

**TITLE III**  
**DEVELOPMENT AND BUILDING REGULATIONS**

CHAPTER 5

**SIGN REGULATIONS**

Section:

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**3-5-1 Purpose and Intent**

- A. It is the purpose of this Chapter to promote the public health, safety and general welfare through a comprehensive system of reasonable, consistent and nondiscriminatory sign standards and requirements. The provisions in this Chapter are intended to:
  - 1. Enable the identification of places of residence and business.
  - 2. Allow for the communication of information necessary for the conduct of commerce.
  - 3. Lessen hazardous situations, confusion and visual clutter caused by proliferation, improper placement, illumination, animation and excessive height, area and bulk of signs which compete for the attention of pedestrian and vehicular traffic.
  - 4. Enhance the attractiveness and economic well-being of the Town as a place to live, vacation and conduct business.
  - 5. Protect the public from the dangers of unsafe signs.
  - 6. Permit signs that are compatible with their surroundings and aid orientation, and preclude placement of signs in a manner that conceals or obstructs adjacent land uses or signs.
  - 7. Encourage signs that are appropriate to the zoning district in which they are located.

8. Curtail the size and number of signs and sign messages to the minimum reasonably necessary to identify a residential or business location and the nature of any such business.
  9. Establish sign size in relationship to the scale of the lot and building on which the sign is to be placed or to which it pertains.
  10. Preclude signs from conflicting with the principal permitted use of the site or adjoining sites.
  11. Regulate signs in a manner so as to not interfere with, obstruct vision of or distract motorists, bicyclists or pedestrians.
  12. Preserve and enhance the natural and scenic characteristics of this historic agricultural community.
- B. On private property and traditional public fora, subject to the land owner's consent, a noncommercial message of any type may be substituted for any duly permitted or allowed commercial message or any duly permitted or allowed noncommercial message; provided, that the sign structure or mounting device is legal without consideration of message content. A noncommercial substitution of message may be made without any additional approval or permitting. This provision prevails over any more specific provision to the contrary within this chapter. The purpose of this provision is to prevent any inadvertent favoring of commercial speech over noncommercial speech, or favoring of any particular noncommercial message over any other noncommercial message. This provision does not create a right to increase the total amount of signage on a parcel, nor does it affect the requirement that a sign structure or mounting device be properly permitted. This provision shall not be construed to allow commercial offsite signage, except when otherwise permitted herein; the distinction between offsite and onsite signage is applicable only to commercial messages.
- C. If any part, section, subsection, paragraph, subparagraph, sentence, phrase, clause, term, or word of this Section and/or any other provisions are declared invalid or unconstitutional by the valid judgment or decree of any court of competent jurisdiction, the declaration of such unconstitutionality shall not affect the validity or enforceability of any other prohibition herein, including those provisions related to offsite signage, and the provisions related to coordinated sign plans, as contained herein.

### **3-5-2 Definitions**

ALLEY SIGN:	A secondary sign located at the rear of the building, facing from an alley.
ANIMATED SIGN:	Any sign or part of a sign which changes, or appears to change, physical position by any movement or rotation, including search lights, streamers, balloons, inflatable signs and figures, and air or wind-driven signs.
BULLETIN BOARD SIGNS:	A sign used for the purpose of notification to the public of an event or occurrence of public interest such as a church service, school activity, political rally, civic meeting or other similar event.
CANOPY or HANGING SIGN:	A sign suspended from a permanent roofed structure. Canopy or hanging signs are allowed in all zones.
CONSTRUCTION SIGN:	Signs intended to meet the requirements of a construction project, to identify the activity and contractor during the construction period and/or meet contractual requirements as specified for safety or by a regulating agency.
DISPENSER TYPE DISPLAY:	A facility whose primary purpose is to dispense goods and products including gas pumps, beverage, candy or ice machines, wiper blades, motor oil displays or similar products.
ELECTRIC SIGN:	Any sign containing electrical wiring, or including signs illuminated by an exterior light source.
FLASHING SIGN:	Any illuminated sign, either stationary or animated, which exhibits changing natural or artificial light or color effects by any means whatsoever.
FREE STANDING SIGN:	A non-movable sign which is entirely supported by one or more uprights, poles, braces, or base in or upon the ground. Free standing signs are allowed in all zones.
HOME OCCUPATION SIGN:	A sign intended to advertise a home occupation.

PORTABLE SIGN:	Signs designed to be physically moved and changed periodically to attract attention to a special circumstance, price or sale situation.
PRIMARY SIGN:	A sign related to or facing on a public right-of-way.
PRINCIPAL STREET FRONTAGE:	The street or frontage with the highest functional classification under the most current version of the Town's comprehensive or master plan.
PROJECTING SIGN:	A sign (other than a wall sign) which projects from and is supported by a wall of a building. Projecting signs are allowed only within business, commercial and industrial zones.
REAL ESTATE SIGN:	A sign on the offered property which advertises the sale, rental or lease of the premises upon which said signs are located and are located entirely within the property lines of the affected property.
ROOF SIGN:	A sign erected upon or constructed directly over any part of the roof or parapet of a building whether or not actually attached to the roof.
SIGN:	An object or device which is used for the primary purpose of conveying a message by means of letters, numbers, figures, symbols, colors or other similar medium. The sign definition shall exclude on premise directional signs used for the sole purpose of providing information related to access to the premise, house numbers, and any signs which are required by local, State or Federal laws, so long as the Town determines that the intent of this Section is maintained. Signs merely describing a secondary commercial use or business within a structure shall not be considered directional signs.
SIGN AREA:	<ol style="list-style-type: none"> <li>1. The area of signs with regular geometric shapes shall be measured using standard mathematical formulas. Regular geometric shapes shall include, but not be limited to, squares, rectangles, triangles, parallelograms, circles, or combinations thereof.</li> </ol>

2. The area of signs with irregular shapes or of individual letter signs shall be the entire area within a single continuous perimeter of not more than eight (8) straight lines enclosing the extreme limits of the sign.
3. The total measured area of a sign shall include the area of all writing, representation, lines, emblems or figures contained within all modules, together with any air space, material or color, forming an integral part or background of the display if used to differentiate such sign from the backdrop or structure against which it is placed.
4. For projecting signs, as defined herein, the total surface area of all sign faces shall be counted and considered to be part of the maximum total sign area allowance. On all signs other than projecting signs, the sign area shall be figured on one side only.
5. The area of all freestanding signs shall include the area of the sign face(s) as calculated in subsections (1) through (4) above, together with any portion of the sign structure which exceeds fifty percent (50%) of the area of the sign face(s). The intent of this subsection is to encourage architectural decoration, ornamentation, or embellishment without deducting from the allowed sign area.

**SECONDARY SIGN:** A sign on a public right-of-way or alley in addition to the primary sign.

**TEMPORARY SIGN:** Any sign, banner, pennant, valance, or advertising display constructed of cloth, cardboard, wallboard, or other light materials, with or without frames.

**VEHICLE:** "Vehicle" means any device which is capable of moving itself, or of being moved, from place to place upon wheels or endless tracks. "Vehicle" includes any bicycle, but such term does not include any wheelchair, or any device moved by muscular power or moved exclusively over stationary rails or tracks or designed to move primarily through the air.

## VEHICLE-MOUNTED

SIGNS: Any sign affixed to or mounted upon any type of Vehicle, as the term "Vehicle" is defined herein.

WALL SIGN: Any sign attached to or erected with the exposed face of the sign parallel to the wall of a building or structure. Wall signs are allowed in all zones.

WINDOW SIGN: A temporary or permanent sign attached to the window of a building.

### **3-5-3 General Provisions**

- A. All allowed signs, except window and portable signs, real estate and construction signs up to six (6) square feet, and dispenser type displays, shall require a sign permit including fees, on forms acceptable to the Town, issued by the Town Administrator or its designee following the same procedure as a building permit, as set forth in this Code. Said permits shall include an elevation drawing of all proposed and existing signs, and a plot plan showing the proposed location of the subject sign(s) on the permittee's property.
- B. Off premise signs not included within a coordinated sign plan are not allowed, except signs within the boundary of a new subdivision, until less than ten (10) percent of the lots remain for initial sale; otherwise, signs shall identify or advertise only that activity conducted on the premises upon which the sign is located, except the following which shall be permitted with approval of the Board of Trustees:
  1. Collective identification or directory signs for churches and service clubs;
  2. Official Town-owned and maintained directional signs for public facilities;
  3. Signs for placement upon baseball outfield fences which meet the following criteria:
    - a. such signs shall be erected only for the length of the baseball season;
    - b. such signs shall be uniform in size and material, and in all cases shall not extend above the height of the fence;

- c. such signs shall be securely fastened, constructed and maintained in a manner to prevent damage from the natural elements;
  - d. such signs shall be located only upon fences circumjacent to playing fields, facing infield, and in such a manner so as to minimize visual impact outside of the baseball park facilities; and
  - e. such signs shall be permitted for the sole purpose of generating funds for non-profit youth sports groups, but in all cases the overall aesthetics of the baseball park and the surrounding area will be a significant consideration.
- C. No sign shall be located so that the safety of a moving vehicle or pedestrian will be impaired by obscuring their vision or obstructing their travel.
  - D. The color or format shall not resemble or conflict with traffic signs or signals, as shown or described by the Manual of Uniform Traffic Control Devices (MUTCD), as amended from time to time.
  - E. All signs must be maintained in good repair.
  - F. Illumination of signs shall be arranged to reflect away from residential properties and shall otherwise comply with Title X Section 10-5-7-R, and Street Design and Construction Specifications Section 9.00.
  - G. This Section is not intended to control or limit appropriate seasonal decorations which do not constitute a public nuisance or hazard.
  - H. Dispenser type displays such as soft drink machines, gasoline pumps, tire displays and ice machines, with information printed by the manufacturer on the dispenser shall be permitted, provided the Town determines they are not detrimental to the general appearance and character of the area.

### **3-5-4 Special Requirements**

- A. No rotating, flashing, roof, or animated signs larger than 6 sq. ft. shall be permitted.
- B. Time and temperature signs shall be permitted in all business, commercial and industrial districts.

- C. For security purposes a window sign shall not exceed twenty five percent (25%) of the total window surface per room.
- D. Window and electric signs shall only be permitted in business, commercial and industrial zones, except that a sign may be permitted in the window to temporarily advertise property for sale or rent.
- E. Temporary signs and banners, shall be permitted in all non-residential zoning districts for a maximum of fourteen (14) days at a time, but for no more than a total of one hundred and eighty (180) days per calendar year; each time a temporary sign is displayed, the display time shall be calculated as fourteen (14) days, regardless of the actual duration of said sign's display. The area of a temporary sign shall not be included in the maximum permitted sign area. Temporary signs shall be no larger than sixty-four (64) square feet in size. Temporary signs shall be subject to the same height limitations as permanent signs. Temporary signs shall comply with this Section, except for signs displayed in relation to a yard sale which shall comply with Title IV Section 4-5-2-A-5.
  - 1. Temporary signs and signs subject to a Special Event sign permit may be allowed in locations which will not cause unreasonable annoyance or inconvenience to adjoining property owners or other persons in the area, and on such conditions as deemed necessary to protect adjoining premises and the public. The permittee shall remove any temporary or Special Event signs erected, on or before the expiration date of the permit.
  - 2. All temporary signs shall require a permit on forms acceptable to the Town, issued subject to the provisions of Section 3-5-3-A, herein.
  - 3. Festivals, fairs, markets, commercial or non-commercial sales, and public events shall obtain a Special Event sign permit for all signage, and shall be exempt from the temporary sign limitations, provided said festival, fair, market, commercial or non-commercial sale or event is open for public use no more than ninety-six (96) consecutive hours, or four (4) calendar days (including those times when the festival, fair, market, commercial or non-commercial sale or event is not in actual operation). The sign face area of Special Event signs shall not be included in the maximum permitted sign area. All signage related to the festival, fair, market commercial or non-commercial sale or event shall be promptly removed at the conclusion thereof.



- a. Festivals, fairs, markets, commercial or non-commercial sales, and public events may obtain Special Event sign permits up to twelve (12) times per calendar year; said permits may run consecutively. Balloons, streamers, flags and pennants may be allowed up to the maximum height of a freestanding sign allowed in the zone in which the event is located. All balloons of any shape must fit within a three-foot cube (3' high x 3' deep x 3' wide). Human-held and human-powered signs, and live costumed advertisers or performers shall also be allowed; all other animated signs not listed specifically in this paragraph shall be prohibited. All signage subject to a Special Event sign permit shall be on-premise.
4. Temporary signs not maintained in good condition, including but not limited to those that have faded, torn, become tattered, droopy, or un-tethered, shall be removed by the permittee. Temporary signs not maintained in good condition shall be considered a nuisance, and may be abated by the Town in accordance with the Town's nuisance abatement procedures. The Town's sight triangle requirements shall apply to temporary signs, and all signs used pursuant to a Special Event sign permit.
- F. One (1) portable sign per business or use may be erected without a Town sign permit in all commercial zones, not to exceed sixteen (16) square feet in sign area and four (4) feet in height, in addition to the maximum sign area permitted as indicated in the tabulated provisions of this Section. The permittee shall be required to obtain additional permits from other agencies, if required by law. Such signage shall not create a nuisance; nuisances created by such signs may be abated in accordance with the Town's nuisance laws.
1. In the Central Business District only, said portable signs may be placed upon the Town sidewalk abutting a business, so long as the sign does not create traffic or other safety hazard, or unreasonably impede pedestrian traffic on the sidewalk.
- G. Development Identification Signs: developments, including subdivisions, planned developments, multi-family dwelling complexes, mobile home parks, and industrial parks, may have a total of two (2) signs. The sign message shall be limited to identifying the development. The total sign area of the two (2) signs taken together shall not exceed eighty (80) square feet. No part of either sign shall exceed ten (10) feet in height. Such signs are not allowed upon any Town property, including public rights-

of-way. The signs shall be kept in good repair by the sign owner or owner of the appurtenant property.

- H. The permanent sign base of a freestanding sign shall have an aggregate width of at least forty percent (40%) of the width of the sign cabinet or face. All supporting structures of a freestanding sign shall match the primary finish and colors of the associated building(s).
  - 1. One freestanding sign shall be permitted per multi-tenant lot or parcel.
  - 2. One hundred and fifty (150) square feet of landscaping shall be required around the base of any freestanding sign located within fifty (50) feet of a public right-of-way.
  - 3. Permanent freestanding signs twelve (12) feet or lower in total height shall be exempt from the forty percent (40%) base width requirements set forth in this Section, provided that the sign shall have a sign face area not to exceed forty (40) square feet per sign face.
- I. If a business has more than one frontage on streets and alleys, it may have one additional wall sign not to exceed twelve (12) square feet on each of the secondary frontages.
- J. The maximum sign area and number of signs allowed by the table contained in the sign table of Section 3-5-7 shall apply to a lot or parcel which has more than one (1) separately owned or operated business or function thereon. The allowable sign area shall be computed based upon the linear feet of principal street frontage. The total allowable sign area may be apportioned by the owner or landlord of said lot or parcel to each of the businesses or functions on the lot or parcel, which may each then, have one (1) separate primary sign. The total area of such signs with respect to such lot or parcel shall be limited to the maximum set forth in the tabulated provisions of this Section.
  - 1. One freestanding sign shall be allowed per lot or parcel, as set forth in subsection 3-5-4-H herein; the area of any freestanding signage shall be counted toward the maximum allowed signage area.
- K. Sight triangle provisions: for traffic safety reasons, whenever practicable, a fifteen foot (15') minimum setback shall apply to all freestanding signs in all zoning districts, except in the Central Business District.

- L. A construction sign shall not exceed thirty-two (32) square feet in area, and shall be removed after substantial completion of the project.
- M. A real estate sign may be erected without a permit on the lot or parcel which is for sale or rent. Such sign must be removed within ten (10) days after the closing of the sale or completion of the transaction which it concerned. Such sign shall not exceed six (6) square feet in area. Real estate signs exceeding six (6) square feet in area shall require a sign permit, and shall be issued in accordance with any applicable provisions of this Code, or any applicable Federal, State or local laws or regulations.
- N. A projecting sign shall be a minimum height of nine feet (9') above ground level. A projecting sign shall not extend more than five feet (5') over the public right-of-way, and it shall not be higher than the roofline of the building at the point where it is attached.
- O. For an applicant to obtain primary signage beyond two (2) primary signs, a Coordinated Sign Plan shall be submitted as set forth in Section 3-5-6-B.
- P. The maximum sign area permitted per business or function present upon a single lot or parcel shall be as specified in the table contained in the tabulated provisions of this Section. Where the maximum sign area is based upon a computation determined by the linear feet of principal street frontage, the allowed maximum shall be applied to the entire lot or parcel, regardless of the number of businesses or functions thereon, in accordance with the provisions of subsection J of this Section.
- Q. All vehicle-mounted signs shall be permanently affixed, painted, magnetically applied or otherwise mounted upon a vehicle and shall not project more than eighteen (18) inches above the surface to which they are attached; and any sign which is mounted upon the roof, hood or trunk of a vehicle and which projects above such surface upon which it is mounted shall not exceed two (2) square feet in area per face.
  - 1. No commercial sign shall be placed or erected in the bed of a truck or on the deck of a trailer or a truck.
  - 2. No vehicle upon which a vehicle-mounted sign is affixed may be parked on any lot for the primary purpose of directing or attracting the attention of the public to a building, institution, product, organization, event or location offered or existing elsewhere than upon the same lot where such vehicle is parked.

3. Banners displayed on vehicles shall be subject to the provisions contained in Section 3-5-4-E.
4. Vehicle-mounted signs used in connection with a special event are exempted from the requirements of this Section during the term of the special event only. Upon the conclusion of the special event, such signs must either be dismantled, moved to a location where the sign is not visible from public rights-of-way or made to comply with the provisions of this Section. For the purposes of this subsection, the term special event shall mean a parade, circus, fair, carnival, festival or other similar event that is intended to or likely to attract substantial numbers of persons and is different in character from the customary or usual activities generally associated with the property upon which the special event is to occur.
5. This Section shall not apply to signs that are being transported for installation.

### **3-5-5 Non-Conforming Signs**

- A. The following non-conforming signs may continue to be used and maintained only in accordance with and subject to the limitations, criteria and requirements of this subsection:
  1. Signs which were or are lawfully erected and maintained in accordance with Town sign regulations in effect at the time of their erection, but which became or become non-conforming on account of subsequent amendment to the Town sign regulations and have since been maintained as lawfully non-conforming signs in accordance with Town regulations; or
  2. Signs which were or are lawfully erected and maintained under applicable existing Federal, State and County regulations prior to and at the time of annexation to the Town and which have been or are maintained as lawfully non-conforming signs in accordance with Town regulations thereafter.
- B. Signs which are non-conforming in the following respects shall not be permitted and shall be brought into conformity immediately, or upon annexation, notwithstanding any other provision of this subsection.
  1. Any rotating, flashing or animated sign that does not conform with 3-5-4-A.

2. Any sign which creates a hazard to pedestrians or vehicular traffic by creating sight barriers, by having a color or format which resembles or conflicts with traffic control devices, or otherwise.
  3. Any sign which is not maintained in reasonably good repair or which creates a safety hazard to persons or property.
- C. No material change or alteration may be made which increases the nonconformity pursuant to Section 3-5-5-A, or which alters the size or the message of the sign; provided, however, ordinary maintenance of the sign is permitted.
- D. The right provided herein to maintain a nonconforming sign shall be terminated and the sign removed or brought into compliance with these regulations along with any other signs related to the same business under any of the following conditions:
1. Abandonment of the sign, abandonment or termination of the related business, or an interruption in continuance of the related business for a period of ninety (90) days.
  2. A change in the name of the business or change in the sign message.
  3. A violation of any provision of this Section by the owner or party in lawful possession of the sign, or the destruction of the sign, or damage to the sign such that the cost of repair is greater than fifty percent (50%) of the replacement cost of the sign.
  4. The creation of any condition specified in subsection 3-5-5-B.

### **3-5-6 Coordinated Sign Plan Regulations**

- A. General Provisions:
1. The intent of this Section is to encourage the placement of signs on tracts of land in accordance with an overall plan for signage by providing flexibility with respect to placement and location requirements, and to provide uniform procedures and requirements for multibuilding developments.
  2. Property owners who wish to avail themselves of the special provisions contained in this Section may elect to do so in their discretion and in accord with the provisions set forth herein.

- a. Approval of a Coordinated Sign Plan by the Town is purely discretionary. If the Town and the applicant do not agree on all required conditions and the plan, the Town may deny approval, or the Town may unilaterally impose conditions. If the applicant does not accept all conditions, that development must adhere to standard signage requirements.
3. Approved Coordinated Sign Plan documentation shall be retained on the same record retention schedule as approved site plans.
4. As a condition precedent for a Coordinated Sign Plan to become effective, a declaration of covenants running with the land shall be executed by all landowners taking part in the Coordinated Sign Plan. Said declaration of covenants shall be similar in form and substance to those declarations used by the Town for approved site plans, and shall be on forms acceptable to the Town.

B. Coordinated Sign Plan Procedures:

1. A Coordinated Sign Plan is required prior to the issuance of a Sign Permit for signs specified in this Section 3-5-6 or as otherwise required herein to determine overall sign locations on a property, the relationship of the signs to surrounding existing, and proposed future improvements, and to determine consistency and uniformity among buildings and signs within a Coordinated Sign Plan. The Coordinated Sign Plan shall be submitted to the Town for review and approval.
2. Coordinated Sign Plan Area – Prior to Town consideration of a Coordinated Sign Plan, all property owners located within the physical limits of a Coordinated Sign Plan shall submit to the Town notarized letters on forms acceptable to the Town authorizing the creation of the Coordinated Sign Plan. Different areas subject to Coordinated Sign Plans shall not overlap one another nor be adjacent to one another other than at the legal boundary of a lot.
  - a. A Coordinated Sign Plan shall consist of multiple legal divisions of real property which were depicted on the same final plat or site plan, and be united through:
    - (1). Common building architecture, building color, building materials and landscaping; or

- (2). Existing shared parking; or
  - (3). Existing shared infrastructure exclusively serving the entire proposed area subject to the Coordinated Sign Plan.
3. A Coordinated Sign Plan shall contain the following information:
  - a. Elevations of the signs illustrating the materials of construction, colors, lighting, fonts of letters, and dimensions of the signs. If the sign is to be attached to a building, the elevation shall be a composite of the sign and the building; and
  - b. Elevations depicting the size of the signs in relation to the size of the buildings within the development; and
  - c. A site plan showing dimensions, parking lot details and traffic movement within said parking lot, landscaping, and details of all permanent structures in the site. Said site plan shall illustrate the location of existing and proposed signs on the property and, if required by Town staff, on adjacent properties; and
  - d. Other information to illustrate the consistency and uniformity of the signs; and
4. A Coordinated Sign Plan required to erect signs specified in this Section 3-5-6 or as otherwise required herein shall be submitted to the Town. The Coordinated Sign Plan will be reviewed in accordance with applicable provisions of this Code, and Codes adopted by the Town by reference, and considered for approval by Town staff.
  - a. An administrative denial of a Coordinated Sign Plan may be reviewed as set forth in Section 3-1-4 of this Code; in the case of a request for a deviation from quantity, design, size, or setback regulations, the Board of Appeals analysis shall be in accord with the Sign criteria set forth in this section.
5. No variance shall be granted from a previously approved Coordinated Sign Plan; changes may only be made by the submission of a new or amended Coordinated Sign Plan to the Town.

6. In the case of any submission of a new or amended Coordinated Sign Plan, the fees shall be as set forth in the permit required in Section 3-5-3-A of this Code.
7. Staff shall have discretion to require any applicant to submit all new plans and materials as required by these regulations for all amendments to previously approved Coordinated Sign Plans.

C. Allowed Signs: The following signs are allowed within the Coordinated Sign Plan:

1. Individual Monument Sign (“IM”) – A sign supported from the grade to the bottom of the sign having or appearing to have a solid and opaque base and used to identify tenants or name of a business or businesses located within a Coordinated Sign Plan, or on a separately platted lot within a Coordinated Sign Plan on non-residential zoned property, subject to the following conditions:

- a. Time – A Sign Permit is required. A Sign Permit shall not be issued to erect, install or place an IM on a property until a site plan and/or final plat has been approved by the Town for development of the property, and after the issuance of a building permit for a building on the property. A Coordinated Sign Plan must be approved prior to approval of any IM.

- b. Place – IMs are permitted in non-residential zoning districts and on a lot containing an apartment complex, daycare facility, school, community center, amenity center, or religious facility. An IM is permitted on the same lot as a Group Monument Sign (“GM”). The minimum front yard setback for an IM is fifteen (15) feet from the property line. The minimum side and rear setback from the property line shall be equal to the height of the IM. Placement is limited to one (1) IM per approved public access point into the parcel, provided said access point is adjacent to an intersecting roadway on the outside perimeter of a parcel; placement is also limited to within fifty (50) feet of the centerline of the access point.

- c. Manner –

- (1). The design, materials, and finish of an IM shall match those of the buildings on the same lot. All IMs shall comply with the dimensional



requirements as set forth in Section 3-5-6 of this Code.

- (2). IMs constructed in conjunction with GMs and Directional, Directory and Menu Signs (“DDM”)s shall be consistent with the building elements and materials of GMs within the Coordinated Sign Plan, and DDMs on the same lot and within the Coordinated Sign Plan. Architectural embellishments are also encouraged and may be considered through the review of a Coordinated Sign Plan.
  - (3). A lot is allowed a maximum of one (1) IM per street frontage.
  - (4). The maximum area of an IM is sixty (60) square feet.
  - (5). The maximum height of an IM is eight (8) feet.
  - (6). Exceptions in maximum height and area may be considered through the review of a staff denial of a Coordinated Sign Plan.
2. Directional, Directory, And Menu Signs (“DDM”) – A DDM is a sign that is supported from the grade to the bottom of the sign having, or appearing to have, a solid base and generally used for one of the following purposes: a directory sign is intended to identify multiple businesses within a defined area or building; a directional sign is intended to assist in vehicular navigation through a Coordinated Sign Plan; a menu board is a sign commonly used at drive-through restaurants. A DDM is permissible on non-residential zoned property subject to the following conditions:
- a. Time- A Sign Permit is required. A Sign Permit shall not be issued to erect, install or place a DDM on a property until a site plan and/or final plat has been approved by the Town for development of the property and after the issuance of a building permit for a building on the property. A Coordinated Sign Plan must be approved prior to approval of any DDM.
  - b. Place – A DDM is permitted only in conjunction with a non-residential use or in a nonresidential zoning district. Minimum front and side yard setback is twenty-five (25) feet from the property line.

c. Manner –

- (1). The design, materials, and finish of DDMs shall match those of the buildings on the same lot. DDMs constructed in conjunction with GMs and/or IMs shall be consistent with the building elements and materials of the GMs and IMs within the Coordinated Sign Plan.
- (2). The maximum dimensions of a DDM shall be as follows:
  - (i). Menu Boards: seven (7) feet high; thirty-five (35) square feet total sign area. Menu boards are exempt from the DDM setback requirements, so long as they are not designed to be readable from any street frontage.
  - (ii). Directory Signs: four (4) feet high; twelve square feet total sign area.
  - (iii). Directional Signs: thirty (30) inches high or less; six (6) square feet total sign area.
- (3). Exceptions in maximum height and area may be considered through the review of a staff denial of a Coordinated Sign Plan.

3. Group Monument Sign (“GM”) – A GM is a sign that is supported from the grade to the bottom of the sign having, or appearing to have, a solid base and is used to identify multiple tenants within a Coordinated Sign Plan. A GM is permissible on non-residential zoned property subject to the following conditions:

a. Time – A Sign Permit is required. A Sign Permit shall not be issued to erect, install or place a GM on a property until a site plan and/or final plat has been approved by the Town for development of the property, and after the issuance of a building permit for a building on the property. A Coordinated Sign Plan must be approved prior to approval of any GM.

b. Place –

- (1). A GM shall be located within a Coordinated Sign Plan.

- (2). A GM is permitted on the same lot as an IM, but the total number of GMs and IMs located within a Coordinated Sign Plan shall generally not exceed the number of lots located within the Coordinated Sign Plan.
- (3). The minimum front setback for a GM is fifteen (15) feet from the perimeter of the Coordinated Sign Plan area.
- (4). No minimum side yard and rear yard setbacks are required for a GM, but a GM shall not be located closer than seventy-five (75) feet to another GM or an IM.
- (5). For GM signs, only those properties and businesses included within the Coordinated Sign Plan shall be included or identified on the GMs.

c. Manner –

- (1). A GM shall be constructed of materials and with a design consistent with the buildings located on the Coordinated Sign Plan.
- (2). The maximum area of a GM shall be based on the size of the Coordinated Sign Plan. The maximum area of a GM for a Coordinated Sign Plan of five (5) acres or less is sixty (60) square feet. For every whole acre over five (5) acres, the area of the GM may be increased by twelve (12) square feet with the maximum area of a GM being one hundred forty-four (144) square feet.
- (3). The maximum height of a GM is sixteen (16) feet.
- (4). Architectural embellishments for GMs are encouraged. Exceptions in maximum height and area may be considered through the review of a Staff denial of a Coordinated Sign Plan.
- (5). One (1) GM is permitted per street frontage of the Coordinated Sign Plan. One (1) additional GM is permitted along a street for each additional seven hundred-fifty (750) linear feet, or portion thereof, of street frontage that exceeds seven hundred-fifty (750) linear feet of street frontage.

4. Wall Signs – A Wall Sign is any sign attached to or erected with the exposed face of the sign parallel to the wall of a building or structure, for which the sign allowance shall be calculated on the basis of the area of the one (1) building façade that is most nearly parallel to the street that it faces. Each building façade, which faces a dedicated public street, shall have its own separate and distinct sign allowance. The total sign allowance, or any percentage thereof, may be transferred to a façade that has no frontage on a dedicated public street. Projecting signs shall also be permitted. Wall Signs shall be permitted within a Coordinated Sign Plan on non-residential zoned property subject to the following conditions:

a. Time – A Sign Permit is required. A Sign Permit shall not be issued to erect, install or place a Wall Sign on a property until a site plan and/or final plat has been approved by the Town for development of the property and after the issuance of a building permit for a building on the property. A Coordinated Sign Plan must be approved prior to approval of a Wall Sign under these regulations.

b. Place – A Wall Sign shall be located within a Coordinated Sign Plan.

(1). A Wall Sign is permitted on the same lot as an IM, DDM, or GM.

c. Manner –

(1). Characteristics: Intended to identify individual businesses, offices, office buildings, and industrial, technical and employment establishments. Signs may be either placed flat against the building or projecting from the building.

(2). Maximum Area: one and a half (1.5) square feet of sign area for each linear foot of building or tenant frontage, not to exceed two hundred (200) square feet in area for all types of wall signs.

(3). Maximum Height: May not project above the roofline of the building to which sign is attached.

(4). Limitation in Number: One (1) sign per business, per street frontage not to exceed two

(2) frontages, or three (3) frontages with an area not to exceed the total sign area permitted for two (2) frontages.

(5). Restrictions, Additions, Clarifications and Exceptions:

(i). Projecting signs may not exceed thirty (30) square feet in area. Projecting signs may not project over public right of way or more than five feet (5') from the building wall.

(ii). The total length of any individual sign may not exceed seventy five percent (75%) of the length of the frontage of the establishment, storefront or tenant space on which the sign is placed.

(iii). Illuminated signs are permitted.

(iv). Buildings that are primarily office buildings may have no tenant or user signs above the first floor with the exception that building identification signs may be located above the first floor.

(6). Office Wall Sign. For multi-tenant office buildings, an office wall sign shall be a maximum of thirty-two (32) square feet per sign; the cumulative total of all tenant wall signs shall not exceed one hundred and twenty (120) square feet per frontage, and shall conform to 5.b. and 5.e., above.

(7). A building identification wall sign shall be in conformance with 5.b., above, and shall be no more than a maximum of thirty-two (32) square feet.

(8). Wall signs may not be located on the rear of buildings which abut a residential zone district or use.

**3-5-7 Sign Table:** The following sign table applies with respect to the zones and uses indicated.

<b>Zoning District</b>	<b>Maximum Number of Signs</b>	<b>Maximum Square Footage of Signs Per Lot – All Signs Combined</b>	<b>Maximum Height of a Freestanding Sign</b>	<b>Maximum Size of a Freestanding Sign*</b>
<b>B</b>	2 Primary 1 Secondary**	1 ½ ft <sup>2</sup> per linear foot of principal street frontage or 200 ft <sup>2</sup> , whichever is smaller	25'	Single tenant: 96 ft <sup>2</sup> Multi-tenant: 144 ft <sup>2</sup>
<b>C</b>	2 Primary 1 Secondary**	1 ½ ft <sup>2</sup> per linear foot of principal street frontage or 200 ft <sup>2</sup> , whichever is smaller	10'	Single tenant: 96 ft <sup>2</sup> Multi-tenant: 144 ft <sup>2</sup>
<b>I</b>	1 Primary	1 ½ ft <sup>2</sup> per linear foot of principal street frontage or 200 ft <sup>2</sup> , whichever is smaller	10'	Single tenant: 96 ft <sup>2</sup> Multi-tenant: 144 ft <sup>2</sup>
<b>RR, R, M, AA, AB</b>	1 Primary 1 Secondary***	Buildings up to and including 5000 ft <sup>2</sup> : 4 ft <sup>2</sup> Buildings over 5000 ft <sup>2</sup> : 32 ft <sup>2</sup>	4' for buildings up to 5000 ft <sup>2</sup> 6' for buildings over 5000 ft <sup>2</sup>	4 ft <sup>2</sup> for buildings up to 5000 ft <sup>2</sup> 24 ft <sup>2</sup> for buildings over 5000 ft <sup>2</sup>
<b>P</b>	1 Primary 1 Secondary***	Each sign is limited to 6 ft <sup>2</sup>	4'	6 ft <sup>2</sup>

\* Freestanding sign square footage is counted as part of the maximum square footage of signs per lot

\*\* Secondary signs in Commercial zones limited to 12 ft<sup>2</sup>

\*\*\* Secondary signs in Residential zones are only allowed for buildings over 5,000 ft<sup>2</sup> and are limited to 6 ft<sup>2</sup>