

Section 7.2. Outdoor Signs

A. Purpose

The purposes of this Regulation are to encourage the effective use of signs as a means of communication, to maintain and enhance the aesthetic environment, to further the ability of the Town to attract sources of economic development and growth, to improve pedestrian and traffic safety, to reduce the possible adverse effect of signs on nearby public and private property, and to enable the fair and consistent enforcement of these sign regulations.

B. General Requirements

No sign, billboard, or outdoor advertising structure shall be erected, moved, enlarged, reconstructed, or maintained except in accordance with the following:

1. Abandonment: Signs which are unrelated to an active land use, other than a real estate sign or an existing off-premise outdoor advertising sign, shall be considered abandoned or derelict and shall be removed from public view.
2. Interference with traffic: No sign shall be permitted at any location, for any purpose, which could interfere with or obstruct the view of traffic or could be confused with any authorized traffic sign, signal or device.
3. Location: Free standing signs shall be set back a minimum of fifteen (15') feet from the edge of any paved roadway intended for vehicular traffic or use. All signs must be on the property of the intended use and shall not be within the public right of way. Ingress and egress signs may be located on the property of the intended use, immediately adjacent to the public right of way provided that such signs shall not exceed one square foot in area or twenty-four (24") inches in height.
4. Height: Free standing signs shall not exceed ten (10') feet in height. Signs affixed to buildings shall not extend above the highest portion of the building.
5. Materials: Signs shall be comprised and constructed of opaque materials and shall not include any translucent or transparent materials or components for the purpose of transmitting or reflecting light from the sign.
6. Illumination: Any and all illumination used for the purpose of enhancing the visibility of signs shall be arranged so that all light is concentrated on the sign and no light directly or by reflection shall be cast on the street, sidewalk, or adjacent property.
7. Free standing signs: Free Standing signs shall be ground based with the lowest edge of the sign face to be located not greater than thirty-six (36") inches from the ground. This shall be construed as prohibiting signs elevated by poles or other vertical supports unless such elevation does not exceed thirty-six (36") inches.
8. Grade clearance: Signs which are affixed to buildings shall provide at least ten (10') feet of clearance from the lowest portion of the sign to grade.
9. Incidental Signs: Incidental signs, informational in nature, such as "No Parking", "Loading", etc. shall be permitted subject to review by the Commission. No sign with a commercial message shall be considered incidental.
10. Prohibited Signs: All signs not expressly permitted by this regulation are prohibited. Such signs shall include but are not limited to: beacons, pennants, dynamic signs, inflatable advertising devices and temporary signs unless specifically provided for in this regulation or by operation of law.
11. All traffic control signs shall comply with the "Manual on Uniform Traffic Control Devices." (Amended 4/3/02)

Proposed Changes to Section 7.2 for PO/R Zone Signs

C. Signs Permitted in Residential Districts

1. **Resident Identification:** One sign bearing the name and address of the resident of the premises, not to exceed two (2) square feet in area.
2. **Sale of Real Estate:** One non-illuminated, real estate sign not permanently affixed to the subject land or building, pertaining to the sale or lease of the land or building upon which it is displayed, not to exceed four (4) square feet in area.
3. **Sale of Personal Property:** One non-illuminated, sign not permanently affixed to the land or building at which the sale of personal property owned by a person residing on the same premises may be displayed, provided it does not exceed two (2) square feet in area.
4. **Sign Advertising Public Auction/Foreclosure:** One non-illuminated, sign not permanently affixed to the land or building at which a public auction of property may be displayed on the premises to be auctioned, or on which the property is located, provided it does not exceed six (6) square feet in area.
5. **Sign on Construction Sites:** One non-illuminated, sign not permanently affixed to the land or building provided it does not to exceed twelve (12) square feet in area.
6. **Traffic Signs:** State and town traffic locational and directional signs installed for public purposes.
7. **Farm Operations:** Farm operations may include two (2) free-standing signs, or attached to or painted on the wall of an accessory building, or any combination of the above, provided the total area of the sign or signs does not exceed twelve (12) square feet and no sign is located within fifty (50') feet of a street intersection.
8. **Bulletin Boards:** Bulletin boards shall not exceed twelve (12) square feet in area not more than six (6') feet in height above the ground.
9. **Entrance Signs to Commercial Recreation Areas:** One sign at the entrance of a commercial recreation area, not to exceed twenty (20) square feet in area.
10. **Off-Premises Meeting Signs:** Off-premises signs listing the location of an organization's meeting, the time and place of meeting, and other pertinent directional information, shall not exceed three (3) in number and each sign not to exceed three (3) square feet in area.
11. **Identification of Apartment Houses:** Apartment houses may display one sign which shall not exceed twelve (12) square feet in area and shall include the name and address of the building, and the name and address of the management.

D. Signs Permitted in Non-Residential Districts

1. **Approval Required** - All signs proposed in non-residential districts shall be subject to approval by the Planning and Zoning Commission prior to erection.
2. **Identification of Business, Proprietor, or Products** –
 - a. Every place of business may have upon the property on which the business is conducted signs indicating the name of the owner or proprietor, the character of the business and/or the products made or sold on the premises.
 - b. Parcels designed for use by, or occupied by multiple uses or tenants shall utilize signage of uniform size, construction, location and character and shall be depicted to scale in the architectural and/or site elevations as part of the application for site plan approval.
3. **Area of Affixed Signs** –
 - a. The total area of all signs affixed to buildings shall not exceed the following maximums:
 - b. Sq. ft. for each linear foot of building frontage:
 1. C Zone - 1.5
 2. DD Zone - 1.5
 3. I Zone - 1

Proposed Changes to Section 7.2 for PO/R Zone Signs

4. VC Zone - 1

5. PO/R Zone - Prohibited

4. **Area of Free Standing Signs** - In the C, I and DD Zones the area of free standing signs shall not exceed the following maximums:

Building square foot size (Non-Residential Use)	Maximum Free Standing Signage
<5000 sq ft	25 sq ft
5001-10,000 sq ft	50 sq ft
10,001-15,000 sq ft	75 sq ft
15,000 sq ft	100 sq ft

- a. In the PO/R Zone, free standing signs shall not exceed 10 square feet regardless of the building square foot size.
 - b. In the VC Zone, free standing signs shall not exceed 20 square feet regardless of the building square foot size.
5. **Directory Signs** - For sites, subdivisions and/or industrial or business parks in the C, I and DD Zones, utilizing multiple tenants, directory signs may be approved when specifically deemed appropriate by the Planning and Zoning Commission. Such signs shall be directory in nature and shall not exceed fifty (50) square feet.
6. **Sale or Lease of Land or Buildings** - One temporary sign pertaining to the sale or lease of the land or building upon which it is displayed, not to exceed thirty-two (32) square feet in area, provided it is removed within ten days following consummation of the sale or lease.
7. **Identification of Land Developers** - One temporary sign identifying an engineer, architect, or contractor engaged in the development of land or construction or alteration of buildings provided they are removed within thirty (30) days of the completion of work and not to exceed thirty-two (32) square feet in area.

E. Banners Across Public Roads and Highways

Temporary banners across public roads and highways are permitted providing that the following conditions are met:

1. The banner advertises a special event.
2. No more than one banner may be displayed in Town at any one time.
3. No banner shall be displayed more than two (2) weeks prior to the event advertised; the banner shall be removed within two (2) days of the completion of the event.
4. All appropriate agencies shall review the proposal.