion of a roof or parapet wall of a building that is wholly or partially supported by the building.

**SANDWICH BOARD SIGNS:** A sign or structure that is freestanding, temporary and movable, composed of two sign faces mounted or attached back-to-back in such a manner as to form a triangle with the ground and sign faces (also known as an A-frame sign).

**SIGN:** Any identification, description, graphics, illustration, or device that is visible from any public place and exposed to the public which directs attention to a product, service, place, activity, person, institution, business, or solicitation, designed to advertise, identify, or convey information.

**SIGN AREA:** The entire area within any type of perimeter or border which encloses the outer limits of writing, representation, emblem, figure, or character. The area of the sign having no such perimeter or border is computed by enclosing the entire area with parallelograms, triangles, or circles of the smallest size sufficient to cover the

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_  
entire area of the sign and computing the area of these parallelograms, triangles, or circles. The area for double- faced or multiple-faced signs is the aggregate area of all the sign faces visible from any one direction at any one time.

SUSPENDED SIGN: A freestanding sign comprised of a vertical pole, a horizontal decorative sign support, and a suspended sign face.

TEMPORARY SIGN: A sign intended for a limited period of time under specially defined requirements.

UNDER MARQUEE OR AWNING SIGN: A lighted or unlighted display attached to the underside of a marquee or awning that extends over public or private sidewalks or rights of way.

VEHICLE SIGN: \_\_\_\_\_ A message or graphic affixed to a vehicle and intended to provide off-premises, or additional on-premises signage for a commercial entity.

WALL SIGN: \_\_\_\_\_ A sign affixed in any manner, including paint, to the exterior wall of a building or structure with its face parallel to the building façade, including signs affixed to awnings.

WINDOW SIGN: \_\_\_\_\_ A sign installed inside or upon the window surface for the purpose of viewing from outside the premises.

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ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

11-23-3: PROHIBITIONS:

- A. Signs and sign face types that are not listed as permitted within a district are prohibited.
- B. Signs may not be erected in such a manner that they obstruct or create a hazard by blocking the clear view of vehicular, bicycle, or pedestrian traffic as set forth in section §7-3-7 of this code; or where they may obstruct the view of any traffic control device. No sign or its illumination may interfere with traffic safety or simulate emergency services.
- C. Signs may not be placed on or extend into any public rights-of-way except as outlined in §11-23-~~1-D-1D1~~1D1, nor be affixed to any post, tree, or pole located in any public right-of-way or upon any city owned property, including signs held by a person, except for signs placed by authorized agents of the city or except as permitted by Title 7, Chapter 13 of this code.
- D. No sign may be constructed or erected that resembles any official marker erected by the city, state, or any governmental agency, or that by reason of position, shape, or color would conflict with the proper functioning of any traffic sign or signal.
- E. Any of the following sign types are expressly prohibited except where permitted by zone type:
  - 1. Signs intended to flutter in the wind to attract attention, including but not limited to:
    - a) Air activated devices (including but not limited to air dancers);
    - b) Balloons;
    - c) Festoons;
    - d) ~~feather~~Feather flags; and,
    - e) Pennants.
  - 2. Flashing, blinking, scrolling, video, or varying light intensity signs.
  - 3. Off-premises signs including but not limited to billboards.
  - 4. Portable signs.
  - 5. Reflective or mirrored signs.
  - 6. Vehicle signs that are on-premises and not involved in the regular operations of the advertised business in a non-advertising function or used off-premises in the performance of an explicitly advertising function.
  - 7. Signs that are flashed or projected on walls or other structures by means of a slide projector, laser, or other device are prohibited.

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

11-23-4: EXEMPT SIGNS:

A. The following signs are allowed by right in all zoning districts without a permit but must adhere to the specific size restrictions in this chapter. A permit is not required for the following types of signs, provided all applicable provisions of this section are met. Such signs are not considered in determining the allowable number or size of signs on a lot. The signs cannot be internally illuminated (including but not limited to electronic faces).

1. GHOST SIGNS:

- a. Nothing in this chapter should interfere with the restoration of a ghost sign.
- b. Ghost signage shall not be included in calculating the allowable signage on a property.

2. ~~HOUSE NUMBERS~~ House numbers and ~~STREET NAMES,~~ street names for the purpose of identifying the property for emergency services and mail delivery.

3. ~~PUBLIC INTEREST SIGNS~~ Public interest signs, erected by or on the order of a public officer in the performance of their duty, such as public notices, safety sign, danger signs, trespassing signs, traffic and street signs, wayfinding signs, memorial plaques, and signs of historical interest.

4. Any sign internal to a development not intended to be visible from the right-of-way or neighboring property. This includes up to two menu boards per stacking lane at a restaurant with takeout service provided they do not exceed ~~55sf (fifty-five (55) square feet)~~.

5. ~~One UNDER MARQUEE OR AWNING SIGN~~ One under-marquee or under-awning signs where allowed, under six square feet (6sf) in size per business, and where the bottom edge of the sign is at least ~~8~~ eight (8) feet above grade.

~~6. Nameplates, when affixed flat against the wall of a building and serving solely to designate the name or the name and professional occupation of the person(s) residing or having an office in said building, provided that the area of such a nameplate does not exceed four (4) square feet in the R-O, B-1, B-2, B-3, CLM, M-I, PLI and airport districts or two (2) square feet in a residential district.~~

~~Memorial signs or tablets erected by authorized historical agencies at recognized historical buildings or sites, and the.~~

~~7. The names of buildings and date of erection when cut into a masonry surface or when constructed of bronze or other noncombustible letters affixed flat against the wall of such building under six (6) square feet in size.~~



ORDINANCES OF THE CITY OF HELENA, MONTANA  
 Ord. No. \_\_\_\_\_  
 11-23-5: REGULATIONS FOR SPECIFICIED DISTRICTS:

TABLE 1: ALLOWABLE BUILDING SIGNAGE:

For DT and TR districts see Ch. 9.

For district specific dimensional standards see "Design Guidelines" in this chapter (11-23-9) in this chapter.

| <b>ZONE</b> ▶                              | <b>R-1, R-2, R-3</b> | <b>R-4, R-O, R-U</b> | <b>B-1, B-2, CLM, M-I</b> | <b>PLI</b> | <b>Airport</b> |
|--------------------------------------------|----------------------|----------------------|---------------------------|------------|----------------|
| <b>SIGN TYPE</b> ▼                         |                      |                      |                           |            |                |
| <b>MARQUEE, AWNING AND/OR CANOPY SIGN:</b> | P                    | P                    | P                         | P          | P              |
| <b>PROJECTING SIGN:</b>                    | NP                   | P                    | P                         | NP         | P              |
| <b>ROOF SIGN:</b>                          | NP                   | NP                   | P                         | NP         | NP             |
| <b>WALL SIGN:</b>                          | P                    | P                    | P                         | P          | P              |
| <b>WINDOW SIGN:</b>                        | P                    | P                    | P                         | P          | P              |

DRAFT

ORDINANCES OF THE CITY OF HELENA, MONTANA  
 Ord. No. \_\_\_\_\_

TABLE 2: ALLOWABLE SITE SIGNAGE:

For DT and TR districts see Ch. 9.

For dimensional standards see "Design Guidelines" in this chapter (11-23-9) in this chapter.

| ZONE                        | R-1, R-2, R-3 | R-4, R-O, R-U | B-1, B-2, CLM, M-I | PLI        | Airport    |
|-----------------------------|---------------|---------------|--------------------|------------|------------|
| <b>COMMON SIGN:</b>         | NP            | P             | P                  | P          | P          |
| <b>BILLBOARD SIGN:</b>      | NP            | NP            | P                  | NP         | NP         |
| <b>DIRECTIONAL SIGN:</b>    | P             | P             | P                  | P          | P          |
| <b>FREESTANDING SIGN:</b>   | NP            | P             | P                  | P          | P          |
| <b>SANDWICH BOARD SIGN:</b> | NP            | <u>NPP</u>    | <u>NPP</u>         | <u>NPP</u> | <u>NPP</u> |
| <b>SUSPENDED SIGN:</b>      | P             | P             | P                  | P          | P          |

DRAFT

ORDINANCES OF THE CITY OF HELENA, MONTANA  
 Ord. No. \_\_\_\_\_

TABLE 3: ALLOWABLE DISPLAY FACE TYPES:

For DT and TR districts see Ch. 9.

| <b>ZONE</b> ▶<br><b>FACE TYPE</b> ▼                                     | <b>R-1, R-2,<br/>R-3</b> | <b>R-4, R-O,<br/>R-U</b> | <b>B-1, B-2,<br/>CLM, M-I</b> | <b>PLI</b> | <b>Airport</b> |
|-------------------------------------------------------------------------|--------------------------|--------------------------|-------------------------------|------------|----------------|
| <b>ELECTRONIC<br/>MESSAGE<br/>DISPLAY<br/>FACE:</b>                     | NP                       | NP                       | P                             | NP         | P              |
| <b>EXTERNALLY<br/>ILLUMINATED<br/>W/ DOWNWARD<br/>FACING<br/>LIGHTS</b> | P                        | P                        | P                             | P          | P              |
| <b>HALO LIT:</b>                                                        | NP                       | P                        | P                             | P          | P              |
| <b>INTERNALLY<br/>ILLUMINATED</b>                                       | NP                       | NP                       | P                             | NP         | P              |
| <b>NON-<br/>ILLUMINATED<br/>AND<br/>PERMANENT<br/>IN NATURE</b>         | P                        | P                        | P                             | P          | P              |
| <b>READER<br/>BOARD<br/>(MANUAL<br/>CHANGE):</b>                        | NP                       | NP                       | P                             | NP         | P              |

11-23-6: SIGN LIGHTING STANDARDS:

- A. Signs that are permitted to be lighted may only be lighted in such a manner that the light therefrom may shine only on the sign or on the property on which it is located and may not shine onto any other property, in any direction, except by indirect reflection. No lighting arrangement is permitted which, by reason of brilliance or reflected light, is a detriment to surrounding properties or prevents the reasonable enjoyment of residential uses.
- B. Electronic message display luminance must have ambient light monitors and automatic controls so that the electronic message display does not exceed 7650 nits between sunrise and sunset and 1350 nits between sunset and sunrise.
- C. Electronic message displays may not exceed fifty percent (50%) of the total allowable sign area allowed in the district or a maximum of seventy-five (75) square feet, whichever is less, and must be computed as part of the sign's total area.
- D. Electronic message displays may not have a color temperature above 4000K (four thousand kelvin) between sunset and sunrise.
- E. Awning, ~~Billboards~~billboards, canopy, directional, monument, projecting, roof, suspended, and wall, ~~and window~~ signs may not have electronic display faces.
- F. Portable signs and sandwich boards may not be illuminated or electrified in any way.
- G. Sign illumination in residential districts must be turned off after business hours.
- H. Electronic message displays may not change their display face faster than once every eight (8) minutes.

11-23-7: NONCONFORMING SIGNS:

Nonconforming signs are permitted to remain, subject to the following exceptions and restrictions:

~~A. A.~~ The abandonment of a nonconforming sign terminates the right to maintain such sign.

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~~B. B.~~ A nonconforming sign may be continuously maintained or repaired in its original form with materials compatible with the existing construction until damaged or destroyed from any cause in excess of seventy percent (70%) of replacement costs or until the sign becomes substandard structurally, materially, or electrically from obsolescence or other cause, so as to pose a hazard or endangerment to the public, and is not promptly repaired as ordered by the sign administrator.

~~C. C.~~ When a nonconforming sign is replaced or relocated, a sign permit must be obtained, and the sign must then comply with this chapter.

~~D. D.~~ A nonconforming sign may be altered only when the proposed alterations bring the sign fully into conformance with the restrictions for the district in which the sign is located.

~~E. E.~~ A nonconforming sign shall cease to be used when the business, activity or use on, or to which the property is put, is enlarged more than fifty percent (50%) of either the original lot area or the building area lot coverage in place at the time the sign was installed.

F. Off-premise signs, including but not limited to billboards, must be removed after ten (10) years of the effective date of this ordinance.

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11-23-8: REMOVAL OF SIGNS:

Signs placed within the jurisdiction may be removed or cited for a violation in accordance with §11-1-13 for the following reasons:

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- A. ~~The administrator may cause the removal of an illegal sign for f~~Failure to comply with a written order of removal for a sign in violation of this chapter. The sign owner shall be responsible for all costs incurred by the city in connection with the removal and demolition of the sign, and may be subject to the penalties of §11-1-13 until the sign is removed.
- B. Signs found to be structurally, materially, or electrically defective or in any way found to be a hazard or an endangerment to the public shall be ordered repaired or removed by the owner within a time frame not to exceed a maximum of thirty (30) calendar days, as established by the administrator based upon the degree of hazard presented by the sign.
- C. ~~Upon inspection, if the administrator finds that a sign is~~Signs abandoned by reason of a change of occupancy or vacation of the building or use, ~~it~~ shall be removed within ninety (90) calendar days by the sign owner. Failure to remove shall subject the sign owner to the responsibility for all costs incurred in removal or demolition of the sign by the jurisdiction, and may be subject to the penalties of §11-1-13 until the sign is removed.
- D. The administrator, in case of an emergency when a dangerous or defective sign poses an immediate hazard, may cause the removal of the sign without the standard notice. Following removal of the sign, the administrator shall make available to the owner a statement of the work performed and a copy of the costs of the removal for payment.
- E. In the case of removal of a sign by the jurisdiction, if the costs for removal are not paid by the owner of the sign within thirty (30) calendar days of receipt of notice of those costs and attempt to serve notice of those costs, the amount specified shall become an assessment or lien against the property.
- F. ~~—~~Signs described in ~~subsection~~ §11-23-3C of this chapter erected on public property or rights of way without prior approval shall be subject to immediate removal where and when possible, by city personnel without obligation to notify the owner of said sign.

11-23-9: DESIGN GUIDELINES:

A. COMMON SIGN:



1. GENERAL STANDARDS:

- a) 1 per lot, tract, or parcel held in common ownership.
- b) Common signs must be used when applicable in place of freestanding sign requirements.

2. DESIGN STANDARDS BY ZONING DISTRICT:

Table 1.

| ZONE         | R-1, R-2, R-3 | R-4, R-O, R-U                   | B-1, B-2, CLM, M-I                                                                          | PLI                                                                                         | Airport                                                                                     |
|--------------|---------------|---------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| SIGN TYPE    | NP            |                                 |                                                                                             |                                                                                             |                                                                                             |
| COMMON SIGN: |               | Max Height: 5'<br>Max Area: 6sf | 1 per lot, tract, or parcel held in common ownership.<br>Max Height: 34'<br>Max Area: 200sf | 1 per lot, tract, or parcel held in common ownership.<br>Max Height: 24'<br>Max Area: 100sf | 1 per lot, tract, or parcel held in common ownership.<br>Max Height: 24'<br>Max Area: 100sf |

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

B. DIRECTIONAL SIGN:



1. GENERAL STANDARDS:

- a) One per curb cut for property.
- b) No more than 25% of the sign face may be devoted to graphics other than an arrow or the words "enter", "exit", or "one way".

2. DESIGN STANDARDS BY ZONING DISTRICT:

- a) Signs are limited to a max area of six (6) square feet and four (4) feet in height.



ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

C. FREESTANDING SIGN:



1. GENERAL STANDARDS:

- a) One sign is permitted per principal building.
- b) Freestanding signs shall be set back from a point two feet (2') inside the street front property line(s) beginning at a height of six feet (6') above grade so as not to encroach either above or forward of an imaginary line drawn up and inward at a sixty degrees (60°) angle from that point.
- c) The bottom edge of the sign face must be at least eight feet (8') above ground level or the standards for a monument sign or suspended sign must be used.

2. DESIGN STANDARDS BY ZONING DISTRICT:

Table 1.

| ZONE ▶             | R-1, R-2, R-3 | R-4, R-O, R-U                                                                  | B-1, B-2, CLM, M-I                                                                                                          | PLI                                                                                           | Airport                                          |
|--------------------|---------------|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|--------------------------------------------------|
| SIGN TYPE ▼        |               |                                                                                |                                                                                                                             |                                                                                               |                                                  |
| FREESTANDING SIGN: | NP            | Max Height: 18'<br>Max Area: 32sf<br><del>(aggregated with wall signage)</del> | Total #: 1<br>Max Height: 24' (B-1)<br>34' (B-2, CLM and M-I)<br>Max Area: 32sf (B-1)<br>150sf (B-2 and CLM)<br>250sf (M-I) | Total #: 1<br>Max Height: 18'<br>Max Area: 100sf<br><del>(aggregated with wall signage)</del> | Total #: 1<br>Max Height: 24'<br>Max Area: 100sf |

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

B. MARQUEE, AWNING AND/OR CANOPY SIGN:



1) GENERAL STANDARDS:

- a) Marquee, awning, and canopy signs are only permitted on the ground floor.
- b) Marquee, awning, and canopy signs may not exceed 30% of the ground floor elevation of a building. Not to exceed the total square footage allowed when aggregated with wall signage.

2) DESIGN STANDARDS BY ZONING DISTRICT:

- a) Square footage of signs aggregated with wall signage requirements where permitted.

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

D. SANDWICH BOARD SIGN:



1. GENERAL STANDARDS:

- a) Signs are not permitted to obstruct or impede in any manner free movement along sidewalks and roadways.
- b) Signs are only permitted on or immediately adjacent to the property where the business is located.
- c) Signs must be brought in at the end of the business day.

2. DESIGN STANDARDS BY ZONING DISTRICT:

- a) One allowed per business.
- b) Max area of sign is twelve (12) square feet.

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

D. PROJECTING SIGN:



1. GENERAL STANDARDS:

- a) Projecting signs may not project more than six inches (6") above the parapet.
- b) Projecting signs shall not extend more than ten feet (10') measured at a right angle between the outer extremity of the sign and the wall or structure to which it is attached or as limited by section 11-23-1-D.
- c) The sign shall appear to be free of any extra bracing, angle iron, guy wires, cables, etc., and sign supports shall appear to be an architectural feature and integral part of the building.

2. DESIGN STANDARDS BY ZONING DISTRICT:

- a) Square footage of signs aggregated with wall signage requirements where permitted.

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

E. ROOF SIGN:



1. GENERAL STANDARDS:

- a) A roof sign may be used in place of a primary wall sign where permitted.
- b) The sign shall appear to be free of any extra bracing, angle iron, guy wires, cables, etc., and sign supports shall appear to be an architectural feature and integral part of the building.

~~e) a) Roof signs are calculated with and may not exceed wall signage requirements.~~

2. DESIGN STANDARDS BY ZONING DISTRICT:

- a) Roof signs are calculated with and may not exceed wall signage requirements where permitted.

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ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

F. SUSPENDED SIGN:



1. GENERAL STANDARDS:

- a) A suspended sign may not be used on the same tract, parcel, or aggregation of tracts and parcels under common ownership and with a common land use if said property has a freestanding sign (including but not limited to monument signs).

2. DESIGN STANDARDS BY ZONING DISTRICT:

Table 1.

| ZONE            | R-1, R-2, R-3                                  | R-4, R-O, R-U                                  | B-1, B-2, CLM, M-I                             | PLI                                            | Airport                                        |
|-----------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|------------------------------------------------|
| SUSPENDED SIGN: | Total #: 1<br>Max Height: 5'<br>Max Area: 12sf | Total #: 1<br>Max Height: 5'<br>Max Area: 12sf | Total #: 1<br>Max Height: 5'<br>Max Area: 12sf | Total #: 1<br>Max Height: 5'<br>Max Area: 12sf | Total #: 1<br>Max Height: 5'<br>Max Area: 12sf |

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

G. WALL SIGN:



1. GENERAL STANDARDS:

- a) Sign areas are given per building façade.

2. DESIGN STANDARDS BY ZONING DISTRICT:

Table 1.

| ZONE ▶      | R-1, R-2, R-3  | R-4, R-O, R-U  | B-1, B-2, CLM, M-I                                                 | PLI             | Airport                                                            |
|-------------|----------------|----------------|--------------------------------------------------------------------|-----------------|--------------------------------------------------------------------|
| SIGN TYPE ▼ |                |                |                                                                    |                 |                                                                    |
| WALL SIGN:  | Max Area: 40sf | Max Area: 40sf | Max Area: 3% of the building façade or 24sf, whichever is greater. | Max Area: 100sf | Max Area: 3% of the building façade or 24sf, whichever is greater. |

ORDINANCES OF THE CITY OF HELENA, MONTANA

Ord. No. \_\_\_\_\_

b) WINDOW SIGN:



1. GENERAL STANDARDS:

- a) Window signs may be displayed on ground floor windows only.
- b) Window signage occupying less than 25% of the aggregated window area per building elevation or tenant occupied portion of a building is exempt.
- c) If window signage exceeds 25% of the aggregated window area per building elevation the total square footage of the window signage is to be aggregated with and not to exceed the requirement of wall signage.

1. DESIGN STANDARDS BY ZONING DISTRICT:

Table 1.

| ZONE         | R-1, R-2, R-3            | R-4, R-O, R-U                             | B-1, B-2, CLM, M-I                        | PLI                                       | Airport                                   |
|--------------|--------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|
| SIGN TYPE    |                          |                                           |                                           |                                           |                                           |
| WINDOW SIGN: | 1 window sign up to 6sf. | Aggregated with wall signage requirements | Aggregated with wall signage requirements | Aggregated with wall signage requirements | Aggregated with wall signage requirements |



ORDINANCES OF THE CITY OF HELENA, MONTANA  
Ord. No. \_\_\_\_\_

FIRST PASSED BY THE COMMISSION OF THE CITY OF HELENA, MONTANA, THIS \_\_\_\_  
DAY OF \_\_\_\_\_, 2023.

ATTEST: \_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

FINALLY PASSED BY THE COMMISSION OF THE CITY OF HELENA, MONTANA, THIS  
\_\_\_\_ DAY OF \_\_\_\_\_, 2023.

ATTEST: \_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

DRAFT