

## MEMORANDUM

**DATE:** July 8, 2019

**TO:** Fairhope Business Owners

**FROM:** City of Fairhope, Planning and Zoning Department

**RE:** Sign Regulations Quick Reference Guide

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Signs in Fairhope require a permit prior to placement of the sign. All signs shall comply with the City of Fairhope Sign Ordinance which is applicable in the Police Jurisdiction. **Applicants are encouraged to review the entire City of Fairhope Sign Ordinance @**

**<http://www.cofairhope.com/home/showdocument?id=7002>**

Permanent signs within the City of Fairhope police jurisdiction are regulated based on the building linear frontage. To determine your sign size allowance, measure the front of the building in linear feet, divide by two and this will give you the square footage of signage you will be allowed (for a wall sign; or a free standing sign; or a wall sign and a free standing sign, sharing the allowance). Allowance can be divided between a free standing and a wall sign but cannot exceed this allowance. 50 square feet is the maximum combined allowance for all signs on a premise, with a few exceptions (such as shopping centers, etc.)

Example: 50' building linear frontage = 25 square feet maximum sign size allowance. This means the free-standing sign can be 12.5 s. f. and the wall sign can be 12.5 s. f., or wall sign (with no free-standing sign) can be 25 s. f. Premise may also choose to have a free-standing sign without a wall sign based on the same allowance. The percentages can be adjusted as the owner sees fit, but both signs shall not exceed the allowable square footage.

Each location (**with some exception**) is allowed (1) free standing sign and (1) wall sign, per street frontage, if desired. Multi-occupancy lots are allowed (1) free standing sign for the premises, and (1) wall sign for each occupant. In most cases, 50 square feet is the maximum allowed for any premises.

To apply for a sign permit, you must submit a Sign Permit Application, along with a schematic (drawing) for each proposed sign. The schematic should show the dimensions of the building frontage, as well as the dimensions of the proposed sign. Property owner must sign the sign permit application (unless an Authorized Agent form is on file for the premises).

Measurement for signage is done by measuring the face area of the sign, which should include lettering and symbols.

You do not need a permit for:

1. Vinyl lettering on a window surface, if the sign area does not exceed 20% of the windowpane.
2. "Under the canopy" sign at 3 s. f. or less.

There is a minimum permit fee of \$25 per sign, or \$5 per thousand of value (of the sign). Sign contractors are required to have a current City of Fairhope Business License. Electrical contractors are required to have a current State license, as well as a current City of Fairhope Business License.

Temporary signs, such as banners, are permissible but require a no cost Banner Permit. Banner Permits are allowed (2) times per calendar year, for 10-day intervals, per location. A-frame/sandwich board signs are allowed with an approved no-cost permit.

Please call or email our department if you have any questions: (251) 990-2877

[Kim.burmeister@fairhopeal.gov](mailto:Kim.burmeister@fairhopeal.gov)

