

Section 15 Sign Regulations

These regulations are established for all signs located on any premises as a reasonable and impartial means to permit adequate communication, to control confusing sign displays which present a hazard to pedestrians and motorists along streets and intersections, to ensure light, air, and open space, to protect the natural beauty and environment of the community, to safeguard and enhance property values, to protect public and private investments in buildings and open spaces, and to protect the public health, safety, and welfare.

15.1 Application

No sign shall be erected or altered except in conformance with this zoning ordinance. All signs to be erected either temporarily or permanently must have a permit issued by the Administrator in accordance with the adopted fee schedule.

15.2 Placement Prohibitions

The following prohibitions apply in all districts:

- a. No sign shall be erected or maintained in any form or at any location where it may obstruct or in any way interfere with the view of or be confused with any approved traffic control device.
- b. No sign may be placed in any public right-of-way except publically owned traffic-control and transit signs.
- c. No sign may be placed within twenty-five (25) feet of any intersection as measured from the angle of intersecting pavement at the back of the curb.
- d. No sign except marquees, either freestanding or mounted on a building shall project into the public right-of-way; except that a business sign mounted on a building may project twelve (12) inches from the face of the building, except in the Central Business District.
- e. No sign shall be mounted on a roof or extend above the eave or parapet of a building wall.
- f. No sign shall be affixed to trees, fence posts, or utility poles.
- g. Off-premise signs are prohibited in all districts except for temporary political campaign signs.

15.3 General Sign Regulations

All signs shall conform to the following regulations:

15.3.1 Illumination

- a. Illuminated signs are permitted; however, signs which direct attention through the use of flashing, intermittent, or strobe effects are prohibited. Time and temperature signs which change illumination are allowed.
- b. The source of light for any sign should not be directed into any residential area or toward any oncoming traffic.
- c. No illuminated sign may be located closer than twenty-five feet to any residential district.

15.3.2 Temporary and Portable Signs

- a. Temporary or portable business or product-for-sale signs or devices consisting of a series of banners, streamers, pennants, balloons, propellers, strung light bulbs, or similar devices are prohibited.
- b. New businesses, seasonal businesses, grand openings, or special events may display signs prohibited in section a above for an initial period of fifteen days after having applied for a received a permit. This permit may be renewed for an additional fifteen days. Any business shall be limited to two such permits per year.

- c. Portable signs, after the implementation of this ordinance, whether illuminated or not illuminated, and which are transportable on trailers or by vehicle are prohibited in all districts.
- d. Garage sale signs may not exceed four (4) square feet and may be displayed no more than five (5) days and may be placed only on the premises where the garage sale is to be held.
- e. Pre-existing portable signs may be continued with the permission of the Town Council.

15.3.3 *Moving signs*

All signs which move by mechanical means or by movement of air except for public information signs are prohibited in all districts.

15.3.4 *Maintenance*

All signs must be kept clean, neatly painted, and free from all hazards, such as but not limited to, faulty wiring and loose fastenings, and must be maintained at all times in a safe condition.

15.4 Size Allocations of Permitted Signs

Location, size, and variety of all signs existing upon a zoning lot are included in the total sign allocation. the area of signs is calculated using the smallest regular geometric figure needed to circumscribe the sign.

15.4.1 *Maximum and minimum sizes*

Notwithstanding other provisions of these regulations, no premises within any commercial or industrial district may be permitted to display more than a total of six hundred (600) square feet of sign, including free standing and building signs, except as provided for shopping centers in this section.

15.4.2 *Commercial and Industrial Districts, except the Central Business District*

Total allocation area: Total sign allocation area is 1.6 square foot of sign area for each linear foot of building fronting on a publically maintained right-of-way or .8 square feet of sign area for each linear foot of the property fronting on a public street whichever is greater.

Ground mounted signs: One (1) ground sign is allowed for each street frontage. Maximum permitted square footage of sign surface is sixty (60) square feet each side for a double-faced sign of more than 10 feet in height, and seventy-two (72) square feet for a ground signs of ten feet or less in height.

Pole signs: on any property which has frontage on an arterial or primary collector street, one (1) pole sign is permitted for each street frontage, but only if no ground sign is erected for that street frontage. Maximum permitted square footage of sign surface is sixty (60) square feet each side.

15.4.3 *Central Business District*

One (1) square foot of sign for each twenty (20) square feet of building face fronting on a public street or for each one (1) linear foot of property fronting on a publically maintained right-of-way, whichever is greater.

15.4.4 *Residential Districts*

No signs may be erected in any residential district except for the following:

- a. Residential or subdivision signs limited to sixty-four (64) square feet are permitted at the entrance to these areas.
- b. Home occupation signs shall be limited to one sign of a maximum size of two (2) square feet and attached to the wall of the building.

15.5 Height and Setback Requirements

- a. No sign may exceed twenty-five (25) feet in height measured from the base of the sign or sign supporting structure or from the crown of the road directly in front of the sign, whichever is higher.
- b. Signs within ten (10) feet of the public right-of-way must be at least nine (9) feet above the ground such that vision beneath the sign must be clear except for the supporting structure.
- c. All signs shall conform to the side and rear yard requirements for buildings if placed in these areas.
- d. Signs other than pole signs shall have a minimum public right-of-way setback of ten feet less than the required building setback, but not less than 10 feet from the property line.
- e. Pole signs have no required setback except that no portion of the sign may extend above the public right-of-way and may not be located within the 25 foot sight triangle of intersections, except in the Central Business District.

15.6 Special Regulations in any District

- a. Political signs and signs offering the property on which they are located for sale, lease, or rent may not exceed twenty five (25) square feet and must be removed within seven days of the event. These signs may not be placed in the public right-of-way.
- b. Promotion of commercial properties or subdivisions is permitted but no sign may exceed sixty-four square feet of sign surface.
- c. Construction signs are permitted for the duration of the construction and may not exceed twenty-four (24) square feet.
- d. One public information sign per event is permitted and may not exceed twenty-four (24) square feet in surface area and may be erected thirty days prior to the event and must be removed within seven (7) days following the event.
- e. Direction signs not exceeding four (4) square feet per sign are permitted.

15.7 Shopping Center or Office Park Signs

Regardless of the district in which it is located, the following regulations apply to property developed or occupied by a shopping center or office park.

- a. Signs for individual stores or business establishments within the center or park must be located on the front wall of the building and are limited to 1.6 square feet of sign area for each one linear foot of space frontage.
- b. Independently placed buildings or buildings with corner locations are limited on each side or rear wall to one-half of the sign area permitted on the front wall, or to 1.2 square feet of sign area for each linear foot of building on the side or rear of the building, whichever is less.
- c. In addition to signs permitted for individual establishments within a center or park, general signs bearing the name of the commercial or business development are permitted on the basis of one sign for each 50,000 square feet of gross building floor area within the development. However, each development is limited to four of these signs. These signs are limited to the name of the development, but may include additional signs not exceeding thirty-six (36) square feet for each individual business as part of the main sign. The total area of each combined sign may not exceed two hundred and forty (240) square feet in area or one hundred and twenty (120) square feet per side of a double-sided sign.