

ARTICLE XX

Sign Regulations

Article 20: Sign Regulations

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20.1. INTENT.

This article is established to protect and promote health, safety, general welfare and order within the City of Sheldon through the establishment of comprehensive and uniform standards, regulations and procedures governing the type, number, size, structure, location, height, lighting, erection, use or display of devices, signs, or symbols serving as a visual communications media to persons situated within or upon public rights-of-way or private properties. The provisions of this article are intended to encourage opportunity for effective, aesthetically compatible, and orderly communications by reducing confusion and hazards resulting from unnecessary or indiscriminate use of communications facilities. Hereafter no sign shall be erected, constructed, altered, or modified except as regulated by the provisions of this article.

20.2. DEFINITIONS.

For use in this article, the following terms are defined.

- 20.2.1 **AWNING:** A device made of cloth, metal, or other material affixed to and projecting from a building in such a manner that the device is either permanently fixed or so erected as to allow it to be raised or retracted and return to a flat position against the building when not in use.
- 20.2.2 **ERECT:** To build, construct, attach, hang, suspend or affix, and shall also include the painting of wall signs.
- 20.2.3 **FACING (or SURFACE):** The surface of the sign upon; against or through which the message is displayed or illustrated on the sign.
- 20.2.4 **INCOMBUSTIBLE MATERIAL:** Any material that will not ignite at or below a temperature of 120° F and will not continue to burn or glow at that temperature.
- 20.2.5 **ON-PREMISE SIGN:** An advertising device concerning the sale or lease of the property upon which it is located, and/or advertising devices concerning activities conducted or products sold on the property upon which it is located.
- 20.2.6 **OFF-PREMISE SIGN:** An advertising device including the supporting structure which directs the attention of the general public to a business, service, or activity not usually conducted or a product not usually sold upon the premises where such a sign is located. Such a sign shall not include: On-premises signs, directional or other official sign or

signs which have a significant portion of their face devoted to giving public service information (date, time, temperature, weather, information, etc.)

- 20.2.7 PERSON: Any one being, firm, partnership, association, corporation, company or organization of any kind.
- 20.2.8 SIGN: The use of any words, numerals, pictures, figures, devices or trademarks by which anything is made known such as are used to show an individual, firm, profession or business, and are visible to the general public.
- a. ABANDONED SIGN: A sign which no longer correctly directs any person, advertises a bona fide business, lessor, owner, product, or activity conducted on the premises where such sign is displayed.
 - b. ADDRESS SIGN: A sign communicating street address only, whether written or in numerical form.
 - c. AWNING SIGN: A sign consisting of either an operating or permanently affixed awning containing letters, graphics, pictures, or other images which portray the business or other advertising of the establishment in which it is attached to. Awning signs shall not encroach more than four (4) feet out in front of a building, but shall meet all other size requirements addressed in this ordinance. Permanent awnings may be lighted (from the backside); however, awning signs shall not have any flashing, strobe, or otherwise intermittent light emitting from the awning sign.
 - d. CAMPAIGN SIGN: A temporary sign promoting the candidacy of a person running for a governmental office, or promoting an issue to be voted upon at a governmental election.
 - e. CONSTRUCTION SIGN: A sign placed at construction site identifying the project or the name of the architect, engineer, contractor, financier or other involved parties.
 - f. DIRECTIONAL SIGN: A sign erected on public or private property which bears the address and name of a business, institution, church, or other use or activity plus directional arrows or information on location.
 - g. FLASHING SIGN: Any illuminated sign that has artificial light or color which is not maintained at a constant intensity or color when such sign is in use. A sign providing public service information, such as time, weather, date, temperature or similar information shall not be considered a flashing sign. A scrolling marquee sign or signs with animated, digital or video screens are not considered flashing signs.
 - h. FREE STANDING SIGN: Any sign or sign structure, not securely attached to the ground or to any other structure. This shall not include trailer signs as defined in this section
 - i. GOVERNMENTAL SIGN: A sign which is erected by a governmental unit.
 - j. ILLUMINATED SIGN: Any sign which has character, letters, figures, designs or outline illuminated by electric lights or luminous tubes as a part of the sign proper.
 - k. INFORMATION SIGN: Any sign giving information to employees, visitors or delivery vehicles, but containing no advertising or identification.

- l. JOINT IDENTIFICATION SIGN: A free-standing sign which identifies a subdivision, a multiple residential complex consisting of three (3) or more structures, a shopping center consisting of three (3) or more separate business concerns, an industrial area, an office complex consisting of three (3) or more structures or any combination of the above.
 - m. NON-CONFORMING SIGN: A sign which lawfully existed at the time of the passage of this Ordinance or amendments thereto but which does not conform to the regulation of this ordinance.
 - n. POLE SIGN: Any sign which is supported by structures or supports in or upon the ground and independent of support from any building.
 - o. PORTABLE SIGN: Any sign not permanently attached to a building, structure, or the ground, capable of being moved at periodic intervals.
 - p. PROJECTING SIGN: A sign, other than a wall sign, which projects perpendicular to the wall surface of a building or structure, and is supported by a wall of the building or structure.
 - q. REAL ESTATE SIGN: A business sign placed upon a property advertising that particular property for sale, for lease or for rent.
 - r. ROOF SIGN: A sign erected upon or above a roof or parapet of a building or structure.
 - s. SWINGING SIGN: A sign installed on an arm or spar that is not, in addition, permanently fastened to an adjacent wall or upright pole.
 - t. TRAILER SIGN: Any sign mounted on a vehicle normally licensed by the State of Iowa as a trailer and used for advertising or promotional purposes.
 - u. WALL SIGN: All flat signs of solid face construction placed against a building or other structure and attached to the exterior front, rear or side wall of any building or other structure. Such signs may extend no more than twelve (12) inches from the surface of the building or structure to which they are attached. Wall signs are also known as "flush mounted signs".
- 20.2.9 SIGN AREA: That area within the marginal lines of the surface which bears the advertisement or, in the case of messages, figures or symbols attached directly to the part of a building; that area which is included in the smallest connecting geometric figures which can be made to circumscribe the message, figure or symbol displayed thereon. Only changeable copy areas of marquee or canopies shall be considered in determining the total sign area.
- 20.2.10 SIGN STRUCTURE: The supports, uprights, bracing and framework for a sign including the sign area.
- 20.2.11 STREET LINE (or PROPERTY LINE): The place where the street right of way line begins and the private property line ends.
- 20.2.12 STRUCTURAL TRIM: The molding, battens, capping, nailing strips, laticing and platforms that are attached to the sign structure.

20.2.13 TEMPORARY SIGN: Any sign which is erected or displayed for a specified period of time.

20.3. SIGN REQUIREMENTS.

Billboards and signs in conjunction with principal permitted uses are allowed subject to the following regulations. Only signs specifically permitted shall be allowed in the various districts.

1) *All Residential Districts (SR, RS, RM & MH) and Conservation District.*

Signs pertaining to principal permitted uses are allowed subject to the following regulations.

- a. On-premise signs are permitted. On-premise signs for residential businesses and home occupations, shall be attached to permanent mountings and no sign shall be in excess of nine (9) square feet appurtenant to a permitted use of the property on which displayed.
- b. On-premise signs for non-residential businesses located in residential areas shall be limited to no more than twenty (20) square feet on one (1) free standing sign not to exceed a height of five (5) feet from the ground to the top of the sign structure. One (1) additional wall mounted sign not to exceed nine (9) square feet is also permitted for non-residential businesses.
- c. One (1) on-premise sign pertaining only to the sale or lease of the land or building upon which displayed shall be allowed.
- d. Off-premises signs and flashing signs are not permitted.
- e. Permitted Sign Types:

1. Address signs	4. Joint Identification signs	7. Real Estate signs
2. Wall signs	5. Government signs	8. Ground signs
3. Campaign signs	6. Awning signs	

2) *Commercial Residential (CR) District.*

Signs in conjunction with principal permitted uses are allowed subject to the following regulations.

- a. Signs shall be limited to: (i) identifying uses conducted within the building; (ii) necessary for directional purposes; (iii) used to advertise the sale or lease of real property on buildings on which displayed; (iv) identifying the commercial enterprise by name or symbol.
- b. On-premise signs are permitted. The total aggregate area of all on-premise signs shall not exceed 150 square feet. Signs shall be attached to permanent mountings. Only one permanent type sign will be allowed for each principal use, except for corner lots or double frontage lots in which case one permanent sign shall be permitted per each street frontage.
- c. Signs incorporated as part of the building façade, or signs attached to buildings or erected upon the premises in such a manner as deemed adequate for the protection of public health and safety are permitted.
- d. For the purposes of this section, the sign area allowed by Section “b” above shall:
 - i. For freestanding letters, be computed by taking the area enclosed within the smallest rectangle needed to completely encompass each word or insignia of the sign.
 - ii. For signs other than freestanding letters, be computed by taking the total area of the

facing or the total area within the outer edge of any existing border of the sign.

- e. All signs shall be fixed and shall not be audible. No illumination shall be intermittent, flashing, or scintillating, nor shall any sign or illumination be revolving or animated. No signs shall have moving parts including devices set in motion by movement of air.
- f. Wall-mounted signs are permitted, but shall not project out from a wall or face of a building more than twelve inches (12") nor project above the roofline more than four (4) feet.
- g. Service stations shall be limited to two hundred fifty (250) square feet of sign area. Where a service station has frontage on more than one street, both street frontages may be used to compute the allowable sign area. In no case however, shall the total of all signs for any one service station exceed 250 square feet per each street frontage.
- h. One (1) temporary, on-premise sign for lots with no structure or building development, no greater than four (4) square feet in area and advertising the sale or rental of property, shall be permitted.
- i. Off-premises signs and flashing or lighted signs are not permitted.
- j. Permitted Sign Types:

1. Real Estate signs	5. Informational signs	9. Temporary or Portable signs
2. Government signs	6. Directional signs	10. Awning signs
3. Address signs	7. Joint Identification signs	11. Pole signs
4. Campaign signs	8. Wall signs	12. Ground Signs

3) *Business Commercial (BC) District (Downtown).*

Signs in conjunction with principal permitted uses are allowed subject to the following regulations.

- a. Signs shall be limited to: (i) identifying uses conducted within the building; (ii) necessary for directional purposes; (iii) used to advertise the sale or lease of real property on buildings on which displayed; (iv) identifying the commercial enterprise by name or symbol.
- b. On-premise signs are permitted. The total aggregate area of all on-premise signs shall not exceed 150 square feet. Signs shall be attached to permanent mountings. Only one permanent type sign will be allowed for each principal use, except for corner lots or double frontage lots in which case one permanent sign shall be permitted per each street frontage.
- c. Signs incorporated as part of the building façade, or signs attached to buildings or erected upon the premises in such a manner as deemed adequate for the protection of public health and safety are permitted.
- d. For the purposes of this section, the sign area allowed by Section "b" above shall:
 - i. For freestanding letters, be computed by taking the area enclosed within the smallest rectangle needed to completely encompass each word or insignia of the sign.
 - ii. For signs other than freestanding letters, be computed by taking the total area of the facing or the total area within the outer edge of any existing border of the sign.
- e. All signs shall be fixed and shall not be audible. No illumination shall be intermittent, flashing, or scintillating, nor shall any sign or illumination be revolving or animated. No

signs shall have moving parts including devices set in motion by movement of air.

- f. Wall-mounted signs are permitted, but shall not project out from a wall or face of a building more than twelve inches (12") nor project above the roofline more than four (4) feet.
- g. Service stations shall be limited to two hundred fifty (250) square feet of sign area. Where a service station has frontage on more than one street, both street frontages may be used to compute the allowable sign area. In no case however, shall the total of all signs for any one service station exceed 250 square feet per each street frontage.
- h. Portable signs (sidewalk signs) shall be allowed. Portable signs shall be granted for any consecutive twelve (12) month period. Such portable signs shall be required to be two (2) feet by three (3) feet in size and placed within three (3) feet of the applicant's place of business. The applicant shall be required to indemnify and hold the city harmless from any liability costs, including attorney fees. The applicant shall provide proof of liability insurance.
- i. Traveling or marquee shall be allowed. Such traveling or marquee type signs shall be attached to permanent mountings.
- j. Off-premises signs and flashing or lighted signs are not permitted.
- k. Permitted Sign Types:

1. Real Estate signs	5. Informational signs	9. Temporary or Portable signs
2. Government signs	6. Directional signs	10. Awning signs
3. Address signs	7. Joint Identification signs	11. Pole signs
4. Campaign signs	8. Wall signs	12. Ground Signs

4) *Business Park (BP), Arterial Commercial (AC), Light Industrial (LI), Heavy Industrial (HI), and Agriculture (A) Districts.* Signs and billboards in conjunction with principal permitted uses are allowed subject to the following regulations.

- a. Signs shall be limited to: (i) identifying uses conducted within the building; (ii) necessary for directional purposes; (iii) used to advertise the sale or lease of real property on buildings on which displayed; (iv) identifying the commercial enterprise by name or symbol.
- b. On-premise signs are permitted. The total aggregate area of an independent structure sign shall not exceed 200 square feet. Only two permanent type signs will be permitted; one must be a wall sign, and one may be an independent structure located not more than 150 feet from the principal building;
- c. Off-premise (billboard type) signs are permitted, and will be limited to one hundred (100) square feet, and must not impair sight distance or create a traffic hazard. Off-premise signs shall comply with the setbacks and height requirements of the district they are located in. Other bulk regulations do not apply. Off-premise signs are governed by State and Federal regulations along highways, where zoning exists. Off-premise sign shall not be allowed in Agricultural Districts.
- d. For the purposes of this section, the sign area allowed by Section "b" above shall:
 - i. For freestanding letters, be computed by taking the area enclosed within the smallest rectangle needed to completely encompass each word or insignia of the sign.

- ii. For signs other than freestanding letters, be computed by taking the total area of the facing or the total area within the outer edge of any existing border of the sign.
- e. All signs shall be fixed and shall not be audible. No illumination shall be intermittent, flashing, or scintillating, nor shall any sign or illumination be revolving or animated. No signs shall have moving parts including devices set in motion by movement of air.
- f. Wall-mounted signs are permitted, but shall not project out from a wall or face of a building more than twelve inches (12”) nor project above the roofline more than four (4) feet.
- g. Service stations shall be limited to two hundred fifty (250) square feet of sign area. Where a service station has frontage on more than one street, both street frontages may be used to compute the allowable sign area. In no case however, shall the total of all signs for any one service station exceed 250 square feet per each street frontage.
- h. Portable signs (sidewalk signs) shall be allowed. Portable signs shall be granted for any consecutive twelve (12) month period. Such portable signs shall be required to be two (2) feet by three (3) feet in size and placed within three (3) feet of the applicant’s place of business. The applicant shall be required to indemnify and hold the city harmless from any liability costs, including attorney fees. The applicant shall provide proof of liability insurance.
- i. Traveling or marquee shall be allowed. Such traveling or marquee type signs shall be attached to permanent mountings.
- j. Section Reserved for Future Use.
(Ordinance 020-3252, April 15, 2020)
- k. Permitted Sign Types:

1. Real Estate signs	5. Informational signs	9. Temporary or Portable signs
2. Government signs	6. Directional signs	10. Awning signs
3. Address signs	7. Joint Identification signs	11. Pole signs
4. Campaign signs	8. Wall signs	12. Ground signs

20.4. SPECIAL EXCEPTIONS.

Any sign type may be granted special exception status after review by the Board of Adjustment and subject to any conditions deemed by the board to be appropriate.

20.5. ADDITIONAL REGULATIONS.

In all districts, signs and billboards shall adhere to pertinent state regulations and other local ordinances.

20.6. GENERAL SIGN PROVISIONS.1) *Safety*

- a. *Obstructions to doors, windows or fire escapes.* No sign shall be erected, located or maintained so as to prevent free ingress to or egress from any door, window or fire escape. No sign of any kind shall be attached to a standpipe or fire escape.
- b. *Face of sign shall be smooth.* All signs or other advertising structures which are constructed on street lines, or within five (5) feet thereof, shall have a smooth surface and no nails, tacks or wires shall be permitted to protrude therefrom, except electrical reflectors and devices which may extend over the top and in front of the advertising structures.
- c. *Signs not to constitute a traffic hazard.* No sign or other advertising structure, as permitted by this ordinance shall, by reason of its location, lighting, size, color or intensity, create a hazard to the safe, efficient movement of vehicular or pedestrian traffic or obscure or physically interfere with an official traffic control sign, signal or device. No signs shall be erected at the intersection of any streets in such a manner as to obstruct free and clear vision. No private sign shall contain words which might be construed as traffic controls, or be confused with any authorized traffic sign, signal or device; or which makes use of the words "STOP", "LOOK", "WARNING", "CAUTION", "DANGER", or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic. No sign or other advertising structure as regulated by this ordinance shall have posts, guides or supports located within any street or alley.
- d. *Goose neck reflectors.* Goose neck reflectors and lights shall be permitted on ground signs, roof signs and wall signs, provided, however, the reflectors shall be provided with proper glass lenses concentrating the illumination upon the area of the sign as to prevent glare upon the street and adjacent property.

2) *Sign Maintenance:* All signs and sign structures shall be properly maintained and kept in a safe, orderly condition. In addition, all parts and supports shall be properly painted. Any sign or sign structure which is rotted, unsafe, deteriorated, defaced, or otherwise altered, shall be repainted, repaired, or replaced by the property owner or agent of the owner of the property upon which the sign is located, within thirty (30) days after written notice by the City of Sheldon.

3) *Interference:* No sign, nor any guys, stay or attachment thereto shall be posted, erected, placed or maintained by any person on rocks, fences, trees or other perennial plants; nor in such a manner as to interfere with the effective use of firefighting equipment or personnel, or any electric light, power, telephone, fiber optic, or cable wires or supports thereof.

4) *Signs in Right-of Way:* No signs, other than government signs, shall encroach or extend over the public right-of-way, except as specifically provided herein.

5) *Temporary Signs:* The temporary use of portable or moveable signs, search lights, banners, pendants, and similar devices shall be allowed only by permit granted by the zoning administrator. The sign permit shall be granted in excess of and in addition to the sign limitations of this Article effective for periods of thirty (30) consecutive days and no more than two (2) permits shall be

granted for a property during any consecutive twelve (12) month period.

- 6) *Banners*: The following banner regulations shall apply within the Arterial Commercial (AC) and Business Commercial (BC) Districts.
 - a. Banners shall be allowed on by permit granted by the zoning administrator. Said permit shall be effective for a period of thirty (30) days per event.
 - b. During any period in which a permit has been granted by the zoning administrator, only one (1) banner shall be allowed per business.
 - c. Off-premise and on-premise banners are permitted. Off-premise banners shall comply with the setbacks of the district in which they are located.
 - d. No banner shall be lighted or obstructing the view of any highway or railroad.
 - e. The banner shall not encroach or extend over the public right-of-way.
 - f. No banner may obscure or physically interfere with an official traffic control sign, signal or device. No banner shall be posted or maintained on rocks, fences, trees or other perennial plants or on poles maintained by public utilities. All banners must be attached to a permanent structure.
 - g. All banners must be maintained by the business owner making the application. In the event the sign is damaged due to weather conditions or other events, the applicant and owner must repair, reattach or remove such banner within twenty-four (24) hours.
- 7) *Clearance*: All signs located over public rights-of-way or any public or private access route (sidewalk, mall, etc.) shall be located a minimum of fourteen (14) feet above grade.
- 8) *Safe Ingress and Egress*: No sign or part thereof shall be erected or maintained so as to prevent or deter free ingress and egress from any door, window, or fire escape. No sign or sign structure shall be attached to a standpipe or fire escape.
- 9) *Signs Required by Law*: All signs required by law shall be permitted in all districts.
- 10) *Back to Back Signs*: If a free-standing sign or sign structure is constructed so that the faces are not back to back, the angle shall not exceed thirty (30) degrees. If the angle is greater than thirty degrees, the total area of both sides added together shall be the calculated sign area. Back to back signs (when less than thirty degrees) shall be considered as one sign when debited against the total number of signs permitted on one zoning lot.
- 11) *Roof Signs*: Roof signs shall not be permitted except for a business sign that is attached to the parapet wall and extending above the building height except where no alternative is available as determined by the Board of Adjustment.
- 12) *Illumination*: All externally illuminated signs shall be constructed so as to direct the source of light away from adjacent properties or public streets. No sign may be lighted in a manner which impairs the vision of a driver of a motor vehicle.

- 13) *Animated Signs:* Animated signs may be allowed as a special exception requiring a hearing before the Board of Adjustment. Scrolling marquees, digital or video electronic signs shall not be considered animated signs.
- 14) *Double Frontage:* Lots having frontage on two streets or on a street and an alley shall be permitted to provide the maximum number and square footage of signs on each of the opposite ends of said lot, provided however, that not more than the maximum number of square feet of signs per frontage may be viewed simultaneously.

20.7. PERMITS REQUIRED.

It shall be unlawful for any person to erect, alter, or relocate within the city any sign or other advertising structure as defined in this ordinance, without first obtaining a sign permit and making payment of the required fee.

- 1) *Application for Sign Permit.* Application for sign permits shall be made available by the Zoning Administrator and contain or have attached thereto the following information:
- Name, address and telephone number of the applicant.
 - Location of building, structure, or lot to which or upon which the sign or other advertising structure is to be attached or erected.
 - Position of the sign or other advertising structure in relation to nearby buildings or structures.
 - One sketch of the plan, method of construction, and attachment to the building or ground.
 - Name of person, firm, corporation or association erecting structure.
 - Inscription of what the sign will say.
 - For signs located along a state highway, a state sign permit will also need to be included.
 - Other such information as the zoning administrator shall require showing full compliance with this ordinance and all other ordinances of the city.
- 2) *Permit Issued.* It shall be the duty of the zoning administrator, upon the filing of an application for a sign permit to examine such plans and the premises upon which it is proposed to erect the sign or other advertising structure. If it appears the proposed structure is in compliance with all the requirements of this ordinance and all other ordinances of city, the sign permit shall then be issued.
- 3) *Permit Revocation.* Any permit holder who fails to comply with a valid order of the Zoning Administrator, or who fails to pay reasonable removal or repair expenses shall have the permit as to such sign or signs revoked. Another permit for the erection of such sign shall not be issued to said permit holder for a period of one (1) year from the date of revocation.

20.8. EXEMPT SIGNS.

The following signs are allowed without a permit but shall comply with all other applicable provisions of this ordinance.

- 1) **Real estate signs (on-site)** Announcing the owner, manager, realtor or other person directly involved in the sale or rental of the property on which the sign is located. At the date of closing, signs shall be removed within 48 hours. Signs shall not measure more than four (4) square feet in the residential districts or twenty (20) square feet in the other districts.
- 2) **Integral signs, Memorial signs or Professional name plates** not exceeding two (2) square foot in area, and attached to the building, including names on buildings, date of construction, commemorative tablets and the like, which are a part of the building or structure.
- 3) **Address Signs** identifying street address only, whether in written or numerical form.
- 4) **Construction Signs** as a non-illuminated sign announcing the names of architects, engineers, contractors, future use, and other individuals or firms involved with the construction, alteration, or repair of such building (but not including any advertisement of any product). Such signs shall be confined to the site of the construction, alteration or repair and shall be removed within 18 months of the date of issuance of the first zoning permit or when the particular project is completed, whichever is later. One (1) sign, not to exceed 32 sq. ft. is permitted on the project site.
- 5) **Traffic or municipal signs**, legal notices, railroad crossing signs, danger signs, and other such temporary, emergency or non-advertising signs are permitted.
- 6) **Temporary signs** up to a maximum of thirty-two (32) square feet on owned property or with owner's consent, to be removed within 72 hours following the advertised event.
- 7) **Campaign signs** as allowed by Section 68A.406-yard signs, Code of Iowa.
- 8) **Government signs** of a public, non-commercial nature to include safety signs, danger signs, trespassing signs, traffic signs, signs indicating scenic or historical points of interest, memorial plaques and the like, when signs are erected by order of a public officer or employee in the performance of official duty.
- 9) **Directory signs** which identifies the business, owners, manager, or resident occupant and sets forth the occupation or other address information but contains no advertising. There may be one directory sign per lot not to exceed two (2) square feet of area per business or resident occupant.
- 10) **On-site Directional and Parking Signs** intended to facilitate the movement of vehicles and pedestrians upon which the sign is located. Signs shall not exceed six (6) square feet of area.

20.9. UNSAFE SIGNS AND REMOVAL OF SIGNS.

All signs and sign structures shall be properly maintained and kept in a safe, orderly condition. Signs shall also maintain a neat and orderly appearance in which the sign is easily read. Additionally, all parts and supports shall be properly painted. Any sign or sign structure which is rotted, unsafe, deteriorated, defaced, or otherwise altered, shall be repainted, repaired, or replaced by the property owner or agent of the owner of the property upon which the sign is located within thirty (30) days after written notice by the City of Sheldon. Such notice shall include a statement explaining the alleged violations and deficiencies; an order to repair or remove said sign and an explanation of the consequences of failure to comply with said order. If the permit holder fails to remove or alter said sign so as to comply with the order, said sign or other advertising structure may be removed or altered to comply by the zoning administrator at the expense of the permit holder, or owner of the property on which it is located. The permit holder may appeal the order of the zoning administrator to the board of adjustment and, if such an appeal is on file, the compliance period shall be extended until following the board of adjustment's decision on the matter. If, however, the zoning administrator finds that any sign or other advertising structure poses a serious and immediate threat to the health or safety of any person, the removal of such sign may be ordered without notice to the permit holder.

Any sign now or hereafter existing which no longer advertises a bona fide business conducted, or a product sold, shall be taken down and removed by the owner, agent or person having the beneficial use of the building or structure upon which such sign may be found within ninety (90) days from date of notice provided by the city. The owner of the property on which the sign is located shall have ninety (90) days from date of notice to remove any such sign. If after the expiration of the ninety (90) day period, the sign has not been removed, the city may cause the sign to be removed and any expenses may be charged back to the property owner.

20.10. NONCONFORMING SIGNS.

To avoid any undue hardship, any owner of a nonconforming sign in existence at the effective date of the 2009 Sheldon Zoning Ordinance shall not be required to comply with the regulations concerning signs as outlined within this Article. Such nonconformity shall not be enlarged upon, expanded or extended. In the event such nonconforming sign is removed, discontinued or abandoned for a period for twelve (12) consecutive months, the sign shall not thereafter be used except in conformity with regulations provided for in this Article.