

ST. PAULS

SIGN

ORDINANCE

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SECTION 7.0 SIGN REGULATIONS (amended 4/11/19)

The purpose of these regulations is to minimize any detrimental effects of signs on adjacent land uses, and to insure that permitted signs do not become a public nuisance or hazard. These regulations are to help promote, compliment, and provide a systematic consistency of standards that will be anesthetically pleasing to the Town. All signs erected, altered, relocated or maintained shall be in accordance with the provisions of this Section. Where there is conflict between the provisions of this section and the provision for signs elsewhere within the Town's Code of Ordinances, the more restrictive standard shall apply. Signs not listed in this ordinance or signs to be considered an asset to the Town that are not addressed in this ordinance may submit a sign review application to the Town Planning Board for consideration.

7.1 GENERAL SITE AND SIGN SPECIFICATIONS

A. Zoning Permit Required. No sign shall be erected, attached to, suspended from or supported on a structure nor shall any sign be replaced, enlarged or re-located without a sign permit issued by the Zoning Officer.

B. Sign Material. All materials used for permanent signs shall be those that, as determined by the Zoning Officer, maintain their original appearance well over an extended period of time. Examples of materials which do not endure an extended period of time include but are not limited to particle board, OSB, plywood, and other similar materials. The external painting/coating of signs using methods that are not durable are not allowed. Enamels must be applied appropriately to help retain a new look and proper sealing from the weather is required.

C. Cessation of Purpose and Removal. Any sign now or hereafter existing which no longer advertises any bona fide business conducted or a product sold, shall be taken down and removed by the owner, agent or person having the beneficial use of the building or land or structure upon which such sign may be found. Such sign shall be removed thirty (30) days after written notification from the Zoning Officer except that temporary sign posting shall be removed by the permittee within seven (7) days following the date of termination of such events. Upon failure to comply with any notice with the time specified the Zoning Officer is authorized to cause removal of such sign, and any expense incidental thereto shall be paid by the owner of the sign, or the property owner of the land/business on which the sign is located.

D. Maintenance and Appearance. All signs together with braces, guys and supports shall at all times be maintained in a safe condition and kept in good repair, free from excessive rust, corrosion, peeling paint, or other surface deterioration. All signs must be kept in legible and aesthetically pleasing condition. Any unsightly, blemished or tarnished signs will not be allowed to remain on the land/business.

E. Unsafe and Unlawful Signs. If the Zoning Officer shall find that any sign is unsafe or is a menace to the public or has been constructed, erected or is being maintained in violation of this ordinance the Zoning Officer shall give written notice of such violation to the owner of the sign or the owner of the property where the sign is located. If the owner of the sign, or the property owner, fails to remove or alter the sign/structure so as to comply with the required standards within thirty (30) days after such notice, such sign may be removed or altered to comply by the Zoning Officer at the expense of the owner of the sign or the property owner. The Zoning Officer may cause any sign or other advertising structure which is an immediate peril to persons or property to be promptly removed by the sign owner or the property owner.

F. Signs Facing Residential Districts. Illuminated signs cannot be placed to hinder or become a nuisance to resident(s) of neighboring residential property

G. Roofline Projection. No signs shall project above the roofline except for parapet walls.

H. Sign Extending Down from Roof, Porch or Walkway. A sign may extend down from a roof, porch, or walkway overhang not more than eighteen inches (18”) to the bottom of the sign, provided there is a minimum clearance of nine feet (9’) between the bottom of the sign and the walking surface.

F. Measurement of Sign. The measurable area of the sign Mounted on a Board or within a Frame Box shall be the areas of the board, frame or box. The measurable area of a sign mounted directly on the Wall of a Building shall be the area within the outline of the actual shape of the sign. For Individual Letters mounted on the wall of the building the sum of the area measuring the first letter (outer edge) to the last letter (outer edge) horizontally giving the width then measuring vertically from the top of the first letter down to the last letter (outer edge) is the measurable sign area.

G. Projecting Signs. Signs shall not project more than four feet (4’) from any building wall or canopy. Projecting signs shall not exceed forty square feet (40’) in display area or be within one foot (1’) of a lot line. Projecting signs are only allowed on buildings that exceed one (1) story in height.

7.2 PROHIBITED SIGNS

A. Signs not to Constitute Traffic Hazards – No sign or advertising structure shall be erected or maintained at the intersection of any streets or roads so as to obstruct free and clear vision; or at any location where, by reason of the position, illumination, shape or color, it may impair, obstruct the view or be confused with any authorized traffic sign, signal, or device; or which makes use of the words “stop”, “look”, “drive-in”, “danger”, or any other word, phrase, symbol or character in such manner as to interfere with, mislead or confuse traffic.

B. Signs Erected on Public Streets – No sign shall be erected or maintained within any public street right-of-way nor be allowed to extend over or into any public street, provided that this section shall not apply to public signs necessary in the performance of a governmental function or required to be posted by law.

C. Obstruction of Ingress or Egress of Building – No sign shall be erected or maintained that obstructs ingress and/or egress to or from any window, door, fire escape, stairway, ladder, or opening intended to provide light, air, ingress or egress to or from any room or building as required by law.

D. Obstruction of Traffic or Pedestrian View. No sign shall be placed or installed where there is no clear view of traffic or pedestrians while entering a street or business.

E. Obscene Matter Prohibited – No sign shall be erected or maintained which bears or contains statements, words, or pictures of an obscene character.

F. Signs on Private Property - Consent Required – No sign may be erected by any person on private property of another person without obtaining written consent of such owner.

G. Mobile/Portable Signs – Signs or advertising structures having the capability of being transported from one site to another shall be prohibited. Any sign not permanently attached to the ground or to a building or other structure and which because of its relatively light-weight is meant to be transported from place to place. Such sign may or may not be wired for lighting and may or may not have wheels. This includes mobile signs placed on streets, right of ways, and private property. *Exception: Event mobile/portable signs approved by Town Board may be placed for semi-annual/annual events that are non-profit, church events, school exhibitions, festivals, etc. All functions must be within the town limits of St. Pauls. An application and processing fee must be submitted to the Zoning Officer for approval prior to placement. 7/11/19*

H. Flashing Signs – Flashings signs (any moving, illuminated sign shall be considered a “flashing sign”. Such signs shall not be deemed to include time and temperature signs or public message displays using electronic switching, provided the message remains displayed for a minimum of eight (8) seconds.

I. **Roof Signs.** No signs shall be placed on roofs.

J. **Signs on Fences.** No signs shall be placed on fences.

K. **Signs on Public Streets.** No signs shall be placed on a public street right of way or on or attached to public street signs, utility poles etc.

L. **Off Premises Signs** . No signage is allowed on properties that do not directly pertain to that property/business. Signage must be for business that property is located on.

M. **Lighting.** No rope, chain, string, or similar lighting may be installed on exterior of business premises to include the installing on the interior/exterior of windows.

7.3 TEMPORARY SIGNS

Temporary Signs Must be **“ALLOWED”** in the Zoning District

A. **Feather Sign** – A sign mounted on one pole and with a height ration of more than 4 times its width as measured at the width’s greatest dimension. Feather signs shall be permitted only in Highway Business and Hospitality zones as temporary signs to promote a new promotional program. No more than one (1) sign shall be displayed on any lot. No such sign may be displayed for a period exceeding thirty (30) days and a sign permit must be obtained. If sign is not removed within the permitted period, the owner of the sign and the owner of the lot upon which it is displayed shall each be subject to a civil penalty of ten dollars (\$10.00) per day. A feather sign may be displayed on a lot no more three (3) times a year. **A permit must be obtained for each time period.**

B. **Figure Sign** – A sign defined as any object filled with hot air blown into it that either can move or not move that is used to draw attention to a commercial business. Figure signs shall be permitted in the Central Business, Highway Business and Hospitality zones as temporary signs to promote a grand opening, anniversary sale and any special promotions. **A permit must be obtained** and the signs may only be up for thirty (30) days and are considered a temporary sign. Up to two (2) figures may be allowed on a commercial location as long as the figures are not with the sight distance or on the public right of way. . If signs are not removed within the permitted period, the owner of the sign and the owner of the lot upon which it is displayed shall each be subject to a civil penalty of ten dollars (\$10.00) per day. A figure sign may be displayed on a lot no more three (3) times a year.

C. **Temporary Banners.** Temporary banners are allowed for a thirty (30) day period provided a sign permit is obtained from the Zoning Official. No more than one (1) banner can be displayed and no more than two (2) temporary banners will be allowed in a one (1) year period.

7.4 SIGNS PERMITTED BY ZONING DISTRICT

(A.) RESIDENTIAL AND AGRICULTURAL DISTRICT

A. Dwelling Identification Sign. One identification sign not exceeding two square feet (2') in area is permitted for each residential dwelling. For one and two family dwelling units identifications signs shall be at least five feet (5') from any street or property line. For multi-family dwelling units, identification signs shall be mounted flat to the main wall of the building.

B. Large-Scale Residential Development Signs. A permanent sign is permitted as an intergral part of an entrance structure which identifies a subdivision, group development or other special development , estate, farm or other residential entity, provided there are not more than two (2) signs for each main entrance, with a total sign area for each such entrance not to exceed thirty-two square feet (32') in area. Such signs may be lighted, but non-flashing and motionless and located according to the criteria in Section 7.1 but not less than five feet (5') from any street right-of-way.

C. Agricultural Product Signs. In the zoning districts that allow agricultural or rural farm use, signs advertising agricultural products produced on the premises are permitted, provided there are not more than two (2) such signs, each of which shall not exceed twelve feet (12') in area. In any instance where the products sold are seasonal or temporary, such signs shall be removed with thirty (30) days of cessation of the activity advertised. This section shall not apply to any property exempt under the bona fide farm provisions.

D. Church Signs. Ground/Freestanding. One (1) sign per entrance (not to exceed fifty square feet (50')) is allowed not to exceed a total of two (2) signs. **Attached.** One (1) sign not to exceed fifty square feet (50') including frame.

E. Institutional, Commercial and Industrial Signs located in Residential and Agricultural Districts. Any institutional, commercial or industrial use which is a permitted, special or conditional use in a residential or agricultural district may erect and maintain a sign as follows:

(a) One (1) freestanding/ground sign not to exceed one-hundred square feet (100') in area shall be permitted. If more than one principal use is conducted on the same site, or in the same building, each additional principal use shall be permitted one (1) freestanding/ground sign not to exceed fifty square feet (50') in area. Signs may be located in accordance of Section 7.1.

(b) One (1) ground/freestanding sign shall be permitted at entrance not to exceed 150 square feet (150') in area and a maximum of two (2) entrances. Signs may be located in accordance of Section 7.1.

(c) Attached signs for all principal uses on the site shall not exceed fifty square feet (50') in area. If there is more than one principle use, the property owner will determine the allocation of the attached sign area.

(B.) CENTRAL BUSINESS DISTRICT

Signs in the Central Business District and other districts that adjoin/tie to the same development (such as retail or shopping centers or continuous building with wall separation) must be of similar graphic character and material. Business signs and name signs shall be permitted on the premises of the business in which the principal use is permitted subject to the following limitations:

Businesses located in attached buildings may display not more than one (1) business sign.

Projecting Signs. Projecting business signs shall not project more than four feet (4') from any building, wall or canopy. Signs total surface area shall not exceed forty square feet (40'). Projecting signs are only allowed on buildings that exceed one (1) story in height. Signs shall be meet criteria in Section 7.1.

Attached Signs. One (1) attached sign per occupant is allowed. Attached signs shall have a total surface area in square feet per establishment no greater than 2 times the street frontage of the lot/business in feet, but in no case greater than 40 (40') square feet (including frame, etc.) unless design, location, and placement is approved by the Town Board. Signs shall be meet criteria in Section 7.1.

Freestanding/Ground Signs. Signs including overhang, shall be no closer than ten feet (10') off the curb line, and shall not encroach upon any street right-of-way. The surface area of a freestanding/ground sign shall be no greater than fifty square feet (50') including frame, etc. Signs shall be set back from other property lines a minimum of five feet (5'). Signs placed where there is interference or obstruction with the view of traffic or pedestrians is prohibited. The location and structural design shall be of such as to not interfere with the safe and efficient use of on-street parking and loading areas including aisle ways and access driveways. Signs shall be meet criteria in Section 7.1.

Pole Signs. Signs including overhang, shall be no closer than ten feet (10') off the curb line, and shall not encroach upon any street right-of-way. The surface area of a freestanding/ground sign shall be no greater than fifty square feet (50') including frame, etc. Signs shall be set back from other property lines a minimum of five feet (5'). Pole signs shall have a minimum clearance of nine feet (9') over any pedestrian areas and fourteen feet (14') over any vehicular paths. Pole

Sandwich Signs: Sign shall not exceed 12 square feet in area. Sign cannot be placed beyond the two foot (2') allowable distance from store front. Obstruction of sidewalk is prohibited.

signs shall not exceed a maximum sign height of thirty feet (30') unless otherwise authorized by the Town Board. Signs shall be meet criteria in Section 7.1.

Signs In Store Front Glazed Area/Glass Fronts. Signs, posters, promotions, etc. shall be placed in glass front areas provided they do not occupy no more than twenty percent (20%) of the glass/glazed area. Business names shall be etched, painted, decals, etc. provided they are professionally created or are of the same, like and kind of quality provided by a professional.

Business names will be considered signage and cannot exceed the twenty percent (20%) glass area coverage allowed and no other Business Name Signage can be attached to the building. One (1) Business Name Signage is allowed.

Corner Lot Businesses (That Border Two Streets). Business that border two (2) streets may have an additional business name sign displayed on the corner wall of the building, provided the sign does not exceed more than 40 square feet (including frame, etc.) Signs shall be meet criteria in Section 7.1.

Temporary Banners. Temporary banners are allowed for a thirty (30) day period provided a sign permit is obtained from the Zoning Official. No more than one (1) banner can be displayed and no more than two (2) temporary banners will be allowed in a one (1) year period.

Mural. Murals must be presented to Town Board for approval.

Non-Illuminated Signs. Signs shall have a total surface area in square feet per establishment no greater than two (2) times the street frontage of the lot, in feet, but in no case greater than forty square feet (40'). Signs shall be meet criteria in Section 7.1.

Illuminated Signs. Signs shall have a total surface area in square feet per establishment no greater than two (2) times the street frontage of the lot, in feet, but in no case greater than forty square feet (40'). No intermittent lighting effects may be utilized. Signs shall be meet criteria in Section 7.1.

(C.) HIGHWAY BUSINESS DISTRICT/NEIGHBORHOOD BUSINESS

Business and name signs shall be permitted on the premises of the business in which the principal use is permitted subject to the following limitations:

Projecting Signs. Projecting business signs shall not project more than four feet (4') from any building, wall or canopy. Signs total surface area shall not exceed fifty square feet (50'). Projecting signs are only allowed on buildings that exceed one (1) story in height. Signs shall be meet criteria in Section 7.1.

Attached Signs. One (1) attached sign per occupant is allowed. Attached signs shall have a total surface area in square feet per establishment no greater than 2 times the street frontage of the lot/business in feet, but in no case greater than 40 square feet (including frame, etc.) unless design, location, and placement is approved by the Town Board. Signs shall be meet criteria in Section 7.1.

Freestanding/Ground Signs. Signs including overhang, shall be no closer than ten feet (10') off the curb line, and shall not encroach upon any street right-of-way. The surface area of a freestanding/ground sign shall be no greater than one-hundred square feet (100') including frame, etc. Signs shall be set back from other property lines a minimum of five feet (5'). Signs placed where there is interference or obstruction with the view of traffic or pedestrians is prohibited. Signs shall be meet criteria in Section 7.1.

Pole Signs. Signs including overhang, shall be no closer than ten feet (10') off the curb line, and shall not encroach upon any street right-of-way. The surface area of a freestanding/ground sign shall be no greater than fifty square feet (50') including frame, etc. Signs shall be set back from other property lines a minimum of five feet (5'). Pole signs shall have a minimum clearance of nine feet (9') over any pedestrian areas and fourteen feet (14') over any vehicular paths. Pole signs shall not exceed a maximum sign height of thirty feet (30') unless otherwise authorized by the Town Board. Signs shall be meet criteria in Section 7.1.

Non-Illuminated Signs. Signs shall have a total surface area in square feet per establishment no greater than three (3) times the street frontage of the lot, in feet, but in no case greater than one-hundred square feet (100').

Illuminated Signs. Signs shall have a total surface area in square feet per establishment no greater than three (3) times the street frontage of the lot, in feet, but in no case greater than one-hundred square feet (100'). Display lighting shall be shielded so as to prevent a direct view of the light source from a residence in a residential district. No intermittent lighting effects may be utilized.

Sandwich Signs: Shall not exceed 12 square feet in area. Sign shall not be placed in areas of traffic obstruction/view.

Signs In Store Front Glazed Area/Glass Fronts. Signs, posters, promotions, etc. shall be placed in glass front areas provided they do not occupy no more than twenty percent (20%) of the glass/glazed area. Business names shall be etched, painted, decals, etc. provided they are professionally created or are of the same, like and kind of quality provided by a professional.

Business names will be considered signage and cannot exceed the twenty percent (20%) glass area coverage allowed and no other Business Name Signage can be attached to the building. One (1) Business Name Signage is allowed

Signs in Shopping Centers.

(A) Each shopping center may provide not more than one freestanding sign that displays the name of the shopping center.

(B) Detached buildings that are designed to contain not more than one business, may display not more than two (2) business signs.

(C) Businesses located in attached buildings may display not more than one business sign.

(D.) INDUSTRIAL BUSINESS DISTRICT

Freestanding/Ground Signs. One freestanding sign is allowed at each main entrance to the site. The total entrance signage shall not exceed a maximum sign area of five-hundred (500) square feet with each individual entrance sign not exceeding a maximum area sign area of three-hundred (300) square feet. On corner lots, one additional freestanding sign is allowed on the side street frontage, not to exceed one-hundred (100) square feet in area. Freestanding signs shall be located in accordance with Section 7.4.

Attached Signs. One (1) attached sign is allowed per occupant, not to exceed two (2) square feet in area for each front foot of structure that the tenant/occupant occupies. On sites where a canopy exceeds the building size, the canopy size may be used to determine the permitted attached sign area. Attached signs may be placed on the side of the building.

(E.) HOSPITALITY DISTRICT

Signs in the Hospitality District shall be subject to the following limitations:

Projecting Signs. Projecting business signs shall not project more than four feet (4') from any building, wall or canopy. Signs total surface area shall not exceed fifty square feet (50'). Projecting signs are only allowed on buildings that exceed one (1) story in height. Signs shall be meet criteria in Section 7.1.

Attached Signs. One (1) attached sign per occupant is allowed. Attached signs shall have a total surface area in square feet per establishment/business no greater than 2 times the street frontage of the lot/business in feet, but in no case greater than 40 square feet (including frame, etc.) unless design, location, and placement is approved by the Town Board. Signs shall be meet criteria in Section 7.1.

Freestanding/Ground Signs. Signs including overhang, shall be no closer than ten feet (10') off the curb line, and shall not encroach upon any street right-of-way. The surface area of a freestanding sign shall be no greater than one-hundred square feet (100') including frame, etc. Signs shall be set back from other property lines a minimum of five feet (5'). Signs placed where there is interference or obstruction with the view of traffic or pedestrians is prohibited. Signs shall be meet criteria in Section 7.1.

Pole Signs. Signs including overhang, shall be no closer than ten feet (10') off the curb line, and shall not encroach upon any street right-of-way. The surface area of a freestanding/ground sign shall be no greater than fifty square feet (50') including frame, etc. Signs shall be set back from other property lines a minimum of five feet (5'). Pole signs shall have a minimum clearance of nine feet (9') over any pedestrian areas and fourteen feet (14') over any vehicular paths. Pole signs shall not exceed a maximum sign height of thirty feet (30') unless otherwise authorized by the Town Board. Signs shall be meet criteria in Section 7.1

Illuminated Signs. Signs shall have a total surface area in square feet per establishment no greater than three (3) times the street frontage of the lot, in feet, but in no case greater than one-hundred square feet (100'). Display lighting shall be shielded so as to prevent a direct view of the light source from a residence in a residential district. No intermittent lighting effects may be utilized.

Sandwich Signs: Shall not exceed 12 square feet in area. Shall not be placed in areas of traffic obstruction/view.

(F.) OFF-PREMISES SIGNS “BILLBOARDS”

In addition to other applicable standards contained within this ordinance, the following provisions shall apply to all billboards:

a. General Provisions.

1. Billboards shall be allowed only along right-of-way with full-control or limited control of access, such as freeways and major thoroughfares;
2. Billboards shall not face or be oriented toward any adjoining or abutting residentially-zoned or residentially-used property and shall not be located within two-hundred (200) feet of a residential zoning district boundary line;
3. Billboards shall not exceed a sign height of thirty-five (35) feet;
4. All billboards are considered as a principal use of property, not accessory, and shall be allowed in the (HB) Highway Business district, upon approval of a Special Use Permit provided that the dimensional criteria outlined below is complied with; and
5. All Federal, State, and other local regulations shall be complied with.

Dimensional criteria:

Billboards constructed and located in the HB zoning district shall have a maximum sign area of five-hundred feet (500) and shall be located at least fifty (50) feet from street right-of-way line; fifty (50) feet from any other freestanding sign, building or structure on the same lot; and be a minimum of five-hundred (500) feet from another billboard.

Signs in Shopping Centers.

- (A) Each shopping center may provide not more than one freestanding sign that displays the name of the shopping center.
- (B) Detached buildings that are designed to contain not more than one business, may display not more than two (2) business signs.
- (C) Businesses located in attached buildings may display not more than one business sign.

7.5 SIGNS PERMITTED IN ANY DISTRICT

The following types of signs are permitted in all zoning districts subject to any specific requirement or prohibition provided herein for any particular zoning district.

- (a) **Temporary real estate sales sign.** For the purpose of advertising a specific lot, signs are permitted not exceeding eight (8) square feet in area and provided only one (1) such sign shall be displayed for each street abutting the lot, building or premise and set back at least five (5) feet from any property line.
- (b) **Temporary off-site real estate directional sign.** For the purpose of giving direction to property offered for sale, lease or rent that is located on a dead end street or cul-de-sac, a temporary directional real estate sign not exceeding two (2) square feet in area is permitted after the real estate agent or property owner selling, leasing or renting his property obtains a permit for posting such sign. Only one double-faced directional real estate sign shall be permitted at the nearest intersection of the dead end street or cul-de-sac with a through street and such sign shall be set back at least five (5) feet from the street right-of-way. The permit shall specify the address of the real estate offered for sale, lease or rent and shall expire thirty (30)

days after the date the permit is issued. A permit may be renewed for an additional thirty (30) days at the direction of the Zoning Officer provided that the renewal request is received by the Zoning Officer prior to the expiration of the initial permit and that the permit shall be renewed only once. Failure to obtain a permit prior to posing a directional real estate sign or failure to remove such sign as specified on the permit may be grounds for the denial of a permit or future permits under this provision. Signs permitted under this provision shall be subject to all other applicable provisions of this ordinance.

- (c) **Temporary signs advertising real estate subdivisions.** For the purpose of advertising real estate subdivisions for which a plat has been officially approved and recorded, one sign is permitted at each main entrance to the development name on the sign, such sign shall not exceed thirty-two (32) square feet in area.
- (d) **Temporary signs pertaining to construction.** For the purpose of identifying the firm or company involved in construction taking place on the lot, temporary signs are permitted for the duration of such construction, limited to one (1) sign for each firm, company or use, not exceeding twenty (20) square feet from any property line.
- (e) **Traffic control signs.** Signs which regulate traffic on private property are permitted.
- (f) **Transportation facilities signs.** For the purpose of identifying public Transportation facilities, signs are permitted provided that such signs shall not contain advertising or related messages.
- (g) **Special information signs.** For the purpose of giving directions and information, on- site signs pertaining to special uses where not otherwise permitted, and off-premises signs may be approved by the Town Board subject to a special use permit specifying the size, location, lighting, materials to be used, design, and display. Such signs shall be limited to

those which are necessary to inform the public as to location and information concerning facilities, institutions, business districts, fraternal orders and service clubs, or such other activity as the Town Board may judge to be beneficial to the total community.

(h) **Temporary Political Signs.** Temporary signs for political campaigns may be permitted in any district subject to the following conditions:

- (1) No political campaign sign shall exceed thirty-two (32) square feet in area and no freestanding sign shall exceed eight (8) feet in height. Except for municipal campaign signs, no political campaign sign shall be erected for more than seventy-five (75) days prior to the nomination, election or referendum which they purport to advertise. No **municipal** campaign sign shall be erected for more than thirty **(30) days prior** to these same events.
- (2) All political campaign signs **shall be removed** within **seven (7) days** after nomination, election or referendum.
- (3) Nothing in this provision shall be construed to authorize the posting of political campaign signs upon trees, utility poles, traffic-control or street name, signposts, lights or devices, or in any place or manner prohibited by the provisions of Section 7.2 or other provision of this ordinance.
- (4) Political campaign signs shall not be erected on Town owned or other public property except as authorized by sub-section (6) below
- (5) Political campaign signs erected on Election Day at officially designated polling places other than those polling places designated as “One Stop Voting” polling places are permitted for a period not to exceed twenty-four (24) hours provided the signs are locate in accordance with regulations of the Board of Elections. For the “One Stop Voting” polling places, campaign signs are permitted during the entire voting period and shall be removed with twenty-four (24) hours of the close of the election for which the sign purports to advertise.
- (6) All political campaign signs shall be located no closer than fifteen (15) feet from edge of pavement of any right-of-way.

- (i) **Temporary sign; failure to comply.** If the Zoning Officer shall find that any temporary sign as authorized by this section, is in violation of this section, the Zoning Officer, or the Zoning Officer's designee shall give written notice of such violation to the owner of the sign. If, upon receipt of same notice, the owner of such sign fails to remove or alter the sign so as to comply with the required standards with ten (10) days of said notice, such sign may be removed by the Zoning Officer, or the Zoning Officer's designee at the expense of the owner of the sign. The Zoning Officer may cause any sign or other advertising structure which creates an immediate risk of peril to persons or property to be promptly removed.
- (j) **Special gate signs.** A permanent sign is permitted as an integral part of a gate or entrance structure which identifies a subdivision, group development or other special development approved under the provisions of this ordinance or estate, farm, or other main entrance identification sign is permitted.
- (k) **Directional and Information Signs** erected and maintained by public agencies and governmental bodies.
- (l) **Identification Signs** not to exceed six (6) square feet in display area bearing only addresses or names of occupants of the premises and located on privately owned property.
- (m) **Bulletin Boards:** Churches, schools, community centers, and other public and institutional uses may erect one sign or bulletin board not exceeding forty (40) square feet in area for the purpose of displaying the name of the institution and related information. Such signs shall be used as wall signs or shall be located a minimum of ten (10') feet from the street lot line and side lot or property lines. Where side yards are required, no such sign shall be permitted in the required side yards. Such signs may be indirectly illuminated.

- (n) Memorial Plaques, cornerstones, historical tablets, and similar signs.
- (o) Temporary Construction Signs which denote the architect, engineer, contractor, or builder of the project or which describe the name and proposed use of the project on the site until construction is completed.

SIGN DEFINITIONS

For the purpose of interpreting this article, the following words and terms are herein defined:

- (a) **Attached sign:** A sign connected to or painted on a wall and including signs connected to or other-wise displayed on or through a façade window. The following are not attached signs: wall identification signs and commemorative plaques not more than two (2) square feet in area, memorial cornerstones or tablets providing information on building erection or commemorating a person or event, or unit identification signs.
- (b) **Billboard:** A sign which directs attention to a business, industry, profession, commodity, service, or entertainment not conducted, sold, produced, or offered upon the premises upon which such sign is located.
- (c) **Bulletin board:** A sign used to announce meetings, programs, occupants, purposes, operating hours, and other such information on the premises of churches, schools, auditoriums, libraries, recreation areas, and other such non-residential uses permitted in residential districts and on the premises of uses when located with the NB district.
- (d) **Business sign:** A sign that directs attention to a business, industry, profession, commodity, service, or entertainment sold, produced, or offered upon the premises where such sign is located or to which it is attached.
- (e) **Flashing sign:** Any illuminated sign on which the artificial light is not maintained stationary or constant in intensity and color at all times when such sign is in use. For the purpose of this section, any moving, illuminated sign shall be considered a “flashing sign”. Such signs shall not be deemed to include time and temperature signs or public message displays using electronic switching, provided the message remains displayed for a minimum of eight (8) seconds.

- (f) **Feather Sign:** A sign mounted on one pole and with a height ration of more than 4 times its width as measured at the width's greatest dimension. Feather Signs shall be permitted in Highway Business and Hospitality Districts as temporary signs to promote a new promotional program. No more than one sign shall be displayed on any zoning lot. No such sign may be displayed for a period exceeding thirty (30) days. If signs are not removed within the permitted period, the owner of the sign and the owner of the zoning lot upon which it is displayed shall each be subject to a civil penalty of ten dollars (\$10.00) per day. A feather sign may be displayed on a zoning lot no more than three (3) times in a one year period.
- (g) **Figure Sign:** A sign defined as any object filled with hot air blown into it that either can move or not move that is used to draw attention to a commercial business. Figure signs shall be permitted in the Central Business, Highway Business and Hospitality Zones as temporary signs to promote a grand opening, anniversary sale, and any special promotion. The signs may only be up for one (1) week and are treated as a temporary sign. Up to three (3) such figures may be allowed on a commercial location as long as the figures are not within the sight distance triangle or on the public right of way.
- (h) **Freestanding sign:** Any sign supported wholly or in part by some structure other than the building or buildings housing the business to which the sign pertains. For purposes of this article, this definition shall not include "billboard" which is defined above.
- (i) **Governmental sign:** Any sign erected by or on behalf of a governmental body to post a legal notice identify public property, convey public information and direct or regulate pedestrian or vehicular traffic.
- (j) **Ground sign:** A freestanding sign suspended or supported by one or more uprights or braces anchored in the ground with no more than thirty (30) inches clearance from the bottom of the sign to the ground below.

- (k) **Identification sign**: A sign used to display only the name, address, crest or trademark of the business, individual, family, organization or enterprise occupying the premises; the profession of the occupant, the name of the building on which the sign is displayed, or the name of the owner(s) or developer(s). A directory sign is an identification sign with information on multiple occupants.
- (l) **Informational sign**: Any on-premises sign containing no other commercial message, copy, announcement or decoration other than instruction or direction to the public. Such signs include, but are not limited to, the following: identifying restrooms, public telephones, automated teller machines, for lease, for sale, self-service, walkways, entrances and exits, freight entrances traffic direction and prices.
- (m) **Mechanical/Digital sign**: Any sign with changeable copy and the message changes in increments of at least eight (8) seconds shall be allowed as a “sign” under the provisions of this section.
- (n) **Obscene matter**: Any item with a context of a sexual nature depicting, describing or related to anatomical areas and sexual activities.
- (o) **Pole sign**: A freestanding sign that is mounted on a pole or other support and does not meet the definition of “ground sign” above.
- (p) **Portable / Mobile sign**: Any sign not permanently attached to the ground or to a building or other structure and which, because of its relatively light-weight is meant to be transported from place to place. Such sign may or may not have changeable copy, may or may not be wired for lighting and may or may not have wheels. “Sandwich boards” are considered as portable signs.
- (q) **Professional Sign**. A sign created/designed by a trained person/company engaged in the business of creating signage as their main paid occupation rather than as a pastime. A person/company who has special training,

education, or skill in the signage profession.

- (r) **Public information sign**: A sign usually erected on public property or right-of-away and maintained by a public agency that provides the public with information and in no way relates to a commercial activity including, but not limited to, speed limit signs, city limit signs, street name signs and directional signs.
- (s) **Roof sign**: A sign displayed on and above the eaves of a building.
- (t) **Sandwich Board Sign**: A portable sign, typically in the shape of an inverted “V” with two sign boards attached to each other at the top of the sign, or “A” frame. Each board shall be considered a separate sign face for purposes of determining allowable area of sign. Sandwich board signs shall not exceed 12 square feet. Boards must be displayed in allowable districts only.
- (u) **Sign**: Any words, lettering, parts of letters, figures, numerals. Phrases, sentences, devices, designs, trade names, or trademarks by which anything is made known, such as the designation of any individual, business, commodity, product, service, or entertainment, which are visible from any public way and used to attract attention. The word sign does not include official notices posted by any public officer in performance of a public duty, or by any person in giving legal notice; nor does it include directional, warning traffic, or informational structures required by or authorized by law, or by Federal, State or local authority.
- (v) **Sign area**: The area of a sign mounted on a board or within a frame or box shall be the area of the board, frame or box shall be the area of the board, frame or box. The area of a sign mounted directly on the wall of a building shall be the area within the outline of the actual shape of the sign. For individual letters or logos mounted on the wall of a building, the sum of the areas of each letter, measured from the exterior edges of the letter, will be the sign area. Sign area does not include support structures unless the coloration, lighting, etc. is designed to attract attention.

- (w) **Sign height:** The vertical distance measured from the mean curb level to the level of the highest point of the sign unless defined differently within this ordinance. In the case of a sign not adjoining a street or highway the “height of a sign” is the vertical distance of the average elevation of the ground immediately adjoining the sign to the level of the highest point of the sign.
- (x) **Special information sign:** A device used to give direction, without elaboration or advertising to a business or public use not located on the same premises as such use.
- (y) **Unprofessional sign.** A sign made by one’s own effort below or contrary to the standards expected from a professional sign company or trained/skilled person within the signage profession.