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ARTICLE XI
SIGN REGULATIONS

SECTION 28 – 1101 SIGN REGULATIONS

28 – 1101.1 PURPOSES

The purpose of this section is to prescribe standards for the location, design, color, illumination, height and size of all types of signs within the Town of Easton in order to protect the unique natural beauty and small-town character of the Town. This section also intends to promote the following:

- A. To encourage the effective use of signs as a means of communication for the convenience of the public by preventing their over-concentration, improper placement and excessive size;
- B. To maintain and enhance the aesthetic environment while promoting creativity and the Town’s ability to attract sources of economic development and growth;
- C. To minimize the possible adverse effect of signs on nearby public and private property;
- D. To protect and enhance the small-town character of Easton by requiring new and replacement signage which is:
 - 1. Creative and distinctive;
 - 2. Compatible with its surroundings;
 - 3. An integral component of the style and character of the building to which it relates;
 - 4. Appropriate to the type of activity to which it pertains
 - 5. Expressive of the identity of individual proprietors or of the community as a whole, and;
 - 6. Appropriately sized for its context
- E. To enable the fair and consistent enforcement of these sign restrictions; and
- F. To preserve and protect the public health, safety and general welfare.

28 – 1101.2 APPLICABILITY-EFFECT

1 A sign may be erected, placed, established, painted, created, or maintained in the Town
2 only in conformance with the standards, procedures, exemptions, and other requirements
3 of this Section.
4

5 The effect of this Section as more specifically set forth herein, is:
6

- 7 A. To establish a permit system to allow a variety of types of signs in commercial
8 and industrial zones and a limited variety of signs in other zones, subject to the
9 standards and the permit procedures of this Section;
- 10
- 11 B. To allow certain signs that are small, unobtrusive, and incidental to the principal
12 use of the respective lots on which they are located subject to the substantive
13 requirements of this Section, but without a requirement for permits;
- 14
- 15 C. To prohibit all signs not expressly permitted by this Section;
- 16
- 17 D. To provide for the enforcement of the provisions of this Section; AND
- 18
- 19 E. To require all signs to ultimately comply with the provisions of these regulations.
20

21 **28 – 1101.3 ADMINISTRATION**
22

23 A. PERMITS
24

- 25 1. No sign shall be erected, displayed, altered, or enlarged until an
26 application has been filed, and until a permit for such action has been
27 issued. Applications shall be on forms prescribed by the Zoning
28 Administrator. At a minimum, all applications shall include a scale
29 drawing specifying dimensions, materials, illumination, letter sizes, colors,
30 support systems, and location on land or buildings, with all relevant
31 measurements.
32
- 33 2. Permits shall be issued only if the Zoning Administrator determines the
34 sign complies or will comply with all applicable provisions of this
35 Ordinance and the Town Building Code. Such application may be filed by
36 the owner of the land or building, or any person who has the authority to
37 erect a sign on the premises.
38
- 39 3. The Zoning Administrator shall act within thirty (30) days of receipt of
40 such application together with the required fee. The Zoning
41 Administrator's action or failure to act may be appealed to the Board of
42 Appeals under the provision of Section 28 – 1303 of this Ordinance.
43

44 B. FEES
45

1 A schedule of fees for such permits may be established and amended from time to
2 time by the Mayor and Council.

3
4 C. ENFORCEMENT

5
6 The Zoning Administrator and/or the Office of Code Enforcement are hereby
7 authorized to enforce this Ordinance. The Zoning Administrator and/or the office
8 of Code Enforcement are authorized to order the repair or removal of any sign and
9 its supporting structure which is judged dangerous, or in disrepair, or which is
10 erected or maintained contrary to this Ordinance.

11
12 D. REMOVAL OF SIGNS

- 13
14 1. Upon written notice that a sign is unsafe, damaged or deteriorated, the
15 owner of the site and/or the owner of the sign shall repair or remove the
16 sign. Immediate action is required for the repair or the removal of unsafe
17 signs. If repair or removal is not achieved within the time period specified
18 in the written notice, the sign shall be repaired or removed by the Town.
19
20 2. After use is discontinued, all on-site signs shall be removed in thirty (30)
21 days of the termination of the use. If any such sign is not removed within
22 said thirty (30) day limit, the Town may remove such signs.
23
24 3. Any sign which has been ordered removed, or is abandoned or
25 discontinued, shall be removed by the person, firm, or corporation
26 responsible for the sign within thirty (30) days of written notice to remove.
27 If any such sign is not removed within said thirty (30) day limit, the Town
28 may remove such signs.
29
30 4. Removed Signs deemed Refuse: Any sign or sign structure removed from
31 public property or within any public right-of-way may be deemed refuse
32 and disposed of by the Town.
33
34 5. Removed Signs to be Stored: Any sign or sign structure removed by the
35 Town, which are not deemed refuse, shall be held not less than thirty (30)
36 days by the Town during which period it may be recovered by the owner
37 upon paying the Town for cost of removal and storage, and upon payment
38 of any imposed fine. If not recovered within the thirty (30) day period, the
39 sign or sign structure is hereby declared abandoned and title thereto shall
40 be vested in the Town for disposal in any manner permitted by law.

41
42 E. VARIANCES FOR SIGNS

43
44 The Board of Zoning Appeals may hear and decide applications for variance from
45 these Sign Regulations in accordance with the provisions of Section 28 – 1303.5

1 (C) of this Ordinance. However, as ample provision for premises identification
2 have been made herein and whereas design issues are a central theme of the Town
3 of Easton Comprehensive Plan, the Board shall examine all options when hearing
4 applications for Variances, in order to provide adequate identification, yet be
5 sensitive to design considerations (For example, this may mean granting an extra
6 building sign, rather than granting a height variance for a freestanding sign). For
7 Variances from the Sign Regulations, there is no presumption of an entitlement to
8 any particular type of signage.
9

10 **28 – 1101.4 GENERAL**

11
12 **A. PROHIBITED SIGNS**

- 13
14 1. Billboards, streamers, pennants, beacons, ribbons, spinners or other
15 similar devices shall not be constructed, posted, or erected in any zone.
16
17 2. Flashing signs and signs containing reflective elements which sparkle or
18 twinkle in the sunlight are not permitted.
19
20 3. Portable signs, inflatable signs or tethered balloons are not permitted.
21
22 4. Any sign advertising or identifying a business or organization which is
23 either defunct or no longer located on the premises is not permitted after
24 thirty (30) days said business or organization becomes defunct.
25
26 5. Wall signs in excess of two hundred (200) square feet.
27
28 6. Freestanding signs in excess of one hundred (50) square feet in area per
29 side.
30
31 7. No sign, except for a traffic, regulatory, or informational sign, shall use
32 the words "stop," "caution," or "danger," or shall incorporate red, amber,
33 or green lights resembling traffic signals, or shall resemble "stop" or
34 "yield" signs in shape and color.
35
36 8. No sign may be painted onto any wall or roof, except for the restoration of
37 historic wall signs, in the Historic District, upon approval of the Historic
38 District Commission.
39
40 9. Signs with exposed electrical wires.
41
42 10. Strings of bulbs are not permitted, except as part of a holiday celebration.
43
44 11. No person may erect a sign that constitutes a hazard to pedestrian or
45 vehicular traffic because of intensity or direction of illumination.

1
2 12. No person may erect, maintain, or suffer to remain a sign which:
3

4 a. is structurally unsafe;

5
6 b. constitutes a hazard to public safety and health by reason of
7 inadequate maintenance, dilapidation or abandonment;

8
9 c. obstructs free entrance or exit from a required door, window, or
10 fire escape;

11
12 d. obstructs light or air or interferes with a proper functioning of the
13 building; or

14
15 e. is capable of causing electrical shock.
16

17 13. No sign shall exceed forty (40) feet in length.
18

19 14. No sign surface shall exceed a vertical dimension of fifteen feet.
20

21 15. No person may erect a sign which is affixed to a fence, utility pole, or tree,
22 shrub, rock, or other natural object.
23

24 16. Signs shall not cover architectural details such as, but not limited to
25 arches, sills, moldings, cornices, and transom windows.
26

27 17. No attached signs shall project more than 36" beyond the building line.
28

29 18. Electronic message centers that have any motion in the transitioning
30 between messages or that change more frequently than once every twelve
31 (12) seconds.
32

33 19. No signs shall be placed on or about public property or within any public
34 right-of-way except those installed by the Maryland State Highway
35 Administration and the Town of Easton for public safety and welfare or
36 pursuant to any governmental function, law, ordinance, or other
37 regulation.
38

39 **B. NON-CONFORMING SIGNS AND SIGN STRUCTURES**
40

41 Non-conforming signs and sign structures may be altered only as qualified below:
42

43 1. A non-conforming sign may be modified only to reflect a new trade name,
44 different words, letters, or numbers, new design, different colors or
45 different logo, provided that the changes do not increase the degree of

1 non-conformity of said sign and further that such revision is for the
2 purpose of advertising the same business before and after the
3 modification. If the use of a premises changes, all signs for the new use
4 shall be brought into compliance with this Section.
5

6 2. Nothing in the Section shall be deemed to prevent keeping in good repair a
7 non-conforming sign, including sign maintenance, repainting, and
8 replacement of broken or deteriorated parts of the sign itself.
9

10 3. A non-conforming sign or sign structure which is destroyed or damaged
11 by any cause may be restored within six (6) months after such destruction
12 or damage only after the owner has shown that the damage did not exceed
13 fifty percent (50%) of the appraised value of the sign. If such sign or sign
14 structure is destroyed or damaged to an extent exceeding fifty percent
15 (50%), it shall be removed and shall not be reconstructed or replaced
16 unless such action makes the sign structure conforming in all respects.
17

18 4. A non-conforming sign or sign structure shall be removed within thirty
19 (30) days if the building containing the use to which the sign is accessory
20 is demolished or destroyed to an extent exceeding fifty percent (50%) of
21 the building's appraised value.
22

23 5. An electronic reader board may not be incorporated into a nonconforming
24 sign.
25

26 C. MEASUREMENT OF SIGN AREA
27

28 1. Sign measurements shall be based upon the entire area of the sign, with a
29 single continuous perimeter enclosing the extreme limits of the actual sign
30 surface.
31

32 2. For a sign consisting of individual letters or symbols attached to a surface,
33 building, wall, or window, the area shall be considered to be that of the
34 smallest rectangle, square, triangle, trapezoid, circle or any combination of
35 these shapes which encompasses all of the letters and symbols.
36

37 3. The area of supporting framework (for example brackets, posts, etc) shall
38 not be included in the area if such framework is incidental to the display.
39

40 4. When a sign has two (2) or more faces, the area of all faces shall be
41 included in determining the area, except where two faces are placed back
42 to back and are at no point more than two (2) feet from each other. In this
43 case, the sign area shall be taken as either face, and if the faces are
44 unequal, the larger shall determine the area.
45

1 D. MEASUREMENT OF SIGN HEIGHT

- 2
3 1. The height of any sign shall be measured from the surface of the road up
4 to the highest point of the sign
5

6 **28 – 1101.5 DEVELOPMENT STANDARDS**

7
8 A. The following restrictions shall apply to permitted signs:
9

- 10 1. Architectural compatibility: A sign (including its supporting structure and
11 components, if any) shall be designed as an integral design element of a
12 building's architecture, and shall be architecturally compatible, including
13 color, with any building to which the sign is to identify and with surrounding
14 structures as determined by the Town Planner and/or the Planning
15 Commission.
16
17 2. Clearance from Electric Conductors: Signs shall not be located with less than
18 five feet six inches (5'6") horizontal or ten feet (10") vertical clearance from
19 overhead electric conductors which are energized under seven hundred fifty
20 (750) volts. Signs shall not be located with less than eight feet six inches
21 (8'6") horizontal or eleven feet vertical clearance from overhead electric
22 conductors which are energized in excess of seven hundred fifty (750) volts.
23
24 3. Component Painting: All light fixtures, conduit and shielding shall be painted
25 to match either the building or the supporting structure that serves as the
26 background of the sign.
27
28 4. Lighting Requirements:
29
30 a. Externally lit signs shall be illuminated only with steady, stationary,
31 shielded light sources directed solely onto the sign without causing
32 glare. Light bulbs or lighting tubes used for illuminating a sign shall
33 not be visible from adjacent public rights-of-way or residential
34 properties.
35
36 b. The intensity of sign lighting shall not exceed that necessary to
37 illuminate and make legible a sign from the adjacent road or closest
38 right-of-way; and the illumination of a sign shall not be obtrusive to
39 the surrounding area (in accordance with exterior lighting standards
40 promulgated by the Town Engineer).
41
42 c. The fixtures used to illuminate signs shall not be directed toward
43 nearby residential properties.
44
45 d. Internally illuminated signs are permitted in certain circumstances as

1 follows:

- 2
- 3 i. individual back lit letters which are silhouetted against a softly
- 4 illuminated wall;
- 5
- 6 ii. Individual letters with translucent faces, containing soft
- 7 lighting elements inside each letter; and
- 8
- 9 iii. Metal-faced box signs with cut-out letters and soft-glow
- 10 fluorescent tubes.
- 11
- 12 e. Fluorescent lights shall be allowed for indirect illumination when
- 13 placed in such a manner that the light tubes are not exposed to view
- 14 from the public right-of-way or sidewalk.
- 15
- 16 f. All lighted on-site signs shall be illuminated indirectly by either
- 17 interior or exterior fixtures.
- 18

19 5. Location:

- 20
- 21 a. No signs shall be placed on or about public property or within any
- 22 public right-of-way.
- 23
- 24 b. No sign or sign structure shall be erected in such a manner that any
- 25 portion of its surface or supports will interfere with free use of all fire
- 26 appliances; including hydrants, standpipes, automatic fire sprinkler
- 27 connections, and the like. Fire lanes shall not be obstructed by the
- 28 placement of any sign or sign structure.
- 29
- 30 c. No sign shall obstruct any window to such an extent that any light or
- 31 ventilation is reduced to a point below that required by any law or
- 32 ordinance.
- 33
- 34 6. Sign Materials: Sign materials shall be similar to or compatible with the
- 35 structure they identify. Signs utilizing carved and painted wood surfaces are
- 36 encouraged in the Historic District.
- 37
- 38 7. Visibility Triangle: Signs shall comply with the provisions of Section 28 –
- 39 1008 of this Ordinance pertaining to the obstruction of vision at intersections.
- 40
- 41 8. Signs indicating the current time and/or temperature are permitted provided
- 42 they meet all other provisions of this Ordinance.
- 43
- 44 9. No more than 75% of the display area of any sign may be devoted to a reader-
- 45 board (whether electronic or manual).

1
2 **28 – 1101.6 SIGNS PERMITTED WITHOUT PERMITS**
3

4 The following signs may be erected without issuance of a sign permit, provided all other
5 applicable standards of this Ordinance are met:
6

7 A. No more than one (1) temporary sign advertising the sale, lease, or rental of the
8 premises upon which the sign is located, with the total area of the sign not
9 exceeding four (4) square feet. Such signs shall be removed within ten days
10 following the sale, lease or rental of the premise.
11

12 B. Signs relating to political elections and activities
13

14 1. Signs relating to political elections and activities shall be permitted under
15 the following conditions:
16

17 2. That no sign be located upon property owned by the Town of Easton or
18 upon any street or sidewalk.
19

20 3. That no sign be installed until such time as the owner of the site has given
21 his or her permission in writing for the sign to be installed.
22

23 4. All political signs shall conform to the development standards set forth in
24 Subsection 28 – 1101.5.
25

26 5. The total sign area of any political sign shall not exceed ten (10) square
27 feet.
28

29 C. Professional name plates or sign denoting the name and address of the occupants
30 of the premises, which sign or name plate shall not exceed a total of one (1)
31 square foot in area.
32

33 D. Banners
34

35 1. All banners shall meet the following standards:
36

37 a. On-site banners; exhibited for non-profit events or festivals shall
38 not exceed sixty (60) square feet in area. Any such banner may be
39 erected; fifteen (15) days prior to the event or festival. Banners
40 shall be removed no later than three (3) days after the event or
41 festival.
42

43 b. Off-site banners; exhibited for non-profit events or festivals shall
44 not exceed 200 square feet in area and are limited to two (2) off-
45 site locations. Those off-site banners shall have the permission of

1 the property owner on which the banner is erected and shall not
2 make those properties be in non-conformance by the addition of
3 off-site banners. Any such banner may be erected fifteen (15) days
4 prior to the event or festival. Banners shall be removed no later
5 than three (3) days after the event or festival.
6

7 c. Off-site banners are prohibited on public property or within any
8 public right-of-way.
9

10 d. On-site banner announcing the grand opening of a new business
11 shall not exceed eight (8) square feet in area. Any such sign must
12 be erected on the day of the official opening of the business and
13 shall be removed within thirty (30) days of said opening. Only the
14 words "Grand Opening" shall be permitted to appear on such a
15 banner. A grand opening banner may only be erected one time per
16 business.
17

18 e. On-site banner announcing the closing of a business shall not
19 exceed eight (8) square feet in area. Any such sign may be erected
20 up to thirty (30) days prior to the closing of the business and shall
21 be removed within two (2) days of the closing of the business.
22 Only the words "Going-out-of Business" shall be permitted to
23 appear on such a banner. A going-out-of business banner may only
24 be erected one time per business.
25

26 f. Vertically oriented banners erected on the premises of any
27 permitted "Institutional Use" or at an approved PUD if such
28 banners are submitted and approved as part of the required sign
29 plan.
30

31 g. There shall be no more than one (1) banner displayed on any
32 commercial or industrial parcel at any one time.
33

34 E. RESERVED

35 F. FLAGS AND BUNTINGS

36 1. All Flags and Buntings shall meet the following standards:
37

38 a. In addition to any flag encompassed by the definition of "Flag" or
39 "Decorative Flag" (see Article II, Definitions – under "Signs"),
40 any business or organization may display a flag which replicates its
41 business name, trademark, or logo. Any other flag not covered by
42 these definitions shall be governed by the rules of sections 28 –
43 1101.4 (A) 1 and 28 – 1101.6 (D).
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- b. Flags and buntings exhibited to commemorate holidays or seasons shall not exceed eight (8) square feet in area for flags and four (4) square feet in area per buntings. Any such flags and buntings may be erected; fifteen (15) days prior to the holiday or season. Those flags and buntings shall be removed no later than three (3) days after the holiday, festival or season.
- c. Flags attached to buildings shall not exceed eight (8) square feet in area.
- d. Flags flown from a pole may be no greater than 60 square feet in area and shall not be flown from a flag pole which exceeds 40 feet in height.
- e. There shall be no more than four (4) flags and six (6) buntings displayed on any commercial or industrial parcel at any one time.
- f. No more than one (1) flag or decorative flag per residential unit. Such flag shall not exceed eight (8) square feet in area and must be flown via a flagpole attached to the residence.

G. Signs erected or posted and maintained for public safety and welfare or pursuant to any governmental function, law, Ordinance, or other regulation.

H. Directional signs solely indicating ingress and egress placed at driveway locations, containing no advertising material, and where display area does not exceed three (3) square feet or extend higher than four (4) feet above ground level. Such sign will conform in all respects with the requirements of this code; and

I. Signs relating to trespassing and hunting, not exceeding two (2) square feet in area.

J. “Self/full Serve” signs not to exceed three (3) square feet in area are permitted on each end of each pump island.

K. Signs affixed to the top or sides of an operable fuel dispensing pump shall not exceed three (3) square feet in area, and shall only display instructional or price information, and shall not include advertising copy pertaining to any product, sale or promotion.

L. CONSTRUCTION SIGNAGE

- 1. On commercial and industrial properties, no more than one (1) sign per

1 architect, engineer, or general contractor which shall not exceed thirty-two
2 (32) square feet in area and one (1) sign per sub-contractor which shall not
3 exceed twelve (12) square feet in area, may be placed on premises where
4 construction, repair or renovation is in progress. Such sign shall be
5 removed prior to the final inspection for Use and Occupancy. Supplier
6 signage is prohibited.
7

8 2. On residential properties, no more than one (1) sign which shall not
9 exceed four (4) square feet in area may be placed on premises where
10 construction, repair or renovation is in progress. Such sign shall be
11 removed prior to the final inspection for Use and Occupancy.
12

13 M. No more than one (1) sign advertising a real estate development, commercial
14 development, or subdivision. Said sign shall not exceed thirty-two (32) square
15 feet in area and shall be located on the property to be developed or subdivided.
16 Such sign shall be removed when 80 percent of the initially available property has
17 been sold.
18

19 N. No more than one sign identifying a sales office. Said sign shall not exceed
20 sixteen (16) square feet and shall be located on the same lot as the sales office.
21 Such sign shall be removed when 80 percent of the initially available property has
22 been sold.
23

24 **28 – 1101.6 SIGNS PERMITTED AFTER ISSUANCE OF SIGN PERMIT**

25
26 The following signs may be erected in the Town of Easton after issuance of a sign permit by
27 the Town:
28

29 Only signs which refer to a permitted use or an approved Special Exception use as set forth
30 in Article II of this Ordinance are permitted, provided that such signs conform to the
31 provisions of this Section, and are located on the same lot as said use.
32

33 Signage within shopping centers shall be developed in accordance with an approved General
34 Signage Plan as per Section 28 – 1007.2 (A) 23 (C) of this Ordinance.
35

36 **A. BUILDING SIGNS**

37
38 1. Wall Signs

39
40 a. Wall signs shall not project more than fifteen inches (15”) from the
41 building surface.
42

43 b. Wall signs shall not be mounted higher than the eave line or top of the
44 parapet wall of the building and no portions of the sign shall extend
45 beyond the ends of the wall to which it is attached.

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- c. For each business on a separate property, wall-mounted signage for each street frontage is permitted with a maximum area of one square foot of signage per one lineal foot of street frontage of the building.
 - d. Buildings which have multiple businesses accessed by *separate* entrances each business shall be permitted one building sign for each street frontage with a maximum area of one square foot of signage per one lineal foot of street frontage of the building dedicated to that business.
 - e. When two (2) or more businesses occupy one (1) building with *common* entrances (i.e. without separate entrances) they shall be considered one (1) business for sign computation purposes. This means that for wall or building signs, buildings of this nature are limited to one building sign per street frontage plus one directory sign per common entrance.
2. Awning or Canopy Sign: Any portion of an awning containing advertising copy shall be treated as a wall or building sign and shall be included in the overall area calculations for such signs.
- a. Signs may be attached flat against awnings made of rigid materials, and shall not project above the awning. Awnings of non-rigid materials (e.g. canvas) shall have signs only applied or painted on them.
 - b. There shall be a minimum clearance of at least eight (8') feet between the bottom of the awning and the ground at grade.
3. Directory Signs: Directory signs may be provided to identify individual businesses or occupants of the same building or building complex, in accordance with the following:
- a. The display board shall be of an integrated and uniform design.
 - b. No more than one sign panel not to exceed two (2) square feet in area is permitted per directory for each tenant business.
 - c. Directory signs shall be placed in one or more groups nearest the pedestrian entrances adjacent to the building complex only, and may be wall-mounted or freestanding signs. Such signs shall not exceed six (6') feet in height.
 - d. The total area of any directory sign shall not exceed thirty (30) square

1 feet or ten (10) square feet within the CR zoning district.

2
3 e. Property management companies are allowed one (1) identification
4 sign per building managed not to exceed two (2) square feet. Such
5 signs shall not count against total allowable directory signage.

6
7 f. Directory signs shall not contain advertising copy.

8
9 4. Marquee Sign: is a sign which utilizes changeable letters or copy and is
10 restricted to commercial uses for the purpose of advertising dramatic, musical,
11 entertainment, or motion picture events which occur on the premises on a
12 regular basis, subject to the following standards:

13
14 a. There shall be no more than one internally illuminated change-letter
15 marquee sign per property.

16
17 b. The area of a marquee sign shall not exceed forty-eight (48) square
18 feet in copy area. Such sign shall be incorporated into the main
19 freestanding sign or may be wall-mounted.

20
21 c. Letters or symbols shall not exceed twelve (12") inches in height.

22
23 d. Any portion of a marquee sign incorporated into the main
24 freestanding sign or building sign shall be treated as such and shall be
25 included in the overall calculations for such sign.

26
27 5. Projecting and Suspended Signs: Projecting and suspended signs shall be
28 treated as building signs and shall be included in the overall area calculations
29 for building signs.

30
31 a. The two sides of a projecting or suspended sign must be parallel back
32 to back and shall not exceed twelve (12") inches in thickness, and ten
33 (10) square feet in area.

34
35 b. A projecting sign shall be hung at right angles to the building and
36 shall not extend more than three (3') feet from a building wall.

37
38 c. Projecting or suspended signs shall have a minimum clearance of
39 eight (8') feet above grade and shall not project into a vehicular public
40 way.

41
42 d. The top of the sign, if suspended, should be in line with whichever is
43 the most successful application of scale, linear continuity or visibility
44 as determined by the Town Planner.

1 6. Roof Signs:
2

- 3 a. Signs shall not project above the peak of the roof or extend above the
4 top of a parapet wall.
5

6 B. FREESTANDING SIGNS:
7

- 8 1. No more than one free-standing sign per building lot, not exceeding fifty (50)
9 square feet (per side) in area, the top of which is not more than ten (10) feet in
10 height, and which contains only the name of the owner, trade names, trade
11 mark, products sold, and/or describes the business(es) or activity conducted on
12 the premises whereon such sign is located. Except in the CR Zoning District,
13 such sign shall be placed on a continuous base that is at least as wide as
14 horizontal width of the sign it supports. Such sign shall be set back at least
15 ten (10) feet from any property line. Signs setback a minimum of 100 feet
16 from property line may be enlarged to not more than one hundred (100)
17 square feet.
18
- 19 2. A landscaped area equivalent to the area of each side of a freestanding sign
20 shall be maintained by the permit holder. This area shall be kept in a neat and
21 clean condition, free of weeds and rubbish.
22
- 23 3. Each building must incorporate its legally assigned street number into its
24 freestanding sign.
25
- 26 4. In addition to the above, each gasoline/service station or other business selling
27 automotive fuel is permitted one price sign not to exceed eight (8) square feet
28 in area and eight (8') feet in height and shall be incorporated into the main
29 freestanding sign.
30
- 31 5. No more than one (1) freestanding sign identifying a subdivision, multifamily
32 or Planned Development (PR, PUD, or HC) project. Such sign shall not
33 exceed fifty (50) square feet in area or ten (10) feet in height. The location of
34 such sign shall be indicated on required site plans or subdivision plats.
35
- 36 6. No more than one (1) freestanding off-site sign may be permitted only for
37 businesses which are accessed exclusively via an easement such that a sign
38 could not be placed in a manner which respects the setbacks. Such a sign
39 shall require written permission from the owner of the property on which the
40 sign is to be located.
41

42 C. SIDEWALK SIGNS:
43

- 44 1. In addition to permitted wall or building signage, no more than one (1)
45 sidewalk sign, one (1) projecting sign, or one (1) post mounted sign per lot

1 may be permitted in the CR Zoning District only when an otherwise permitted
2 freestanding sign cannot be erected because it cannot meet the setback
3 requirements. Such signs shall not exceed six (6) square feet in size. Post
4 mounted signs must be located entirely on private property. The post for such
5 sign may not exceed eight (8) feet in height above grade and the top of the
6 sign may not exceed seven (7) feet from grade. Such sign may not extend into
7 any pedestrian pathway or obstruct visibility for vehicular traffic. The post
8 for such sign shall have a maximum thickness of four (4) inches.
9

- 10 2. One sidewalk sign shall be permitted for each tenant of a shopping center.
11 Such sign shall be located in front of the business being advertised and must
12 provide six (6) feet of unobstructed sidewalk.
13

14 D. INSTITUTIONAL SIGNS 15

- 16 1. No more than one (1) free standing sign or bulletin board identifying a school,
17 place of worship, library, museum, civic, social or fraternal club or society,
18 which sign shall not exceed thirty-two (32) square feet in area, six (6) feet in
19 height and shall be located upon the premises of such institutions. These signs
20 may also contain other information customarily incidental to said places or
21 organizations. This provision is in place of, rather than in addition to, the
22 standards for freestanding signs outlined in Section 28 – 1101.6 B above.
23
- 24 2. No more than one (1) building sign or bulletin board identifying a school,
25 place of worship, library, museum, civic, social or fraternal club or society,
26 which sign shall not exceed thirty-two (32) square feet in area and shall be
27 located upon the premises of such institutions. These signs may also contain
28 other information customarily incidental to said places or organizations. This
29 provision is in place of, rather than in addition to, the standards for
30 freestanding signs outlined in Section 28-1101.6 A above.
31
- 32 3. Signage in excess (either in number or size) of the standards outlined in
33 subsections (1) and (2) above, may be considered and can be approved by the
34 Planning Commission. Applicants seeking such additional signage shall
35 prepare and submit a Comprehensive Signage Plan to the Planning
36 Department depicting the location, size, materials, etc., for all signs desired on
37 the property. In their review, the Commission shall consider the request in the
38 context of the site (i.e. is the property in a commercial area or a residential
39 neighborhood), the compatibility and consistency of the signs with themselves
40 and with respect to the building they are identifying, safety/visibility concerns,
41 lighting issues, and other neighborhood compatibility issues.
42
- 43 4. Signs on scoreboards shall be exempt from these standards provided that no
44 more than 25% of the scoreboard area is taken up with such advertising signs
45 and provided further that said signage is oriented to the spectators in the venue

1 in which the scoreboard is located. Signage in excess of 25% of the
2 scoreboard may be considered by the Planning Commission in accordance
3 with subsection (3) above.
4

5 E. ELECTRONIC SIGNS
6

7 In addition to the requirements prescribed above for the applicable sign type (i.e.
8 freestanding, building, and/or institutional), electronic or digital signs shall comply
9 with the following supplementary standards for such signs:
10

- 11 1. Electronic or digital signs are only permitted as electronic reader boards (note:
12 this standard is not intended to prohibit internally illuminated signs that are
13 otherwise in conformity with the Town's sign regulations).
14
- 15 2. Electronic signs shall be prohibited in the Historic Overlay District.
16
- 17 3. Electronic signs shall not change messages more frequently than once every
18 twelve (12) seconds.
19
- 20 4. There shall be no transition effects in the changing of messages, nor any
21 animation, flashing, blinking or similar effects utilized in the display of
22 messages.
23
- 24 5. Electronic signs shall be equipped with an automatic dimming photocell
25 which adjusts the display's brightness based on ambient light conditions.
26
- 27 6. Brightness levels shall not increase by more than 0.3 foot candles (or 3.23
28 lumens per square meter or lux) (over ambient levels), measured within 100
29 feet of the sign.
30
- 31 7. Electronic Signs shall be limited to the use of a single color on any given
32 message or display (i.e. they shall be mono color signs).
33
- 34 8. Electronic signs located on a lot adjacent to any residentially-zoned parcel
35 shall be turned off between the hours of 10:00 p.m. and 6:00 a.m.
36
- 37 9. Video Boards shall not be permitted on any portion of an electronic sign.