

ARTICLE IV GENERAL PROVISIONS

Section 13 SIGNS¹

13.00 Signs

As of April 13, 1970 the erection, display and maintenance of all new signs shall be in accordance with the requirements of this section.

13.01 Purpose

This regulation recognizes that signs are an appropriate accessory use in all zones and that in certain circumstances, signs which are not accessory in character may also benefit the public at large.

The permitted types and areas of signs are deemed sufficient for the uses intended, and the requirements and restrictions on the erection and display of signs are deemed necessary to protect the public safety, convenience and property values.

13.02 Definitions-Sign Function

13.02.01 **Billboard sign** - a sign advertising a service or commodity which service or commodity is not to be found or available on the premises upon which the sign is displayed. **Public interest signs, directional signs** and **construction signs** as defined in paragraph 13.02 of this section and **portable signs** as permitted in Section 13.10.12, shall not be considered billboards.

13.02.02 **Business sign** - a sign which directs attention to a name, use conducted, product or commodity sold or service performed on the premises but not including a **roadside sign**.

13.02.03 **Construction sign** - a sign erected on a site which is to be developed or is being developed.

13.02.04 **Directional sign** - an on premise sign providing guidance to the public and containing no advertising, except as provided for in Section 13.10.08, 13.10.09 and 13.11.05.

13.02.05 **Electronic message board** – a sign that uses computer-generated or electronic means to display static advertising copy, messages, or color.

13.02.06 **Identification sign** - a sign indicating the name or nature of buildings or the nature of land-use displayed on the property identified.

13.02.07 **Nameplate sign** - a sign indicating the name of the building occupant.

¹ Repealed and replaced with new version 1/4/16; effective 1/25/16

- 13.02.08 **Temporary sign** – any sign intended to be displayed for a short amount of time announcing a seasonal or temporary activity such as a sale, promotion, business opening or special event.
- 13.02.09 **Public interest sign**- a sign informing the public of matters of public interest associated with fraternal, social, charitable, religious or service organizations.
- 13.02.10 **Real estate sign**- a sign offering for sale or lease the property on which it is located. It may include reference to owner or agent.
- 13.02.11 **Roadside sign** - a sign which directs attention to the sale of agricultural produce grown on the premises.
- 13.02.12 **Time or temperature sign** – a sign with a changing display message consisting of only the current time and temperature information.
- 13.03 Definitions – Sign Construction
- 13.03.01 **Architectural sign** - a sign which is an integral part of the building.
- 13.03.02 **Canopy sign** - a sign placed on the vertical panels of a permanent canopy, or a sign erected above and supported by the canopy and extending no higher than the top of a parapet wall or eaves level.
- 13.03.03 **Free standing sign** - a sign permanently embedded in the ground or supported by a structure permanently embedded in the ground.
- 13.03.04 **Low profile free standing sign** - a sign, the topmost part of which is not more than five feet from the ground, permanently embedded in the ground or supported by a structure permanently embedded in the ground.
- 13.03.05 **Marquee sign** - a sign placed on the vertical panels of a permanent roof marquee.
- 13.03.06 **Mechanical sign** - a sign which involves motion or rotation of any part or which displays flashing lights or creates an illusion of movement.
- 13.03.07 **Novelty sign** – a sign, banner, pennant, valance or advertising display, teardrop banner or portable message center sign, constructed of cloth fabric, cardboard or other light material including air-activated graphics and balloon signs, intended to be displayed for a short period of time.
- 13.03.08 **Portable sign** – a free standing sign not permanently anchored, attached, or secured to the ground including "A" frame or sandwich board signs.
- 13.03.09 **Projecting sign** - a sign supported by a building and projecting more than 18 inches.
- 13.03.10 **Readerboard sign** - a visual display board that conveys information using changeable letters and/or graphic symbols that must be physically manipulated to change the message.

13.03.11 **Roof sign** - a sign erected above roof level but not including a sign which does not extend higher than the top of a parapet wall.

13.03.12 **Wall sign** - a sign placed on a wall of a building but not extending above roof level any higher than the top of a parapet wall.

13.03.13 **Window sign** – a sign that is applied to or attached to the exterior or interior of a window or located in such manner within a building that it is visible from the exterior of the building through a window, but excluding merchandise in a window display.

13.04 Definitions - Sign Lighting

13.04.01 **Direct Illumination** - a sign illuminated by devices which project artificial light upon it.

13.04.02 **Internal Illumination** - a sign which has characters, letters, figures, design or an outline of artificial light provided by electricity. Except for **readerboard signs**, signs that are internally illuminated are prohibited, except when the background is opaque and only the copy or symbols are illuminated.

13.05 General Requirements

The requirements of this section shall apply to all signs in all zoning districts.

13.05.01 Signs other than public interest and **directional signs** shall be considered “accessory uses”.

13.05.02 No sign shall be permitted in the area of a public right-of-way unless the location is approved by the cognizant authority, except for **portable signs** as permitted in Section 13.10.12.

13.05.03 All sign floodlight sources shall be shielded so that the light will not shine into the eyes of any person external to the premises on which the sign is displayed.

13.05.04 Sign illumination which simulates traffic lights or emergency warning lights is prohibited.

13.05.05 Except for novelty and window signs all new signs should be constructed of durable, rigid, opaque material such as metal, wood or high quality plastic or vinyl. Corrugated plastic signs are not allowed.

13.05.06 Signs designed for viewing from one side shall be opaque.

13.05.07 **Billboard signs** are prohibited.

13.05.08 Unless otherwise specifically regulated in this section, nothing in these regulations shall be construed as regulating the installation of signs by a governmental body or political signs expressing political views or supporting candidates for office.

- 13.05.09 Nothing in this section shall be deemed to prohibit cooperative action between abutting stores or tenants of the same building to combine allocated advertising space.
- 13.05.10 The area of a sign shall be determined from its outside dimensions. Where a sign consists of individual characters and/or other symbols, the area shall be determined from the smallest rectangle enclosing all of the characters, symbols and design features.
- 13.05.11 **Free standing signs** shall provide not less than seven feet ground clearance if situated in an area where the public may walk. No part of a **free standing sign** shall be less than five feet from a public right of way except as may be necessary for directional and public interest signs. In no case shall the placement of such signs interfere with sight lines necessary for the safe ingress and egress onto streets.
- 13.05.12 **Window signs** shall not occupy more than 25% of the storefront windows to ensure transparency and visibility.

13.06 General Requirements for Residential Zones

In addition to the above requirements the following is required in the residential zones:

- 13.06.01 The maximum height of a **free standing sign** shall be 5 feet.

13.07 General Requirements for Business Zones

In addition to the above requirements the following is required in the business zones:

- 13.07.01² The maximum sign area for **wall, canopy, marquee and roof signs** shall be calculated on the basis of three square feet for each linear foot of the face of the building supporting such sign, but in no event shall the area of the sign exceed the following size based on the setback of the building face supporting the sign from the right-of-way line of the public street that the sign will face:

Building Location

Maximum
Sign Area Per Tenant

Up to and including 50 feet from street	32 Square Feet
Greater than 50 up to and including 100 feet from street	64 Square Feet
Greater than 100 up to and including 150 feet from street	100 Square Feet
Greater than 150 up to and including 250 feet from street	200 Square Feet
Greater than 250 feet from street	300 Square Feet

² Revised 10/17/2016, effective 11/08/2016

13.07.02 The side of the building supporting a sign shall face onto a street or onto a parking lot. When facing a parking lot, the distance between the wall of the building facing such lot and a residential lot line shall be not less than 150 feet.

13.07.03 The maximum height of a **free standing sign** shall be 18 feet.

13.08 General Requirements for Design Overlay Zone

In addition to the above requirements the following is required in the Design Overlay Zone:

13.08.01 The location and the size of proposed signs in the Design Overlay Zone will be in harmony with the orderly development of the area and will not alter the essential characteristics of the area.

13.08.02 The lighting, materials and design elements of the proposed signs in the Design Overlay Zone shall be attractive and suitable in relation to site characteristics and shall be similar and compatible with the architecture of the building. Colors should complement the building and storefront colors and the letters and logos should contrast with the background for easy reading.

13.08.03 All building signs including projecting, wall mounted, and painted or glass storefront signs shall be proportionate to the building, and shall not extend above the parapet wall or roofline of the building.

13.08.04 In multi-use buildings wall mounted signs for ground floor uses shall not be located above the height of the ground floor.

13.09 Signs Permitted in Residential Zones

13.09.01 **Identification signs** for:

- Golf Courses - not exceeding 50 sq. ft.
- Group Dwelling Complex - not exceeding 50 sq. ft.
- Convalescent Home - not exceeding 50 sq. ft.
- Farm & Agricultural Uses - 50 sq. ft.
- Municipal Uses - not exceeding 50 sq. ft.
- Residence C zone office building - not exceeding 32 sq. ft.
- Historical Interest - four sq. ft.
- Places of Worship - 50 sq. ft.

All **identification signs** shall be directly illuminated only. Wall mounted signs are permitted and only one low-profile **free standing sign** is permitted.

13.09.02 One **nameplate sign** not exceeding two sq. ft. per dwelling. The sign may indicate the nature of home occupation or professional use. No artificial illumination is permitted. Signs may be free standing, wall mounted or projecting.

13.09.03 **Temporary signs** may be permitted in any residential zone in accordance with the following paragraphs:

- 13.09.03.01 One **construction sign** not exceeding 32 sq. ft. to advertise a building project. Subcontractors may each display one sign not exceeding four sq. ft.
- Construction signs** shall be removed immediately after the project has been completed. In no event shall a **construction sign** be displayed for a time period exceeding 18 months. **Construction signs** shall be directly illuminated only.
- 13.09.03.02 One **real estate sign** not exceeding four sq. ft. for each property offered for sale. Real estate signs shall not be displayed after the property has been sold.
- 13.09.03.03 One **roadside sign** limited to a maximum size of 16 square feet per property. Such signs shall not be displayed during seasons when the roadside stand is not open.
- 13.09.03.04 **Public interest sign**– the temporary display of public interest signs for a period not to exceed three weeks in locations deemed appropriate for the purpose by the Zoning Enforcement Officer. All such signs must be removed three weeks after erection.
- 13.10 Signs Permitted in Business Zones
- 13.10.01 **Architectural signs** shall be approved by the Planning and Zoning Commission.
- 13.10.02 **Roof signs** shall be approved by the Planning and Zoning Commission and will be permitted only if the Commission deems that the location of the building on the lot, or the location of the building relative to adjacent buildings or properties would cause other types of signs to be ineffective in identifying the business on the property.
- 13.10.03 **Projecting signs** shall not be erected over a public right of way except within the Central Business District. In the Central Business District signs erected over a public right of way shall not be internally illuminated, must provide a minimum clearance of seven feet six inches from the bottom of the sign to the surface of the sidewalk and shall not extend more than three feet from the building facade. The total area of the **projecting sign** shall not exceed 12 square feet. The maximum number of such signs permitted on a single building or structure shall be equivalent to the number of establishments located on the ground floor of the building and having direct access from the public sidewalk.
- 13.10.04 **Temporary signs** may be permitted in any business zone in accordance with the following paragraphs.
- 13.10.04.01 One **construction sign** not to exceed 32 square feet. In addition to a **construction sign** on a site, subcontractors may each display one sign not exceeding four square feet. **Construction signs** shall be removed immediately after the project has been completed. In no event shall a **construction sign** be displayed for more than 18 months. **Construction signs** may be directly illuminated.
- 13.10.04.02 One **roadside sign** limited to a maximum size of 16 square feet per property. Such signs shall not be displayed during seasons when the roadside stand is not open. **Roadside signs** may be directly illuminated.

- 13.10.04.03 One **real estate sign** not exceeding 24 square feet for each property offered for sale or lease. Real estate signs shall not be displayed after the property has been sold.
- 13.10.04.04 A business can display one **novelty sign** for a period not to exceed twelve weeks per calendar year. Teardrop banners, air-activated graphics and balloon novelty signs will not exceed 3.5 ft. at their widest point and 18 ft. in height. Other novelty signs will not exceed 32 sq. ft. in area and 18 ft. in height.
- 13.10.04.05 **Public interest sign**– the temporary display of public interest signs for a period not to exceed three weeks in locations deemed appropriate for the purpose by the Zoning Enforcement Officer. All such signs must be removed three weeks after erection.
- 13.10.05 **Business signs** are permitted in all business zones, may be illuminated internally or directly and may be displayed as **architectural signs, roof signs, wall signs, marquee signs, canopy signs, free standing signs, or projecting signs** in accordance with the standards in 13.05, 13.07 and 13.08 above and the following paragraphs:
- 13.10.05.01 A business may have a **free standing sign** or a **projecting sign**, but not both.
- 13.10.05.02 Business premises not contained in a shopping center complex may erect only one **free standing or low profile free standing sign** based on the ground floor area of the building as follows: Up to 1200 square feet of building ground floor area, a **free standing sign** of 12 square feet or 24 square feet for **low profile free standing sign**, thence an increase in sign area of one square foot for each additional 200 square feet of building ground floor area to a maximum of 100 square feet. Alternatively, only one **projecting sign** not exceeding one square foot for each lineal foot of the building face containing the sign may be erected. Such sign shall not exceed 25 square feet.
- 13.10.05.03³ Shopping centers may erect one free standing **business sign** to display the name of tenants in the shopping center building in addition to a permitted **identification sign**. The sign area ratio shall be six square feet for each tenant. Shopping centers occupying less than 6 acres may erect one **free standing business sign** not exceeding 100 square feet solely to identify the tenants of the shopping center. Shopping centers occupying 6 acres or more may erect one **free standing business sign** not exceeding 200 square feet solely to identify the tenants of the shopping center. Separate business premises within the complex building shall not erect individual **free standing signs**.
- 13.10.05.04 Gasoline service stations may erect one **projecting sign** not exceeding 32 square feet or one **free standing sign** not exceeding 32 square feet.
- 13.10.05.05 Gasoline service stations adjoining restricted access highways may erect in the rear yard of the station premises one additional **free standing sign** not exceeding 200 square feet.

³ Rev. 01/04/17; effective 01/20/17

- 13.10.06 Free standing **identification signs** are permitted in business zones in accordance with the following paragraphs:
- 13.10.06.01 Shopping centers occupying less than 6 acres may erect one **free standing sign** not exceeding 100 square feet solely to identify the center. Shopping centers occupying 6 acres or more may erect one **free standing sign** not exceeding 200 square feet solely to identify the center.
- 13.10.06.02 Motels adjoining restricted access highways may erect one **free standing sign** not exceeding 200 square feet solely to identify the motel. Motels in other locations may erect one **free standing sign** not exceeding 100 square feet solely to identify the motel.
- 13.10.06.03 Shopping malls occupying more than 25 acres may erect one **free standing sign** for each point of vehicular egress from a public street provided that no such individual sign shall exceed 200 square feet on each face with a maximum of two faces per sign. In computing the square footage of each face, the square footage of faces or other supporting structures shall not be counted. Such signs shall be used solely to identify the shopping mall.
- 13.10.07 **Identification signs** may be internally illuminated or directly illuminated.
- 13.10.08 Free standing **directional signs** containing advertising may be erected within a shopping mall site in order to provide direction to the motorist. No such sign shall be located within 100 feet of a public street right-of-way or exceed six square feet in area. The total area of all such **directional signs** shall not exceed 200 square feet.
- 13.10.09 Free standing **directional signs** containing advertising may be utilized to provide direction to the motorist. Such signs shall not exceed 3 square feet in area, and any logo or other advertising on such sign shall not exceed one-third of the area of the sign.
- 13.10.10 **Nameplate signs** not exceeding two square feet per occupant are permitted. One sign is permitted per occupant. Such signs may be free standing, wall mounted, or projecting.
- 13.10.11 **Electronic message board signs** not exceeding 32 sq. ft. of total allowed sign area. The message shall not change more than two (2) times in a 24-hour period.
- 13.10.12 **Portable signs** shall be permitted in the public right-of-way in the Central Business District zone subject to the following requirements:
- (a) Number, Signs, Location
1. Only one **portable sign** shall be permitted for an individual business or establishment and the sign content must be limited to the business, service, or goods of the establishment immediately adjacent to the sign, or to an establishment located on the upper floors of the building immediately adjacent to the sign.

2. Each property shall be entitled to no more than one **portable sign** for every 20 feet of property frontage on a public street, regardless of the number of businesses in a given property. Properties on corner lots shall only be entitled to count the frontage on Main Street.
 3. The sign shall not exceed eight (8) square feet in total area based on the dimensions of a single side, and shall not be more than 2.5 feet wide nor more than 4 feet high.
 4. Signs shall be located either adjacent to the building frontage or a minimum of 18 inches from the curb, and shall provide at least five (5) feet of unobstructed sidewalk area for pedestrians. Sign shall not obstruct any required means of egress from adjacent buildings.
 5. Signs shall be located with the message perpendicular to the street.
 6. Signs may be displayed only when the establishment is open for business and must be removed from the right-of-way when the business is closed.
 7. Signs must be constructed of durable, weatherproof materials, including wood, metal, or composite wood or synthetic materials. Glass, paper, laminated paper, PVC pipe frames or similar materials are not permitted. Signs may not be illuminated. All signs must be maintained in good repair including the sign frame structure, materials, and lettering and graphics.
- (b) Permitting and Enforcement
1. Anyone wishing to display a **portable sign** must file an application with the zoning enforcement officer for a Certificate of Use permit. An application form must be completed and any fee must accompany the application. Fees may be established by the Planning and Zoning Commission at a public meeting.
 2. **Portable sign** permits shall be issued for an operating period of one year, from January 1 to December 31 except for the year when this section becomes effective, in which case the permit shall be effective from the effective date through December 31 of that year. Thereafter, the zoning enforcement officer may issue a renewal application on an annual basis provided a new Certificate of Use permit is submitted. Applications for renewals will be accepted between 11/30 and 12/30 of each year. Applications made after 1/1 of each year shall expire 12/31 of said year. The zoning enforcement officer may deny a permit if the permittee has a history of violations of any of the requirements of this section.
 3. The permittee must provide liability insurance in an amount determined by the director of finance, and must name the Town an additional insured on that policy. Certificate of Use shall not be issued until the insurance certificate is provided.
 4. The zoning enforcement officer shall be empowered to notify the

permittee of a **portable sign** that their permit has been revoked if it is found that any of the terms or requirements of this section are not met. The Town is entitled to remove a sign which violates the regulations, and said signs shall not be returned or be located unless all violations are remedied. The Town may charge a pick-up fee in addition to any fines associated with said enforcement.

5. The Town reserves the right, acting through the general manager or a designee, to prohibit the use of **portable signs** at any time because of anticipated or actual problems or conflicts in the use of a sidewalk area. These situations include but are not limited to festivals, parades, road races, repairs to the street or sidewalk, or hazardous weather conditions or other emergencies occurring in the area. To the extent possible the permittee shall be given prior written notice of the time period during which the prohibition is in effect, but failure to give notice shall not affect the right of the Town to prohibit **portable signs** at any time.
6. Any permittee aggrieved by any action of the zoning enforcement officer shall have a right to appeal the Zoning Board of Appeals as set forth in Article V, Section 5 of these regulations. Any sign subject to an enforcement action must be removed from the sidewalk until the appeal is decided.

13.10.13⁴ Theaters shall be allowed one (1) free-standing sign. For buildings up to 1200 sq. ft. of building ground floor area, a sign area of 12 sq. ft. shall be permitted. Thence, an increase in sign area of one (1) sq. ft. for each additional 200 sq. ft. of building ground floor area to a maximum of 200 sq. ft. or, alternatively, one (1) only projecting sign not exceeding one (1) sq. ft. for each lineal foot of the building face containing the sign to a maximum of 100 sq. ft.

13.11 Signs Permitted in Industrial Zones

13.11.01 One wall, marquee or **projecting sign** not exceeding 100 sq. ft. Signs may be internally illuminated or directly illuminated.

13.11.02 One free standing **identification sign** not exceeding 200 sq. ft. Signs may be internally illuminated or directly illuminated.

13.11.03 One **nameplate sign** not exceeding six sq. ft. for each establishment. Signs may be internally illuminated or directly illuminated.

13.11.04 **Electronic message board sign** not exceeding 32 sq. ft. of total allowed sign area. The message shall not change more than two (2) times in a 24-hour period.

13.11.05 Free standing **directional signs** containing advertising may be utilized to provide direction to the motorist. Such signs shall not exceed 3 square feet in area, and any logo or other advertising on such sign shall not exceed one-third of the area of the sign.

⁴ Rev. 09/29/2016, effective 10/21/2016

13.11.06 **Temporary signs** may be permitted in Industrial zones in accordance with the following paragraphs:

13.11.06.01 **One construction sign** not exceeding 32 sq. ft. to advertise a building project. Subcontractors may each display one sign not exceeding 4 sq. ft. Signs may be internally illuminated or directly illuminated.

Construction signs shall be removed immediately after the project has been completed. In no event shall a **construction sign** be displayed for a time period exceeding 18 months.

13.11.06.02 **One real estate sign** not exceeding 32 sq. ft. for each property offered for sale. Real estate signs shall not be displayed after the property has been sold. No artificial illumination is permitted for real estate signs.

13.11.06.03 **Public interest sign**– the temporary display of public interest signs for a period not to exceed three weeks in locations deemed appropriate for the purpose by the Zoning Enforcement Officer. All such signs must be removed three weeks after erection.

13.12 Signs Permitted in Off-street Parking Zones

An **identification sign** only may be erected in off-street parking zones with a sign area at a ratio of 16 square feet for each acre of zoned area.