

**DRAFT
REVISED ORDINANCE
Article 7 SIGNS**

7.1 Purpose and Intent.

The purpose of this article is to regulate the type, size, location, height, visual impact and construction of all signs. This article is intended to promote signs that are:

- (A) Compatible with the landscape/streetscape and architecture of surrounding buildings and the general character of the Town;
- (B) Legible and appropriate to the activity to which they pertain;
- (C) Not otherwise distracting to motorists; and,
- (D) Constructed and maintained in a structurally sound and attractive condition.

7.2 General Definitions

- (A) Sign. Any two or three dimensional object, device, display, or structure, or part thereof, situated outdoors or indoors, that is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, product, service, event, situation, or location by any means, including words, letters, figures, design, symbols, pictures, symbols, fixtures, colors, illumination or projected images.
- (B) Sign Height. Sign height is measured from the ground level at the base of a freestanding sign to the topmost portion of the sign, including any structure to which a freestanding sign is affixed; or from the ground directly below a sign affixed to a wall or side of a building.
- (C) Sign Area. The entire face of a sign, including the advertising surface and any framing, trim, or molding but not including the supporting structure or a freestanding feature such as a monument or wall in or on which the sign is mounted provided that such structure or feature is fabricated from materials distinct from the sign.
- (D) Sign Face. The area or display surface used for the message of the sign.

7.3 Definition of Signs by Function

- (A) **Permanent sign**. A sign that is displayed indefinitely and affixed to a surface, a material or the ground so it or its support does not move.
- (B) **Temporary sign**. A sign or advertising display designed or intended to be displayed for a short period of time referencing an activity that is designed to be short-lived. If a sign face is permanent but the message displayed is subject to periodic changes, such a sign shall not be regarded as temporary.

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- (C) **On-premises sign.** A sign that directs attention to or communicates information about a business, service, commodity, accommodation, , event or other enterprise or activity; or building or traffic feature that exists or is conducted, sold, occurring, offered, maintained or provided on the premises where the sign is located.
- (D) **Off-premises sign.** A sign that directs attention to or communicates information about a business, service, commodity, accommodation, attraction, event or other enterprise or activity: or building or traffic feature that exists or is conducted, sold, occurring, offered, maintained or provided at a premises other than the location of the sign. ~~Only three signs are allowed and the area of the sign may not exceed six (6) square feet.~~

7.4 Definition of Types of Signs

The following signs are defined for purposes of this Ordinance regardless of whether or not they are permitted, permitted with conditions, or exempt from regulation. If the following signs are permitted (see Signs Prohibited), they require permits, unless otherwise stated in this ordinance.

- (A) **Animated.** Any sign or part of a sign that changes physical position or light intensity by any movement or rotation, mechanically or naturally propelled, or that gives the visual impression of such movement or rotation. Such a sign does not have to have lettering or pictorial images imprinted on it.
- (B) **Awning.** A sign that is mounted, painted, or attached to an awning or other window or door canopy that is otherwise permitted by ordinance.
- (C) **Banner.** A temporary sign of cloth or similar and flexible material that advertises a commercial product or service or celebrates an event, season, community, neighborhood, or district and is sponsored by a recognized community agency or organization.
- (D) **Bench.** A sign painted on or affixed to any part or surface of a permanently fixed bench , seat, or chair.
- (E) **Billboard.** A commercial sign that directs attention to a business, commodity, service, event, or entertainment conducted, sold, or offered at a location other than the premises on which the sign is located.
- (F) **Bulletin Board.** A sign that identifies an institution or organization on whose premises it is located and that contains the name of the institution or organization, the names of individuals connected with it; and general announcements of events or activities occurring at the institution.
- (G) **Business.** A sign that directs attention to a business or profession conducted, or to a commodity or service sold, offered, or manufactured, or

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to an entertainment offered on the premises where the sign is located. Such a sign includes “Open” signs.

- (H) **Canopy.** A sign affixed to or suspended from the underside of a canopy.
- (I) **Changeable Copy.** A sign or part of a sign where the characters or numbers or symbols can be rearranged manually or electronically.
- (J) **Construction.** A temporary sign erected on the premises where construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors or similar artisans, and the owners, financial supporters, sponsors or firms having a role with respect to the development on a site.
- (K) **Decorative flags** that do not contain a commercial promotion or advertise a specific business or use.
- (L) **Directional signs, on-site.** Permanent signs limited to directional messages, such as “one way”, “entrance”, and “exit” that are located on a site. (See also On-site informational signs).
- (M) **Directional, off-site.** Permanent signs for the purpose of giving directions and distance to public facilities and businesses that are placed off-site.
- (N) **Directory.** A sign listing the tenants or occupants of a building or group of buildings and that may also indicate their respective professions, businesses and hours of operation.
- (O) **Flags or pennants.** Signs made of soft, flexible material and affixed to a single pole or line. They may be permanent or temporary signs, depending on the situation they represent.
- (P) **Flashing.** Any directly or indirectly illuminated sign that exhibits changing natural or artificial light or color effect by any means whatsoever, or sponsored by any business, residence, association, institution, except by a governmental entity.
- (Q) **Freestanding.** A sign that cannot be moved that is not affixed to a building. Such a sign may be any ground-mounted sign, such as a pole sign or a monument sign. See Ground-mounted sign.
- (R) **Glaring.** A sign with light sources of such brightness as to constitute a hazardous glare, reflection or nuisance, as determined by the Zoning Administrator.
- (S) **Governmental or Official.** A sign erected and maintained by a governmental agency pursuant to and in discharge of any governmental functions or required by law, ordinance, or other governmental regulation; or intended to direct or control traffic; identify streets, parks, and historical events; or to provide other official information.

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- (T) **Ground-mounted.** A freestanding sign, other than a pole sign, in which the entire bottom edge of the sign face, including the trim, is in contact with or is within six (6) inches of the ground. Not to include a pole sign.
- (U) **Hanging.** A freestanding sign supported by the extended arm of a single post or pole.
- (V) **Holiday Decorations.** Temporary signs, in the nature of decoration, and customarily associated with any national, local or religious holiday. .
- (W) **Identification.** A sign giving the nature, logo, trademark, or other identifying symbol; address; or any combination of the name, symbol, and address of a building, business, non-residential development, or facility on the premises where it is located.
- (X) **Illuminated.** A sign lighted by, or exposed to, artificial lighting either by lights on or in the sign or directed toward the sign.
- (Y) **Inflatable.** Any display capable of being expanded by air or other gas and used on a permanent or temporary basis to advertise a product or event.
- (Z) **Informational, on-site.** A sign commonly associated with, and not limited to, information and directions necessary or convenient for visitors coming on the property, including signs marking entrances and exits, parking areas, circulation direction, restrooms, and pickup and delivery.
- (AA) **Landmark or Historic.** Any sign of artistic or historic merit, uniqueness, or of extraordinary significance to the community as may be identified by the local historical commission or other official agency.
- (BB) **Marquee.** Any sign made a part of a marquee that is projected or cantilevered out from the exterior wall of a structure and is designed to have changeable copy, either manually or electronically.
- (CC) **Memorial .** A permanent sign, tablet, or plaque memorializing a person, event, structure or site.
- (DD) **Message.** See Personal Expression.
- (EE) **Monument or Pedestal.** (see Ground-mounted sign).
- (FF) **Naked Light Display.** A string of lights of any unshielded light used to attract attention.
- (GG) **Neon Light.** A sign consisting of glass tubing, bent to form letters, symbols, or other shapes and illuminated by neon or a similar gas through which an electric voltage is discharged. Neon that is installed as a permanent architectural feature and used to outline all or part of a building is considered a sign.
- (HH) **Non-conforming.** A sign lawfully erected and maintained prior to the adoption of the current ordinance that does not conform with the requirements of the current ordinance.

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- (II) **On-Site Informational sign.** A sign commonly associated with, and not limited to, information and directions necessary or convenient for visitors coming onto the property, including signs marking entrances and exits, parking areas, circulation direction, restrooms, and pickup and delivery areas.
- (JJ) **Open sign.** A sign imprinted with the word “open”, indicating that the public may enter a business, service, function or activity.
- (KK) **Personal Expression.** A sign that shows religious, political, or other non-commercial messages on private property, as determined by the Zoning Administrator..
- (LL) **Pole.** A sign that is mounted on a freestanding pole or other support. See also Freestanding sign.
- (MM) **Political.** A temporary sign announcing or supporting political candidates or issues in connection with any national, state or local election.
- (NN) **Portable.** Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including, but not limited to, signs to be transported on wheels; sandwich board signs; and signs on balloons and outdoor, standing umbrellas.
- (OO) **Private Property.** Signs that are limited to “Private Property,” “No Trespassing”, “No Hunting”, or these in combination..
- (PP) **Private Sale, Yard Sale or Event.** A temporary sign advertising private sales of personal property , such as “house sales”, “garage sales”, “yard sales”, “rummage sales” and the like; or private not-for-profit events, such as picnics, carnival, game nights, art fairs, craft shows and Christmas tree sales.
- (QQ) **Projecting.** A sign that is wholly or partly dependent upon a building for support and that has to extend more than twelve (12) inches from such building.
- ~~(RR) **Real Estate.** A sign pertaining to the sale or lease of a property. the premises, or a portion of the premises, on which the sign is located.~~
- (SS) **Residence Address and Name.** A sign or nameplate indication the name and/or address of the occupants of a residential property.
- (TT) **Roof.** Any sign type that is affixed on the roof of a building or that is wholly dependent on upon a building for support and that projects above the top edge or roof line of a building with a flat roof, the eave line of a building with a gambrel, gable, or hip roof, or the deck line of a building with a mansard roof.
- (UU) **Sidewalk.** A temporary freestanding display, except live plants in planters, located on the sidewalk or sidewalk area adjacent to a public road, store or office.

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- (VV) **Simulated Traffic or Public.** A sign that uses the word “stop” or “danger” or otherwise presents or implies a requirement for stopping or caution, or which implies the existence of danger, or which is a copy of, imitation of, or which for any reason is likely to be confused with any sign displayed or authorized by public authority.
- (WW) **Suspended.** A sign hanging from a marquee, awning or porch..
- (XX) **Vehicle Safety Inspection.** A sign directing the attention to State safety inspection facilities.
- (YY) **Vehicle.** A sign on any type of vehicle, operable or otherwise.
- (ZZ) **Wall or Flush-mounted.** A sign fastened to, or painted on, the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign and that does not extend more than twelve (12) inches from such building or structure.
- (AAA) **Window.** A sign that is painted or mounted onto a windowpane, or that is hung directly inside a window solely for the purpose of effect of identifying any premises, business, or service from the sidewalk or street.

7.5 Signs Prohibited

- (A) A sign any portion of which has changeable copy.
- (B) Animated signs.
- (C) Flashing signs,
- (D) Glaring signs.
- (H) Inflatable signs.
- (I) Flags and pennants for commercial purposes, including “Open” signs.
- (J) Roof Signs.
- (K) Signs that are illuminated so as to outline any building or part thereof.
- (L) Signs that reflect or cast glare, directly or indirectly on an adjacent property, as determined by the Zoning Administrator.
- (M) Signs affixed on a tree or utility pole, or painted or drawn on a rock or other natural feature.
- (N) Any sign made of flexible material, or that moves by any means, that is suspended between poles set in the ground that is not a flag or pennant sign that may otherwise be permitted.

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- (O) Signs mounted or painted on or otherwise affixed to any unregistered vehicle, or trailer or other device capable of moving or being towed, such as a boat.
- (P) Neon Signs.
- (Q) Internally illuminated signs.
- (R) Sidewalk signs or displays.
- (S) Simulated Traffic or Public Signs.
- ~~(T) Off-site commercial signs, including real estate sales.~~
- (U) Signs that violate Virginia law relating to outdoor advertising.
- (V) Signs that obstruct or substantially interferes with any window, door, fire escape, stairway, ladder or opening intended to provide light, air, ingress, or egress from any building; and any sign that visually obstructs a sign displayed by or authorized by public authority for the purpose of giving traffic instructions or directions or other public or safety information.
- (W) Signs that are not properly affixed and pose a safety hazard or contribute to visual blight, as determined by the Zoning Administrator.
- (X) Unless specifically authorized by some other provision of this Article, no sign shall be pasted or glued or otherwise affixed to any building, fence, wall, tree, rock or other structure or object unless the same object is a component of a sign for which a permit has been issued and is in effect.

7.6 Signs Excluded from Regulation

The following permitted signs are excluded from regulation under this chapter. Such signs are permitted in all districts and a sign permit is not be required. However, all other applicable regulations of the Ordinance shall apply, except as provided below:

- (A) Signs erected by or on behalf of or pursuant to the authorization of a governmental body, including legal notices, identification and informational signs, traffic, directional, Town sponsored special events or regulatory signs.
- (B) Flags, pennants, or insignia of any governmental or non-profit organization.

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- (C) Signs warning of danger, related to aviation, railroad, bridge, Red Cross and other signs as set forth in Title 33.1-355 (5), (6), (7), (8), (15) and (17), Code of Virginia, 1950, as amended.
- (D) Historic markers or commemorative plaques erected by a public agency, a recognized historical agency or under authorization by a public agency.

7.7 Signs Exempt from Permits

The following signs permitted under this ordinance, that are not exempt from regulation, do not require permits. They are subject to any regulations in this ordinance that may otherwise apply, such as those controlling height or dimensions or type.

- (A) Decorative flags.
- (B) Directory.
- (C) Governmental or Official.
- (D) Holiday Decorations.
- (E) Identification.
- (F) Landmark
- (G) Memorial, installed by governmental entity
- (H) Naked Light Display.
- (I) Personal Expression.
- (J) Political.
- (K) Private Property
- (L) Private Sale, Yard Sale or Event.
- (M) Residence Address and Name.
- (N) Vehicle Safety Inspection.
- (O) Vehicle.
- (P) Window, temporary.

7.8 Sign Standards

- (A) **Animated.** Prohibited.
- (B) **Awning.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (D) Awning, Canopy and Marquee signs.
- (C) **Banner.** Temporary commercial promotional banners shall be installed on the property where the business or activity is located that is referred to on the banners and the total area of all banners shall not to exceed thirty (30) square feet in area.
- (D) **Bench.** Shall not be located within twenty (20) feet of public property or public road right-of-way.
- (E) **Billboard.** See Off-Premises sign.

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- (F) **Bulletin Board.** See Section 7.14, General Standards for Signs in Residential Districts, (C) .
- (G) **Business.** See Sections 7.10, 7.11 and 7.12.
- (H) **Canopy.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (D) Awning, Canopy and Marquee signs.
- (I) **Changeable Copy.** Prohibited.
- (J) **Construction.** A temporary sign erected on the premises where construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors or similar artisans, and the owners, financial supporters, sponsors or firms having a role with respect to the development on a site. See the Temporary Signs Section 7.9 for specifications.
- (K) **Decorative flags.** Exempt from permits but shall not exceed a total of fifteen 15 square feet in area and each premises shall be limited to one (1) decorative flag.
- (L) **Directional signs, on-site.** To be determined by the Zoning Administrator on a case-by-case basis.
- (M) **Directional, off-site.** Shall number no more than two (2) per destination; shall be separated from other such signs by 500 feet or combined on the same sign; shall not be lighted; and each sign face shall not exceed six (6) square feet, or eight (8) square feet for a combined sign. If such signs are to be placed in public right-of-way, permission must be granted by the Virginia Department of Transportation and the person(s) responsible for the signs must provide the Town with documentation of this permission.
- (N) **Directory.** Exempt from permit but standards to be determined by the Zoning Administrator on a case-by-case basis.
- (O) **Flags or pennants for commercial purposes.** Prohibited.
- (P) **Flags or pennants for governmental purposes.** Exempt from permit but shall not exceed fifty (50) square feet in area and there shall be no more than three such signs with a total of one-hundred (100) square feet in area.
- (Q) **Flashing.** Prohibited.
- (R) **Freestanding.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (A) Freestanding signs.
- (S) **Glaring.** Prohibited.
- (T) **Governmental or Official.** Exempt from permit but such signs shall not exceed four (4) square feet in area, unless required by law. Such signs may be temporary and may be any type of sign permitted in this ordinance.

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- (U) **Ground-mounted.** See Section 7.11, General Sign Standards Commercial, Light Industrial and Institutional Uses, (A) Ground-mounted signs.
- (V) **Hanging.** See Freestanding sign.
- (W) **Holiday Decorations.** Shall not be displayed for more than forty-five (45) consecutive days.
- (X) **Identification.** Shall not have a sign area exceeding two (2) square feet, except as allowed under an approved comprehensive sign ~~plan that allows a larger sign area.~~
- (Y) **Illuminated, externally.** When signs are illuminated with external artificial light the light cannot cause off-site glare if the property is adjacent or opposite existing or planned residential development.
- (Z) **Illuminated, internally.** Prohibited.
- (AA) **Inflatable.** Prohibited.
- (BB) **Informational, on-site.** To be determined by the Zoning Administrator on a case-by-case basis.
- (CC) **Landmark or Historic.** Excluded from regulation.
- (DD) **Marquee.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (D) Awning, canopy or marquee signs.
- (EE) **Memorial.** Exempt from permit but shall not have a sign face that exceeds two (2) square feet in area .
- (FF) **Message.** See Personal Expression.
- (GG) **Monument or Pedestal.** (see Ground-mounted sign).
- (HH) **Naked Light Display.** Exempt from permit but shall not produce off-site glare that is either distracting to drivers or a nuisance to adjacent residents, as determined by the Zoning Administrator.
- (II) **Neon Light.** Prohibited.
- (JJ) **Non-conforming.** A sign lawfully erected and maintained prior to the adoption of the current ordinance that does not conform with the requirements of the current ordinance.
- (KK) **Off-Premises.** Only three signs are allowed and the area of the sign may not exceed six (6) square feet in area.
- (LL) **On-Premises business sign.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses.
- (MM) **On-Site Informational sign.** To be determined by the Zoning Administrator on a case-by-case basis.

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- (NN) **Open sign.** May not exceed one (1) square foot in area and which must be either a wall, window or portable type sign only.
- (OO) **Personal Expression.** Exempt from permit but shall not exceed three (3) square feet in area. When they are ground-mounted they should not exceed a height of three (3) feet.
- (PP) **Pole.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (A) Freestanding signs.
- (QQ) **Political.** Exempt from permit but shall only be installed on private property and shall not exceed six (6) square feet in area and six (6) feet in height. Such signs may not be lighted or number more than three (3) on one lot. Such signs may only be installed ~~within~~ forty-five days prior to ~~of~~ the relevant election and must be removed within five (5) days following the election. If such signs are not removed within the required time frame the Town will have them removed and charge the person who installed the signs or the candidate or organization stipulated on the sign.
- (RR) **Portable.** Shall be used only if located outside buildings; if the number is limited to no more than one (1) on the property; that they have a total area of no more than six (6) square feet. Such signs shall not remain outside the building after business hours and shall not be placed in the public right-of-way or on a sidewalk used by the public.
- (SS) **Private Property.** Exempt from permit but shall be limited in area to no more than two (2) square feet in area and shall be posted no closer than every fifty (50) feet along one property boundary and shall not be placed in public right-of-way.
- (TT) **Private Sale, Yard Sale or Event.** Exempt from permit but shall be placed off-site and not exceed three (3) in number per yard sale and shall not be placed in a public right-of-way, not be displayed more than three (3) days before the event and must be removed the same day as the sale.
- (UU) **Projecting.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (B) Projecting signs.
- (VV) **Real Estate.** Shall be located on the property they are advertising or referring to. See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses.
- (WW) **Residence Address and Name.** Exempt from permit but shall not exceed two (2) square feet in area.
- (XX) **Roof.** Prohibited.
- (YY) **Sidewalk.** Prohibited.
- (ZZ) **Simulated Traffic or Public.** Prohibited.
- (AAA) **Suspended.** Shall not exceed ten (10) square feet in area.

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- (BBB) **Vehicle.** Exempt from permit but shall not exceed one (1) square foot in area.
- (CCC) **Wall or Flush-mounted.** See Section 7.10, General Sign Standards Commercial, Light Industrial and Institutional Uses, (C) Wall or Flush-mounted signs.
- (DDD) **Window.** Shall cover no more than thirty (30) percent of the window area in which it is placed; shall only be located only on the first floor of a building, unless otherwise permitted under regulations for comprehensive signage plans. See also Temporary signs, Section 7.9.

7.9 Temporary Signs

- (A) The following temporary signs are permitted with a temporary sign permit. The temporary sign permit shall specify the timeframe the temporary sign shall be permitted to be displayed and shall not exceed a period of six (6) months. Temporary sign permits may be extended for one period of six months. No temporary sign shall be displayed for a period of more than twelve (12) months. The fee for extension shall be the same as the original temporary sign permit fee. The administrator shall require a deposit, in addition to a fee, for a temporary sign permit to ensure removal of the sign. Such signs shall conform to the requirements set forth below as well as other applicable requirements of this ordinance.
- (1) *Signs, placed on residential lots, offering sale, lease or rent* (including buildings) on which the sign is placed. Such signs shall not exceed four (4) square feet in area and shall be removed immediately after sale, lease or rental. A single sign for each street frontage may be erected for any lot of less than five (5) acres. For a lot of five acres or more in area and having street frontage in excess of 400 feet, two such signs may be erected. Such signs shall be removed within 30 days of sale or lease of the site.
 - (2) *Temporary real estate signage* for leasing/sale information may be displayed for all uses other than residential uses. One sign is permitted for each street frontage, limited to twenty (20) square feet in area, and six (6) feet in height. The sign may be displayed for a six-month period, and may be renewed for one additional six-month period. Signs may not be illuminated from an exterior source and shall be setback at least ten (10) feet from the public right-of-way. Such signs shall be removed within 30 days of occupancy of the site.

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- (3) *Temporary Residential Subdivision and Model Home Identification Signs.* A temporary residential subdivision sign identifying the owner or developer, contractor, subcontractors, architect, landscape architect, engineer, and funding sources may be erected for not more than twelve (12) months at each principal entrance to the development. Such sign shall not exceed twenty (20) square feet in area nor six (6) feet in height, shall not be illuminated and shall be setback at least ten (10) feet from the public right-of-way and shall be limited to one sign per entrance. In residential subdivisions with twenty lots or more approved, one (1) sign per principal entrance identifying each home builder active in the project may be erected in accordance with the foregoing standards. Individual model homes may maintain a sign not exceeding six (6) square feet.
- (4) *Construction site identification signs,* other than residential subdivisions. Such signs may identify the project, the owner or developer, contractor, subcontractors, architect, landscape architect, engineer, funding sources and may contain related information including but not limited to sale or leasing information. Not more than one sign shall be erected per site, except that a site may have up to one such sign per public street frontage, not including internal public streets. Each sign permitted pursuant to this paragraph shall not exceed an area of twenty (20) square feet nor six (6) feet in height, shall not be illuminated, and shall be set back at least ten (10) feet from the public right-of-way. Such signs shall not be erected prior to issuance of a zoning permit, and shall be removed within 30 days after issuance of an occupancy permit.
- (5) *Special event signs* indicating that a special event such as a grand opening, fair, carnival, festival or similar event is to take place on the lot where the sign is located. Such signs may be erected no earlier than two (2) weeks before the event and shall be removed within three (3) days after the event. Special event signs shall not exceed twenty (20) square feet in area nor six (6) feet in height, shall not be illuminated and shall be setback at least ten (10) feet from the public right-of-way.
- (6) *Temporary and seasonal produce stand signs* shall not exceed a total area of twenty (20) square feet nor a height of six (6) feet and shall be displayed only on days the produce stand will be open.
- (7) *Temporary signs for a civic, philanthropic, educational or religious event* shall be limited to four (4) in number and shall not exceed a total sign face area of eight (8) square feet. The proposed locations of signs shall be approved by the Zoning Administrator. Signs shall not be displayed more than fourteen (14) days prior to the event and shall be removed within three (3) days following the event.

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- (8) Signs attached temporarily to the interior of a building window or glass door. Such signs, individually or collectively, shall not cover more than 30 percent of the surface area of the transparent portion of the window or door to which they are attached. Such signs shall not be posted for more than 30 days.
- (9) Other temporary signs not covered in the foregoing categories, provided such signs meet the following restrictions:
 - (i) Not more than one (1) such sign shall be located on any lot.
 - (ii) No such sign shall exceed four (4) square feet in surface area.
 - (iii) Such sign shall no be displayed for longer than three (3) consecutive days or more than ten (10) days per year.
- (B) Other temporary signs not listed in subsection (A) shall be regarded and treated in all respects as permanent signs, except that temporary signs shall not be included in calculating the total amount of permitted sign area.
- (C) Only the signage permitted in any one category as set forth in subsection (A) may be on display on any site; provided, however, that the signs permitted in paragraphs (5), (6), (7) and (8) of subsection A may be displayed, in any combination, in addition to other signs permitted by any paragraph of subsection A.

7.10 General Sign Standards for Commercial, Light Industrial and Institutional Uses

All new signs and all existing signs, which are replaced, reconstructed, extended or changed structurally, shall comply with the following standards:

- (A) Freestanding:
 - (1) Maximum Height: Ten (10) feet
 - (2) Maximum Sign Area: Fifteen (15) square feet, except where otherwise specifically provided, such as **temporary** and business signs that are permitted up to 20 square feet.
 - (3) Maximum Signs per lot: One (1), except where otherwise specifically provided.
 - (4) Number of Sign Faces. No sign shall have more than two (2) faces.
 - (5) Illumination: White external lights only.
 - (6) Separation distance: One hundred (100) feet from any other commercial freestanding ~~ground-mounted~~ sign.
 - (7) Minimum lot public street frontage: None.
 - (8) Minimum setback: Five (5) feet from public right-of-way.

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(C) Projecting:

(1) A projecting sign may project from buildings no more than five (5) feet horizontally, and in no case shall such sign extend closer than two (2) feet to the vertical plane of the right-of-way line. If located over a pedestrian walkway, the bottom of a projecting sign shall be at least eight (8) feet above the finished grade.

A projecting sign may be displayed on a building not to exceed one (1) square foot for every two (2) linear feet of building width on the side to which such sign is attached, for a maximum area of fifteen (15) square feet and provided that there is no obstruction of any walkway, window or balcony of an adjoining property.

(D) Wall or flush-mounted:

- (1) No wall or flush mounted commercial sign shall cover, cross or otherwise hide columns, belt courses or other decorative architectural features of the building including balconies, except that standard signs not exceeding two (2) square feet may be attached to a balustrade on a balcony or porch.
- (2) The maximum size per side of the building for flush mounted signs may not exceed one (1) square feet per two (2) linear foot of building frontage, up to twenty (20) square feet provided, however, that signs composed of individual letters attached to the wall shall be allowed two (2) square feet for one (1) linear foot of building frontage up to forty (40) square feet.

(E) Awning, canopy and marquee:

- (1) Location shall be parallel to and not projecting above or below the surfaces of the awning, canopy or marquee.
- (2) Limit on projection shall be within two (2) feet of the vertical plane of the right-of-way line or curb line. If over a pedestrian walkway, the bottom of a projecting sign shall be at least eight (8) feet above the finished grade.
- (3) Signs on awnings shall be limited to a simple line of lettering displaying no more than the name, street number, logo or trademark and principal business of the occupant of the premises. Letters shall be no more than eight (8) inches in height.

Modification of standards:

The standards established by this section may be modified by the Town Council by approval of a conditional use application in accordance with the requirements of Section 10-7 or approval of a comprehensive sign plan pursuant to Section 7.13.

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7.11 Signs for individual businesses.

- (A) A single business, office or other permitted commercial use located on one lot may install the following types of permanent signs on the lot:
 - (1) Freestanding (ground-mounted, monument or pole)
 - (2) Wall or flush-mounted
 - (3) Projecting
 - (4) Awning, Canopy or Marquee
 - (5) Window
- (B) Other types of signs are permitted, such as temporary signs, as controlled in this ordinance, such as holiday decorations, banner signs.
- (B) Not more than two (2) permanent signs shall be permitted for an individual business in accordance with the provisions of this article.
- (C) A single business shall not be permitted to have both a freestanding sign and a projecting sign.
- (D) No more than one (1) projecting sign shall be permitted per business.
- (E) No more than one (1) freestanding sign shall be permitted per business.
- (F) Not more than one (1) wall sign shall be permitted per business.

7.12 Signs for buildings with multiple floors and/or uses.

- (A) The total area of all signs displayed by any first floor sign occupancy shall not exceed one sign per floor and one square foot in area for each two lineal feet of building frontage. No one sign shall exceed twenty (20) square feet in area and the total of all signs shall not exceed thirty (30) square feet in area, excluding any allowable second floor sign occupancies.
- (B) Signs for businesses on the second floor of commercial buildings are permitted, provided they meet all the provision of this article. Signs for second floor businesses shall be entitled to twenty-five 25 percent of the sign square footage that would be allotted to any business on the first floor. The number of signs for a building may not exceed two (2) for every twenty-five feet of building façade, except as may be permitted under comprehensive sign plan regulations in this ordinance.

7.13 Comprehensive Sign Plan

- (A) In order to encourage unified, compatible signage, any multiple commercial tenant development, building or subdivision shall obtain approval of a comprehensive sign plan as part of a proffered rezoning or conditional use permit approved by the Town Council. Alternatively, such project shall

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submit a comprehensive sign plan for review and approval by the Planning Commission prior to the issuance of any sign permits.

- (B) Comprehensive signage plans shall include all proposed sign types, locations, sizes, heights, designs, materials and colors.
- (C) Comprehensive sign plans will be reviewed by the Planning Commission to evaluate the relationship of the proposed signage with the architectural design of the buildings and overall compliance with the requirements of this article.
- (D) Modifications of the requirements of this Article may be approved as part of a comprehensive sign plan when the Planning Commission is satisfied that the proposed modifications will result in an attractive plan of signage that meets or exceeds the requirements of this Article.

7.14 General Standards for Signs in Residential Districts

- (A) General:
 - (1) Minimum setback. Five (5) feet from all public right of ways and other property lines, unless further restricted by this ordinance.
 - (2) Illumination. Signs may be lighted by a steady, stationary, white, shielded lighting and without causing glare for motorists and pedestrians or illumination spill over on neighboring properties.
- (B) Residential Developments of all types: Permanent subdivision or development identification signs indicating only the name and/or address of the premises. The identification sign shall be designed as a monument sign with a maximum sign area of ten (10) square feet for developments of twenty (20) units or less and a maximum sign area of twenty (20) square feet for developments of twenty-one (21) units or more. The height of the sign shall not exceed ten (10) feet in height.
- (C) Bulletin Board. One ground mounted sign not to exceed eight (8) square feet in area and four (4) feet in height; or wall sign, not to exceed six (6) square feet in area. Ground mounted signs shall be setback at least five (5) feet from property lines. Signs shall not be illuminated.
- (D) Conditionally Permitted Uses. One freestanding sign or wall mounted sign per conditionally-permitted use on the same lot shall be permitted not to exceed four (4) square feet in area. Freestanding signs shall be setback five (5) feet from property lines.
- (E) Modifications of the standards established in this Section may be approved as part of a comprehensive sign plan pursuant to Section 7.13 when the Town Council or Planning Commission, as appropriate, is satisfied that the proposed modifications will result in an attractive plan of signage that meets or exceeds the requirements of this Article.

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7.16 ~~Signs and Lighting~~

- ~~(A) Neon that is installed as a permanent architectural feature and used to outline all or part of a building is considered a sign and is prohibited.~~
- ~~(B) Internally illuminated signs are prohibited.~~
- ~~(C) When signs are illuminated with external artificial light the light cannot cause off site glare if the property is adjacent or opposite residential development.~~

7.15 Sign Compliance.

- (A) No sign shall be constructed, installed, moved, enlarged, illuminated, or substantially altered unless in accordance with the provisions of this ordinance, except as specifically provided below.
- (B) Wherever the building size, location or orientation results in a circumstance which is not adequately addressed in this article, a modification to the standards provided herein may be permitted in accordance with the provisions of this subsection. The applicant for any such modification must demonstrate to the satisfaction of the council that compliance with the purpose and intent of the sign regulations will not be compromised. Any modification approved by the Town Council shall be included in a sign permit issued by the administrator.

7.16 Permit Required for Signs.

- (A) Except as provided herein, no sign shall be constructed, installed, moved, enlarged, illuminated, or substantially altered unless a sign permit has been issued by the Zoning Administrator. No such permit shall be issued unless the appropriate fee is paid and the proposed sign conforms to the requirements of this Ordinance.
- (B) Sign permit applications and sign permits shall be governed by the same provisions of this ordinance applicable to zoning permits.

7.17 Removal of Unsafe Signs

- (A) Whenever, in the opinion of the Zoning Administrator, a sign becomes structurally unsafe or endangers the safety of a structure or the public, the administrator shall order such sign to be made safe or comply with the ordinance as the case may be, or be removed. The order shall be sent registered or certified mail and shall be complied with within five days from the date of the mailing. Failure to comply with the order shall constitute grounds for the administrator to have the sign removed, and the cost of the removal shall be added to any penalty assessed for the violation under this ordinance.

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- (B) Whenever, in the opinion of the Zoning Administrator, an unsafe sign poses an imminent threat of serious injury to person or property, and it is impractical to give notice as required by subparagraph (A), the administrator may cause the sign immediately to be made safe or removed, and the cost thereof shall be charged to the owner as provided in subparagraph (A).

7.18 Non-Conforming Signs

- (A) No nonconforming sign may be replaced, reconstructed, enlarged, extended, modified, moved or otherwise altered except as permitted by this article. Changes in the sign may be made only to the text displayed on a sign that otherwise is unchanged as to materials, colors, location and type of installation shall not require that the sign be brought into conformity with this Article provided that the sign being so modified was lawfully erected, and further provided that a sign permit is obtained as required in this section of the ordinance.
- (B) A nonconforming sign destroyed by any cause may not be repaired, reconstructed, or replaced except in conformity with this article. For the purpose of this section, a nonconforming sign is destroyed if damaged to an extent that the cost of repairing the sign to its former condition or replacing the sign with an equivalent sign equals or exceeds 50 percent of the value of the sign so damaged.

7.19 Sign Permit Procedures

- (A) Applicability. A Sign Permit shall be required for all signs erected except for those signs which are specifically excluded from the Sign Permit requirements as provided in Section 7.7.
- (B) Filing of Application; Fees. Applications for sign permits shall be filed on a form provided by the Administrator, shall contain information required herein, and shall be accompanied by a fee of \$ 25.00 for each permanent sign and \$10 for each temporary sign.
- (C) Information Required. All applications for Sign Permits shall contain the following information in written or graphic form:
 - (1) Name, address and telephone number of the sign erector and the sign owner.
 - (2) Two (2) Site Location Plans showing the position of the sign in relation to the adjacent lot lines, buildings, sidewalks, streets and intersections.
 - (3) Type of sign used and general description of structural design and construction materials to be used.

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- (4) Purpose of the proposed sign.
- (5) Drawings of the proposed sign which shall contain specifications indicating the height, perimeter and area dimensions, means of support, method of illumination, colors and any other significant aspect of the sign.
- (6) Any other information requested by the Administrator in order to carryout the purpose and intent of these regulations.

7.20 Revocations.

The Administrator may revoke a permit or approval if it is found that there has been concealment or misrepresentation of material facts in either the application or plans, or the sign has not been constructed as approved.

7.21 Expiration of Sign Permits.

A sign permit shall expire and become null and void if the approved sign is not erected within a period of twelve (12) months from the date the permit was originally issued. The Administrator may grant one extension of the sign permit for a period of six (6) months, but in no case shall a permit be valid for more than a total of eighteen (18) months. Extensions may only be granted when the proposed sign is in compliance with all current applicable regulations.

7.22 Removal of Illegal Signs.

The Administrator may remove or order the removal of any illegal sign at the expense of the property owner. An illegal sign is any sign ~~erected without a permit as described by Section 7.20 of the Article or any sign~~ that does not comply with any provision of this ordinance.