

CHAPTER 164 SIGNS**164.01 INTENT**

It is hereby determined that street graphics are a necessity within the Town to generally inform the public as to regulations, hazards, locations and activities. Signs are also necessary to substitute for house numbering and identification of businesses. Uncontrolled signs however can create hazards, confusion, poor aesthetics, loss of business, loss of tax revenues, clutter and garishness; adversely affect the stability and value of property; produce degeneration of property with attendant deterioration of conditions affecting the safety, health, and welfare of the Town; and destroy the proper relationship between the taxable value of property and the cost of municipal services. It is therefore found that all commercial and development identification signs within the Town should be reviewed for their effect upon the Town through the Planning, Zoning and Variance Board. It is further found that display cases fall within the same character as signs and shall be governed by these regulations.

164.02 ILLUMINATED SIGNS

Signs which are illuminated from within or are backlit are prohibited.

164.03 PROJECTING SIGNS

Signs which overhang sidewalks or vehicular areas are prohibited if:

- (1) The sign exceeds three (3) square feet in area, regardless of the extent to which it projects over or above any sidewalk, street, alley, lane or other public place or way;
- (2) The sign would extend more than thirty (30) inches into a walkway; or
- (3) The sign would be less than seven (7) feet at its lowest point above the walkway surface.

164.04 ALARM DEVICE SIGNS

Only one (1) sign shall be allowed for each system installed and the sign area shall be limited to one hundred forty (140) square inches.

164.05 CONSTRUCTION SIGNS

Whenever a building permit has been issued for the construction, alteration or repair of a structure and work is in progress on the site pursuant to the permit, contractors or architects engaged in the work during the time the work is going on may display on the site their sign, provided that:

- (1) No individual sign displayed on the building site shall be of an area larger than six (6) square feet;
- (2) No individual contractor or architect shall display more than one (1) sign on any building site at any given time; and
- (3) The total area of construction signs displayed at any one time on the building site, considered together, shall not exceed ten (10) square feet.

164.06 REAL ESTATE SIGNS

(A) **Size and Allowable Copy.** Signs that indicate that the premises are for sale or for rent are limited to one (1) sign for each property frontage involved. No single sign in a residentially zoned district shall exceed one (1) square foot in area or contain lettering exceeding three (3) inches in height. No single sign in a commercially zoned district shall exceed three (3) square feet in area or contain lettering exceeding three inches (3) in height. These signs shall contain only the following information:

- (1) That the property is for sale, lease or exchange by the owner or his agent;
- (2) The owner's or agent's name;
- (3) The owner's or agent's address and telephone number; or
- (4) When appropriate to the occasion, the words "open house" or "inquire within."

(B) **Temporary Real Estate Signs.** Temporary signs may be made of the same material permitted for permanent signs, and in addition may be made of less durable materials and woods such as pasteboard. In no event shall temporary signs be self-

illuminated, luminescent, fluorescent or have any characteristics which will make them glow or shine. These signs shall be removed upon agreement of sale, exchange or lease.

164.07 SIGNS IN COMMERCIAL DISTRICTS

- (A) **Design Review.** Except for signs authorized in Section 164.06, all signs and display cases in commercial districts shall be subject to design approval by the Planning, Zoning and Variance Board at the time of site plan review. The following criteria shall be used:
- (1) Its compatibility with the architecture of the building and the location on the site; and
 - (2) The extent to which it would create confusion to the public or to police and fire response calls in emergencies, or tend to degrade the character of the Town due to the garishness of its design.
- (B) **Design Standards.**
- (1) A building with forty (40) feet or less frontage on a public way may have one (1) ground sign not exceed ten (10) square feet and ten (10) square feet of wall signs.
 - (2) A building with frontage greater than forty (40) feet on a public way shall not exceed two and one-half (2 1/2) square feet of sign area for each ten (10) feet of frontage or major fraction thereof. There shall be only one (1) ground sign per lot and it shall not exceed twenty (20) square feet in area. Wall signs shall be limited to one (1) per establishment, not to exceed twenty (20) square feet.
 - (3) A building with frontage on more than one (1) public way may apply the provisions of (1) and (2) above to each frontage.
 - (4) In calculating the area of signs, only one (1) face of a double-faced ground sign or projecting wall sign shall be included. Multi-faced signs are prohibited.
 - (5) No lettering shall exceed ten (10) inches in height.
 - (6) In no case shall a ground sign exceed six (6) feet in height.
 - (7) Permanent window signs greater than one hundred sixty (160) square inches are prohibited; temporary window signs shall be limited to seven (7) days.
- (C) **Window Signs.** No more than seventy-five (75) percent of window area of commercial structures can be covered with signs.

164.08 SIGNS ON RESIDENTIAL LOTS

- (A) **Residential District Signs.** Allowable signs on individual lots in residential districts include the following:
- (1) **House Name Signs and Occupants' Name Plates.** These are signs which, by their nature and wording, identify either the house or its occupant or both, and which essentially take the place of house numbers. These signs may include pictorial and decorative designs as well as words, and may be in a shape or form, but shall not exceed two (2) square feet in area.
 - (2) **Real Estate, Alarm and Construction Signs.** Real estate, alarm and construction signs as provided for elsewhere in this Chapter.
 - (3) **Temporary Signs.** A permit may be granted by the Town for a garage sale, rummage sale or estate sale sign not to exceed three (3) square feet or having letters not exceeding three (3) inches in height. It may be displayed on the site during the hours of the sale.

164.09 IDENTIFICATION SIGNS IN RESIDENTIAL DEVELOPMENTS

- (A) **Multi-Family Development and Subdivision Signs.** This Section provides for signs identifying multi-family developments or subdivisions of single-family residences, both referred to as residential developments.
- (B) **Size and Height Restrictions.** The maximum of such signs shall not exceed the following:
- (1) Residential developments with up to six hundred (600) feet of frontage on a public way may have one (1) ground sign

not exceeding twenty (20) square feet and six (6) feet in height.

- (2) Residential developments with over six hundred (600) feet of frontage on a public way shall not exceed two (2) ground signs, neither of which shall exceed twenty (20) square feet and six (6) feet in height.
 - (3) Residential developments with frontage on two (2) or more public ways may have one (1) such ground sign on each public way, regardless of the number of front feet.
 - (4) Any entrance wall name sign at an entry or exit to or from a residential development shall not exceed a maximum of seven (7) feet, six (6) inches in length, or exceed a maximum of fifteen (15) inches in height. Not more than two (2) such wall signs shall be placed at each entrance. These wall signs shall be in lieu of the ground signs permitted in (1) through (3) above. The word "private" on any entrance name sign shall not exceed three (3) inches in height.
- (C) **Size Calculations.** In determining the maximum permissible square footage of a sign, the face support area of the sign shall be included for calculation purposes.

164.10 PUBLIC DISTRICTS

Governmental facility identification signs shall not exceed sixty (60) square feet in size.

164.11 MAINTENANCE

All signs shall be maintained in a presentable and safe structural condition; including the replacement of defective parts, repainting, cleaning and other acts required for the maintenance of said sign. Failure to so maintain shall be considered a violation of this Code.

164.12 ABANDONED SIGNS

- (A) **Timing of Removal.** Signs due to a closing of a business, a change in business name or for any other reason rendering the sign not applicable to the property involved shall be removed by the permit holder or the owner of the building or premises within ten (10) days from the date of the action that caused the sign to be considered abandoned.
- (B) **Executing Removal.** A condition of approval for all sign permits shall be that the permit holder or owner of the building or premises, at his own expense, removes all abandoned signs. An abandoned sign may be removed by the Town after the ten (10) day period and the permit holder or owner may be charged for the cost of removal. New signs for a building or property on which an abandoned sign is located shall not be approved until the abandoned sign is removed. Approval may be given on the condition that the abandoned sign is removed before a new sign is erected.

164.13 TIME LIMIT ON APPROVED APPLICATIONS

Approved applications for signs or display cases shall be considered null and void when any of the conditions below are found to exist:

- (A) The sign or display case was not built or placed in accordance with the approval granted;
- (B) The sign or display case was not placed on the site within ninety (90) days of approval and no extension of time has been granted by the approving body; or
- (C) The business tax receipt has lapsed or become inactive, or the sign is considered abandoned as described in Section 164.12.

164.14 TEMPORARY REAL ESTATE DEVELOPMENT SIGNS

Temporary Real Estate Development signs are to identify residential developments that have sales offices on site for developer-owned lots and residences for sale in that development. A sign may be permitted by the Planning, Zoning and Variance Board under the following conditions:

- (1) The development has a duly permitted sales office on site.
- (2) The sign is placed at the entrance to the development to indicate the on-site sales office is open. Signs cannot be placed on public right-of-ways.
- (3) The sign may be displayed only between 10:00 a.m. and 5:00 p.m.
- (4) The sign shall not exceed two (2) feet by three (3) feet in dimension with letters not to exceed three (3) inches in height.

The colors must be approved by the HOA (if applicable) and the Planning, Zoning and Variance Board.

- (5) The permit may be granted for a period of up to twelve (12) months or until the development is “sold out” by the developer, whichever occurs first. The permit may include requirements as to content and placement to minimize adverse aesthetic effects.