

ORDINANCE NO. 1753

ORDINANCE TO AMEND SECTION 17, SIGNS AND ADVERTISING STRUCTURES, OF THE CODE OF ORDINANCES OF THE CITY OF MOUNTAIN BROOK, ALABAMA

BE IT ORDAINED by the City Council of the City of Mountain Brook, Alabama, as follows:

1. **Amendatory Provision.** Section 17-7 (1) of the City Code of the City of Mountain Brook, Alabama, shall be and hereby is amended by adding “(a). Temporary Banner” to section (1), and by adding a new section “(b)” as follows, to provide for administrative approval of special event banners:

(1) (a). Temporary Banner. Each new business may have one (1) temporary banner, placed as a façade sign or a window sign in accord with all other applicable requirements of this chapter, for a period of not more than forty-five (45) days, or until a permanent sign is installed, whichever time period is shorter. ~~Otherwise, only as authorized by the city council.~~

(1) (b). Special Event Banner. For purposes of this section, a “banner” is a flexible, machine-printed sign primarily and principally announcing or promoting special, civic, public or community events. A banner permit must be obtained from the City prior to installation. Banner permits shall be free of charge.

Established businesses and institutions may be permitted to display special event banners for no more than 21 days per calendar year; time extensions to be approved by the City Council. Banner days may be permitted consecutively or intermittently throughout the year.

The maximum display area allowed for any one banner shall be no greater than the maximum display area permitted for a General Business Sign at the permitted premises. No more than one banner shall be displayed at any one time along or facing each street frontage abutting the premises for which the permit is issued.

Banners shall be adequately secured at all corners to the façade of a building (but not to the roof), or to poles firmly affixed into the ground in the case of freestanding premises set back from the front property line. Banners shall not be internally illuminated or backlit. For safety reasons, banners shall not be located in the public right-of-way, nor may they be allowed to cause an unreasonable annoyance or inconvenience to users of neighboring premises.

Banner permit application, review, and approval shall be administered by the City Planner.

Information required for consideration of banner permit:

1. Text and other information to be displayed on banner
2. Dimensions of banner
3. Name of establishment or institution, and address of premises where banner is to be displayed
4. Name, address, phone number of the responsible party applying for the permit

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5. Dates banner will be erected and removed
6. Description of location where banner will be displayed

2. **Repealer.** All ordinances or parts of ordinances heretofore adopted by the City Council of the City of Mountain Brook, Alabama, that are inconsistent with the provisions of this ordinance are hereby expressly repealed.

3. **Severability.** If any part, section or subdivision of this ordinance shall be held unconstitutional or invalid for any reason, such holding shall not be construed to invalidate or impair the remainder of this ordinance, which shall continue in full force and effect notwithstanding such holding.

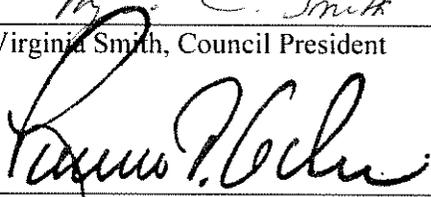
4. **Effective Date.** This ordinance shall become effective immediately upon adoption and publication as provided by law.

ADOPTED: The 26th day of November, 2007.



Virginia Smith, Council President

APPROVED: The ²⁷/~~26~~th day of November, 2007.



Lawrence T. Oden, Mayor

CERTIFICATION

I, Steven Boone, City Clerk of the City of Mountain Brook, Alabama, hereby certify the above to be a true and correct copy of an ordinance adopted by the City Council of the City of Mountain Brook, Alabama, as its meeting held on November 26, 2007, as same appears in the minutes of record of said meeting, and published by posting copies thereof on November 27, 2007, at the following public places, which copies remained posted for five (5) days as required by law.

City Hall, 56 Church Street
Gilchrist Pharmacy, 2850 Cahaba Road
The Invitation Place, 3150 Overton Road

Joe Muggs Newsstand, 2037 Cahaba Road
Piggly Wiggly Food Store 4, 93 Euclid Avenue



Steven Boone, City Clerk