

ORDINANCE NO. 1712

AN ORDINANCE OF THE CITY OF AMORY, MISSISSIPPI,
REGULATING THE LOCATION, SIZE, ERECTION, MAINTENANCE
AND TYPE OF ALL SIGNS AND OUTDOOR ADVERTISING
STRUCTURES WITHIN THE CITY LIMITS OF THE
CITY OF AMORY, MISSISSIPPI

BE IT ORDAINED by the Mayor and Board of Aldermen of the City of Amory,
Mississippi:

SECTION 1: Purpose. The purpose of this Ordinance is to establish standards and limitations for the fabrication and erection of billboards and business signs within the city limits. These regulations are designed to safeguard and enhance property values, to preserve and improve the appearance of the City of Amory as a place in which to live and to work, to preserve and enhance the attractiveness of the City to nonresidents who come to the City to visit or to trade, to promote aesthetic values, to reduce public safety hazards caused by signs which are improperly constructed or maintained, or which impair visibility or otherwise distract the attention of motorists, and in general, to promote the health, safety and welfare of the general public.

SECTION 2: Definitions:

1. **SIGNS:** Any structure or device maintained outside of enclosed buildings for the purpose of advertising, displaying or informing, including posters, pictures, billboards, bulletin boards, banners, etc.
2. **BILLBOARD:** (Off-Premises Sign) An outdoor advertising sign, including the supporting sign structure, which directs the attention of the general public to a business, service or activity not conducted, or a product not offered or sold upon the premises where such sign is located.
3. **BUSINESS SIGN:** (On-Premises Sign) Permanent Signs advertising activities, products, and accommodations conducted or sold on the property upon which the signs are located.
4. **NONCONFORMING SIGNS:** Any sign, billboard or business sign, which fails to meet the requirements of this sign Ordinance, but was conforming or lawful prior to the enactment of this sign Ordinance.

SECTION 3: Business Signs and Billboards; General Requirements and Limitations.

a. Business (On-Premises) Sign Requirements.

1. No more than one freestanding sign, or pole sign will be allowed on one premises, except an additional business sign will be allowed for corner lots having two street frontages. Approval must be obtained from the Development Board for the placement of more than three (3) permanent signs affixed to building.
2. The height and setback limitations of the business sign shall be that of the business or manufacturing zone in which it is located.
3. Shopping Centers or multiple commercial buildings on the same premises are considered as one business with frontage less than two hundred (200) feet. If the Shopping Centers or multiple commercial buildings frontage is more than two hundred (200) feet, two (2) signs will be allowed on any Shopping Centers or multiple commercial buildings. Each business in the shopping area may be identified on the business sign.

b. Billboards (Off Premises) Sign Requirements.

1. Billboards shall be permitted in B-2 (Highway Commercial District), M-1 (Light Industrial District), M-2 (Heavy Industrial District), and Highway use only.
2. The height limitation shall be 35 feet and the setback limitation shall be 15 feet beyond City right-of-ways. The maximum size shall be 400 square feet total.
3. All billboards permitted to be erected under this ordinance shall be erected a minimum of fifteen hundred (1500) feet from another such billboard on the same side of the road, as measured along a line parallel to such road, except back-to-back or V-type sign structures may be considered as one sign, and side by side signs must abut each other.
4. All billboards must have a metal frame board and post. No more than 4 posts are allowed.
5. The billboard must be approved by the Development Board. This approval will consist of a review by the Development Board of the structural requirements, site plan requirements, and technical compliance of the proposed billboard with the terms of this ordinance.
6. A billboard permit will be based on the estimated cost of the billboard.

7. A permit is valid for a period of 5 years.
8. Billboards shall be placed a minimum of 250 feet from a residential zone/area.
9. A trailer billboard shall be tied down in an approved manner to withstand a minimum wind of forty (40) miles per hour.

c. Temporary Signs.

1. Temporary signs, banners, etc. shall be allowed to promote one-time events and events of general civic interest. The size, location, and duration of temporary signs, banners, etc. are subject to the approval of the Mayor and/or Zoning Administrator.

d. Nonconforming Signs.

Where at the time of passage of this Ordinance, a lawful sign exists which would not be permitted by the regulations imposed by this Ordinance, such sign may be continued so long as it remains otherwise lawful provided:

1. If any nonconforming sign(s) is destroyed, removed, discontinued or abandoned for any reason for a period of more than six (6) months, any subsequent sign(s) located on the site thereafter shall conform to the regulations specified by this Ordinance.
2. No such nonconforming sign(s) is enlarged, increased, nor extended to occupy a greater area than was occupied at the effective date of adoption of this Ordinance.

SECTION 4: Any person, firm, or corporation violating any of the provisions of this Ordinance shall be deemed guilty of a misdemeanor and upon conviction hereof shall be fined in an amount not exceeding Two Hundred Fifty Dollars (\$250.00). Each day such violation is committed or permitted to continue shall constitute a separate offense and shall be punishable as such hereunder.

SECTION 5: Ordinance No. 1563 shall be repealed at such time as this Ordinance becomes effective according to law. All other ordinances and parts of ordinances in conflict herewith are repealed. All ordinances and parts of ordinances not in conflict herewith remain in full force and effect.

SECTION 6: If any section, sub-section, sentence, clause, phrase, or portion of this Ordinance is for any reason held invalid or unconstitutional by any court of competent jurisdiction, such portion shall be deemed a separate, distinct, and independent provision and such holding shall not effect the validity of the remaining portion hereof.

SECTION 7: This Ordinance shall take effect and be in force as provided by law. The above and foregoing Ordinance, being first reduced to writing, was read, considered first Section by Section, and then as a whole.

Thereupon, upon motion duly made by Alderman Glen Bingham, seconded by Alderman John Darden, to adopt the foregoing Ordinance, Section by Section, and then as a whole, and the question being put to a roll call vote, the result was as follows:

Alderman Buddy Carlisle	voting:	<u>YES</u>
Alderman John E. Darden	voting:	<u>YES</u>
Alderman Tony Poss	voting:	<u>YES</u>
Alderman Glen Bingham	voting:	<u>YES</u>
Alderman Joe McGonagill	voting:	<u>ABSENT</u>

Thereupon, the Mayor declared said Ordinance approved, passed and adopted on this the 17 day of July, 2018.

BRAD J. BLALOCK, MAYOR

ATTEST:

JAMIE E. MORGAN, CITY CLERK