

Article 6 - Sign Regulations

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6-1 General Provisions

6-1.1 Legislative Intent

This Article is intended to regulate the design, construction, location, size, and height of all signs placed for exterior display. These regulations are intended to promote and protect the public health, safety and welfare and further the goals of the Comprehensive Plan by enabling the public to locate goods, services and facilities without difficulty or confusion; protecting and enhancing property values; facilitating the creation of a convenient, orderly, attractive and harmonious community; protecting the scenic, natural and historic character of the Town; promoting traffic safety by preventing obstructions within public rights-of-way, minimizing visual distractions to motorists, ensuring that sign size and height are appropriate to their location, and preventing conflicts with public safety signs and police and fire protection; protecting the safety of people and property against sign hazards due to collapse, decay or abandonment; and permitting signs that are appropriate to the planned character and development of each zoning district.

6-1.2 Applicability

These regulations shall apply to the construction, display, erection, alteration, installation, use, relocation, replacement and reconstruction of all signs placed for public display within the Town of Warrenton. The message content of signs is not regulated by this Ordinance. Any sign authorized by this ordinance is allowed to contain any otherwise lawful noncommercial content in lieu of any other content.

6-1.3 Sign Permit Required

- 6-1.3.1. Except as provided for herein, no sign may be constructed, displayed, erected, altered, installed, used, relocated, replaced or reconstructed until a Sign Permit has been issued by the Zoning Administrator and, where applicable, approved by the Architectural Review Board (ARB), in accord with the provisions of this Ordinance.
- 6-1.3.2. Signs are accessory uses to be associated with principal uses provided for by this Ordinance. All signs shall be located on the same lot with the principal use to which they pertain. Failure to adhere to the requirements of this Ordinance voids any permit approval, requiring removal of the sign or structure.

6-1.4 Signs for Which a Permit is Not Required

No permit shall be required for the following signs; however, this exemption does not exempt such signs from compliance with all other applicable regulations of this Ordinance.

The following types of signs may be displayed in any district, in addition to signs permitted in each district, and the area of any of the following signs shall not be included in computing the aggregate sign area permitted in any district, unless otherwise indicated.

6-1.4.1 Temporary Real Estate Signs Advertising Single Residential Properties

Any such sign shall be located on the lot being offered for sale, may not exceed six (6) square feet in area, and may not be illuminated.

6-1.4.2 Temporary Real Estate Signs Advertising Multiple-Unit or Multiple-Lot Residential Properties.

Any sign advertising the availability of dwelling units or other space for rent in any multiple unit building or any multiple unit building group may be displayed for as long as such units are available for rent.

Any such sign is subject to the following restrictions:

1. No more than one (1) sign is erected on the land or building.
2. The sign is not illuminated.
3. The sign does not exceed fifty (50) square feet in area.
4. The sign does not exceed eight (8) feet in height.
5. The sign is not less than twenty (20) feet from any existing or proposed street or adjacent property.

The sign shall be removed upon completion of building development or within three (3) days of the final sale of building lots or lease of space.

6-1.4.3 Temporary Private Yard Sale Signs

Such signs may not exceed two (2) per site, nor more than six (6) square feet in area per sign. Such signs may not be displayed for more than seventy-two (72) hours, and shall be removed within twenty-four (24) hours after the conclusion of the sale.

6-1.4.4. Temporary Sale, Event or Promotional Advertising Signs

Such signs include, but are not limited to, those that are affixed to or clearly visible through windows in commercial establishments and that advertise the sale or promotion of specific products, services or events.

The aggregate of all such signs at a given establishment may not cover more than seventy-five (75) percent of the total window area on any given side of an establishment.

Such signs shall be temporary in construction, materials and method of attachment and shall be removed within three (3) days following the sale, event or promotion.

6-1.4.5. Temporary Signs Advertising the Opening or Closing of a Nonresidential Use

Such signs may not exceed twenty-four (24) square feet in area.

Such signs may be displayed for no more than forty-five (45) days and shall be removed within three (3) days following the event.

6-1.4.6. Temporary Signs Denoting the Architect, Engineer, or Contractor When Placed Upon Work Under Construction.

Such signs may not exceed six (6) square feet in area per project. Such signs may not be illuminated, may not be placed not less than twenty (20) feet from any street or adjacent property, may not exceed eight (8) feet in height, and shall be removed within 24 hours of completion of the project.

6-1.4.7. Professional Nameplates

Professional nameplates may not exceed two (2) square feet in area, and shall be placed flat upon the wall of the building.

6-1.4.8. Official Notices or Advertisements of the Court

Such signs shall be posted or displayed by or under the direction of a court officer in the performance of his official or directed duties or by trustees under deeds of trust, deeds of assignment, or other similar instruments. Any such sign shall be removed no later than seven (7) days after the last day it is required to be displayed.

6-1.4.9. Informational or Directional Sign, Commemorative Plaque, or Historic Marker Erected by a Public Agency

Such signs may not exceed twelve (12) square feet in area.

6-1.4.10. Security and Warning Signs

Signs warning the public against hunting, fishing, swimming, the presence of dangerous animals, or trespassing on the land on which the sign is displayed shall not exceed two (2) square feet in area, and may not exceed an average of one such sign per fifty feet of property boundary.

6-1.4.11. Handicapped Parking Space Signs

Such signs shall be as required by this Ordinance and installed to meet the specifications of the Town of Warrenton Public Facilities Manual.

6-1.4.12. Changing of Message Content of Signs.

No permit is required to change the message content of a sign provided that all other regulations of this Ordinance are met.

6-1.4.13 Flags, Emblems, and Insignia of Any Governmental Agency or Religious, Charitable, Public, or Non-Profit Organization

No single flag may exceed fifty (50) square feet in area and no single lot or business may display more than three (3) such flags.

If the total area of such flags exceeds 75 square feet on site, the excess area shall be included in the sign area calculations for the lot.

One flag denoting that a business is open may be displayed in addition to the other flags allowed by this provision. Such flags, when hanging over a sidewalk or public area for pedestrians may not be less than eight (8) feet in height above such area at the lowest part of the flag and may not exceed 12 square feet in area.

6-1.4.14 Signs Denoting Private Drives or Addresses

Such signs shall be limited to one (1) per drive entrance, and may not exceed two (2) square feet in area.

6-1.4.15. Identification Signs in Any R District

Such signs may not exceed two (2) square feet in area.

6-1.4.16 Refacing a Conforming Sign

No permit is required to reface or repair a conforming sign.

6-1.4.17 Hours of Operation Sign

A sign indicating an establishment is open for business and/or showing hours of operation shall be located on the front door or in a front window of a business and may not exceed two square feet in area.

- 6-1.4.18 Signs displayed by the Town, or authorized by the Town pursuant a Master Sign Plan for the purpose of giving directions to business districts, new subdivisions under construction and commercial facilities for the convenience of the traveling public; provided that no such sign may give direction or distance to any specific business establishment. Such signs may not exceed thirty-two (32) square feet in area, and eight (8) feet in height. Entryway signs erected by the Town may not exceed, fifty (50) square feet.
- 6-1.4.19 Signs of a constituted governmental body, state, or local agency, placed to inform the public, or to warn the public of dangers, emergencies, and the like, including traffic signs, railroad crossing signs, and other similar informational signs, as approved by the Zoning Administrator.

6-1.5 Signs Permitted in All Districts

The following types of signs are permitted in all districts upon obtaining a sign permit from the Zoning Administrator, in accord with this Ordinance and in addition to those signs permitted in a particular district under the provisions of this Article. The area of any such signs shall not be included in computing aggregate sign areas specified for the districts.

6-1.5.1 Political Campaign Signs

Such signs (including banners) include those of any political campaign announcing the candidacy of any individual for any nomination or office. Such signs may not exceed eight (8) square feet in area or six (6) feet in height.

6-1.5.2 Temporary Signs and Banners for Fairs and Carnivals

Such signs include those advertising only the name, time, and place of any fair, carnival, festival, bazaar, horse show, or similar event conducted within the Town by a public agency or for the benefit of any civic, fraternal, religious, or charitable cause.

No such sign may be displayed except on the site of the event to which it pertains. Such signs may be erected no more than thirty (30) days prior to the event and shall be removed within three (3) days after the last day of the event to which they pertain. Individual signs may not exceed sixty (60) square feet in area.

6-1.5.3 Directional Signs for Churches and Community Buildings

Such signs may be no more than six (6) square feet in area.
Such directional signs may not be illuminated except by indirect lighting.
Such signs may not exceed one (1) per street nor more than a total of three (3) for each building or associated group of buildings.

6-1.5.4 Neighborhood or Community Identification Signs

An identification sign, no more than six (6) feet in height and twenty (20) square feet in area, including the sign structure or framing, may be displayed to identify an established neighborhood or community.

Such a sign shall be limited to the name of the neighborhood or community and the location of significant features within the same.

Such a sign may be displayed at each entrance to the neighborhood or community with no more than one (1) sign per entrance.

6-1.5.5 Parking Lot Signs

Such signs may be displayed in a parking lot to identify entrances, exits, and divisions of the lot into sections; to control vehicular and pedestrian traffic in the lot; and to direct exiting traffic to collector or arterial highways or points of interest within the town. No such sign may exceed four (4) square feet in area.

6-1.5.6 Community Bulletin Boards

Signs or bulletin boards customarily incident to places of worship, schools, libraries, museums, social clubs, or societies shall not exceed fifteen (15) square feet on each face or have an aggregate area in excess of thirty (30) square feet. Such signs or bulletin boards may be lighted only indirectly.

6-1.5.7 Internal Directional or Identification Signs

One (1) such sign is permitted per building or per loading door.

Such signs shall be located to enable them to be read from parking lots, loading areas, or walkways within the site of a group of related buildings or uses and may state the use, name, or occupancy of the building or use.

Such signs may not exceed eight (8) square feet in area, nor eight (8) feet in height. Such signs may be lighted only indirectly.

6-1.5.8 Directory Signs

Such signs may be indirectly lighted or unlighted. Such signs may be for the purpose of directing the public to and identifying the occupants or tenants of a building, their location in the building and their occupation.

The letters in such directory signs may not exceed one (1) inch in height. Each border and frame, if any, may not exceed six (6) inches in width. Each face may not exceed fifteen (15) square feet. The aggregate area may not exceed thirty (30) square feet.

6-1.6 Signs Prohibited in All Districts

The following signs are expressly prohibited unless specifically stated otherwise in this Ordinance:

6-1.6.1. Off-premises signs.

6-1.6.2. Portable signs

This prohibition shall not apply to signs painted or displayed on an operable commercial vehicle which is regularly used as a delivery, service, or transportation vehicle.

6-1.6.3. Roof signs.

6-1.6.4. Simulated traffic signs.

Simulated traffic signs or any sign which may be confused with or obstruct the view of any authorized traffic sign or signal.

6-1.6.5 Animated signs

This prohibition shall not apply to the hands of a clock, a weather vane, or flags meeting the requirements of Article 2.

6-1.6.6 Changeable Copy Signs

Such signs shall include those which have removable elements designed for frequent changing of the message, but shall not include approved institutional bulletin boards, theater signs and fuel price signs as permitted by this Zoning Ordinance.

6-1.6.7 Flashing Signs, except signs displaying time, temperature, traffic or other public safety information.

6-1.6.8 Signs Causing Glare

Signs with light sources of such brightness as to constitute a hazard or nuisance to nearby residents, pedestrians, or motorists.

6-1.6.9. Strings of Lights

Lights outlining property lines, sales areas, products, or any portion of a structure, unless part of an approved sign or sign structure. This prohibition shall not apply to seasonal decorations.

6-1.6.10. Signs Affixed to Trees or Other Features

Signs affixed to trees, other vegetation, rock outcropping, or other natural feature, utility poles, curbstone, sidewalk, lamppost, hydrant, bridge, highway marker or other signs or any other unapproved supporting structure except official notices or announcements as provided in Section 6-1.4.

6-1.6.11. Hazards

Signs that obstruct the visibility at intersections or block any door, fire escape, stairway, or any opening intended for light, air, or access to or egress from any building.

6-1.6.12. Signs in the Public Right of Way

Signs placed on, within or over the public right-of-way, except those placed by a public agency or body.

6-1.6.13. Home Occupation Signs

6-1.6.14. The use of neon for the accentuation of the structure or building elements, other than the sign itself.

6-1.6.15. Projecting Signs

Any sign that projects beyond a lot line; any sign that overhangs and has a minimum clearance of less than eight (8) feet above a walkway or sixteen (16) feet above a driveway, alley or travel lane; any sign that projects more than four (4) feet from the building to which it is attached, or that extends above the roof line

6-1.6.16. Signs Higher Than Buildings

Any sign erected to a height higher than the maximum building height allowed in the respective zoning district, or higher than the building to which the sign pertains.

6-1.6.17. Searchlights

6-1.7 Measurement of Signs

6-1.7.1. Measurements of Sign Area.

The area of a sign shall be that area contained within the outside measurement of the perimeter of the display area of the sign, including lighting but excluding supports or

sign background whether lighted or not. The area of a sign with two sign faces shall be computed according to the following:

1. If the sign faces are separated by an interior angle of 45 degrees or greater, all faces shall be included in computing the area of the sign.
2. If the sign faces are separated by an interior angle that is less than forty-five degrees, the area of one face shall be used when the two faces are equal in area. The area of the larger face shall be used when the two faces are unequal in area.
3. If the sign faces are parallel to one another, the area of one face shall be used when the interior distance or space between the two faces is twenty-four (24) inches or less. The area of all faces shall be used when the interior distance or space between the two faces is greater than twenty-four (24) inches.

6-1.7.2. Measurement of Allowable Sign Area

Supports, uprights or structure on which any sign is supported shall not be included in determining the sign area unless such structural elements form an integral background of the display.

In instances where there are multiple tenants or users on a property or in a building, allowable sign area for all parties shall not exceed the maximum sign area computed as if there were a single tenant or user, plus ten (10) percent of that area per each additional tenant.

6-1.7.3. Measurement of Setback

All required setbacks for signs shall be measured as the distance in feet from the lot line.

6-1.7.4. Measurement of Height (Calculation of freestanding sign height)

1. Where the sign location lies below the road elevation nearest to it, the sign height shall be measured from the road grade of the nearest travel lane to the top of the highest attached component of the sign structure.
2. Where the sign location lies above the road elevation nearest to it, the sign height shall be measured from the normal finished grade of the site to the top of the highest attached component of the sign or structure. Artificially increasing the height of the sign by berming or mounding dirt or other material at the sign base is prohibited. If the normal grade cannot reasonably be determined, sign height shall be computed on the assumption that the elevation of the normal grade at the base of the sign is equal to the elevation of the nearest point of the crown of a public street or the grade of the land at the principal entrance to the principal structure on the premises, whichever is lower. If

the land is uneven, an average elevation shall be used at the base of the sign. Signs on building roofs, towers or other rooftop appendages are prohibited.

6-1.8 Illumination

6-1.8.1 Glare is Prohibited

Where illuminated signs are permitted, all exposed incandescent lamps used to illuminate ground signs, painted signs, or wall signs shall be equipped with reflectors or other devices arranged so as to concentrate the illumination upon the area of the sign and prevent glare. Lighting design shall be such that no excess light spill or glare occurs. No light from any illuminated sign shall cause non-reflected light from the fixture to shine onto any adjoining property or public right-of-way. The illumination of signs shall conform with the requirements for lighting as set forth in Section 9-8 of this Ordinance.

6-1.8.2 Illumination Near Residential Districts

Illumination of any advertising sign in a C or I district located within three hundred (300) feet of any R district, shall be extinguished between the hours of 12:00 midnight and 7:00 a.m. except for any time during that period when the use is legally open for business. Illuminated signs shall not be located within 50 feet of a residential zoning district boundary.

6-1.8.3 Illumination Details are Required

Details of any illumination proposed as part of a sign must be provided by the applicant with the sign permit application.

6-1.8.4 Sign Illumination Level

The average level of illumination on the face or vertical surface of any sign shall not exceed 1 foot-candle at the property line.

6-1.8.5 Externally Illuminated Signs

1. Light fixtures illuminating signs shall be located, aimed and shielded so that light is directed only onto the sign face and is prevented from creating glare or light shining into motorist or pedestrian field of vision. Shielding shall be accomplished with architectural elements, landscaping, and/or specific lighting components, such as shields or louvers.
2. The light fixture shall be designed to prevent light spill into the sky and shall not be

aimed toward adjacent streets or properties.

6-1.8.6 Internally Lighted Signs.

1. The sign shall consist of light lettering, symbols and logo on an medium to dark colored or similar background that does not produce glare.
2. Light sources internally illuminating signs shall be located, aimed and shielded so that light is directed onto the message only. Shielding shall be accomplished with architectural elements and/or specific lighting components, such as shields or louvers within the sign. Lettering or symbols shall constitute no more than forty percent of the surface area of the sign.

6-1.9 Setback

No sign may be placed within a required side yard, within common open space or within ten (10) feet of the adjacent street curb or at the property line, whichever is greater - unless a different requirement is specified in other sections of this Ordinance. No sign shall be placed in a location or manner that creates a visual barrier or hazard to traffic.

6-1.10 Obstruction of Vision

No sign, except for authorized traffic signs, may be erected at the intersection of any street in such a manner as to obstruct a motorist's or pedestrian's vision between two and one-half (2 1/2) and eight (8) feet in height; or at any location where it may interfere with, obstruct the view of or be confused with any authorized traffic sign.

6-1.11 Landscaping and Lighting

All landscaping and lighting of signs shall conform with the provisions of Articles 8 and 9 of this Ordinance.

6-2 Sign Regulations By Use, Sign Type And District

6-2.1 General Regulations for All Signs in Any District

1. Signs Visible from the Exterior

Any sign of a permanent nature painted on, attached to, or placed within three (3) feet of an exterior door, window or other transparent building facade element, in such a way as to be

visible from the public right-of-way or from adjacent properties, shall be considered a sign meant for external observation and included in sign area calculations.

2. Vision Clearance

No sign, temporary or otherwise, may be placed or located so as to conflict with or impair line of sight for turning movements on or onto public streets or conflict with the vision clearance or other requirements of this Ordinance or applicable traffic ordinances.

3. Freestanding sign

Except for the shopping center or industrial park sign as permitted herein, no freestanding sign may be erected with a total length greater than fifteen (15) feet or total height greater than twenty (20) feet. The thickness between the faces of any freestanding sign may not exceed two (2) feet. If illuminated, it shall be by indirect or internal lighting methods only.

Freestanding signs shall be prohibited for individual uses.

Freestanding signs are prohibited in the Historic District.

4. Wall sign

No wall sign, except those painted on windows and doors, may be erected less than eight (8) feet above the sidewalk or ground, exclusive of professional name and office identification plates installed flush against the wall as specified in Section 6-1.4.7 of this Article; nor extend above the parapet of the main building to which it is attached; nor beyond the vertical limits of such building. No wall sign letter may exceed twenty-four (24) inches in height, provided however, that the Zoning Administrator may approve a letter height of not more than forty-eight (48) inches for one (1) or more letters if remaining letters are reduced in size to maintain overall scale. If illuminated, it shall be by indirect or internal lighting methods.

5. Projecting sign

No projecting sign erected over a sidewalk or public area for pedestrians may be less than eight (8) feet in height above such area at the lowest part of the sign. It may not extend above the roof or parapet wall to which it is attached. No such sign or part thereof shall extend nearer the curb line of any street or walk than two (2) feet. No such sign erected over a public access way or alley may be less than sixteen (16) feet above the level of such accessway or alley. If such projecting sign is illuminated it shall be by indirect lighting methods.

6. Permanent Window Signs

Window signs are a form of a wall sign and shall be included in the permitted wall sign area. No permanent window sign shall exceed twenty-five (25) percent of the window area. No permanent window sign may have an area exceeding twenty-five (25) square feet. The maximum height for any letter or figure on any window sign may not exceed twenty-four (24) inches in height.

7. Painted signs

Painted signs are a form of wall sign and shall meet the requirements for wall signs within the respective zoning district. No letter or figure on any painted sign may exceed twenty-four (24) inches in height, provided however that the Zoning Administrator may approve a letter height of not more than forty-eight (48) inches for one (1) or more letters if remaining letters are reduced in size to maintain overall scale.

8. Shopping Center or Industrial Park Sign

One (1) freestanding or monument sign is permitted at each major entrance of a shopping center or industrial park. Such a sign shall display only the name of the shopping center or industrial park. Except as provided below, such a sign for a shopping center may not exceed ninety (90) square feet in area and twenty (20) feet in height for a freestanding sign and fifteen (15) feet in height for a monument style sign. Such a sign for an industrial park may not exceed seventy-five (75) square feet and fifteen (15) feet in height for an industrial park, regardless of style.

Individual tenants may be listed on such sign provided that the sign is limited to not more than 50% of the area of such a sign for the individual tenant listings.

Signs for individual businesses or industries are permitted on individual buildings or units within shopping centers and industrial parks, and shall meet the requirements for their respective zoning district, as provided in this Article. Sign areas for such signs do not count against permitted sign area for individual tenants, but individual tenant signs shall be limited to wall or monument signs on the particular buildings or units to which such sign pertains. Signs shall be compatible with one another throughout the shopping center or industrial park, demonstrating a similarity of materials, letter sizes, colors, sign area, and sign placement with respect to major building elements.

9. Directory Signs

Directory signs provide information on the name and location of offices, shops, or other uses within the building for multi-use buildings, and are located adjacent to main building entrances and mounted flush to the wall. Such signage is meant to replace individual signs, for each use within the building, and should be designed to use removable panels, or a similar feature, for ready modification when a use is discontinued. Individual letters may not exceed three (3) inches in height and the directory sign may not exceed a total sign area

of ten (10) square feet. In the Central Business District, the Architectural Review Board may approve other permitted signs for retail spaces that front on a street in multi-use buildings. However, the Architectural Review Board may not approve more square footage of signage (sign area) than that permitted by this ordinance.

10. Signs for Gasoline Stations

Automobile service and gasoline stations shall comply with all applicable sign regulations within this Article, provided, however, the following additional regulations shall apply:

1. **Changeable Fuel Price Signs.** No freestanding fuel price signs are permitted. Monument signs may include changeable fuel price signs indicating the current price of fuel dispensed on the premises, provided the fuel price sign is erected as an integral part of the monument sign. The area of the fuel price sign shall be included in determining the sign area for the business.
2. **Gas Pump Signs.** Each gas pump is permitted a total of one (1) square foot of sign area to identify the product dispensed.
3. **Portable signs.** Each gas pump island is permitted a total of one (1) such sign, not to exceed twelve (12) square feet.
4. **Canopy Signs.** Any canopy that includes signage, logo or promotion of the business shall be subject to the same limitations as a freestanding sign including the area subject to the maximum area for wall signs, limitation of the canopy height in accordance with the limitations of a freestanding sign and restriction of illumination to indirect or internal lighting only. The use of a logo or brand logo shall be limited to fifteen (15) square feet in area and limited to each side facing a public street.
5. **Full or Self-Service Signs.** A total sign area of eight (8) square feet is permitted per pump island, identifying it as either "self-service" or "full-service". These signs shall be attached to the supports of the canopy and shall not count against the aggregate sign area for the business.
6. **State Inspection Sign:** One (1) state inspection sign, not to exceed four (4) square feet may be attached to the building.
7. **Emission Control Inspection Sign:** One (1) emission control inspection sign, not to exceed four (4) square feet may be attached to the building.

11. Theater Marquees

Theaters are permitted to erect one of the permitted wall or marquee signs with a changeable copy board displaying the titles and show times of the current motion pictures. No such sign

area may exceed an area of one hundred (100) square feet or ten (10) percent of the area of the wall on which it is placed, whichever is less.

12. Menuboard Signs

Restaurants that have a drive-through permitted under the regulations of this ordinance are permitted to erect three (3) menuboard signs in addition to a permitted ground or monument sign. Individual menuboard signs may not exceed twenty-four (24) square feet in area and eight (8) feet in height. If illuminated, it shall be by indirect lighting methods.

13. Downtown Directory Signs

Businesses located in the Central Business District and not located on Main Street, may place a sign on a wall of a building on Main Street, if permitted by the property owner. Such signs shall be mounted flush to the wall, providing information of the existence of and location of offices, shops or other uses. These signs shall only identify businesses by type and not by name, and advertising businesses shall combine their respective signs into one directory sign. The maximum sign area for such signs shall be limited to eighteen (18) square feet; however, the Architectural Review Board or Planning Commission may require smaller signs where necessary to meet the purposes of the Historic Overlay District.

14. Churches and other places of worship signs in residential districts

Churches and other places of worship in a residential district may erect one sign. An additional sign may be erected on each adjacent street frontage of 100 feet or more, with a maximum sign area of twenty-four (24) square feet for each sign. Such signs shall be monument signs or may be mounted on a wall. Any monument sign may have a maximum height of eight (8) feet. Message content may be changed without additional authorization.

6-2.2 Summary of Sign Regulations

Summary of Permitted Signs by Zoning District

Sign Type	R-40, R-E, R-15, R-10, R-6	RT, RMF and PUD	RO, PSP and CBD	C	LI

Directional	Yes	Yes	Yes	Yes	Yes
Directory	No	No	Yes	Yes	Yes
Freestanding	No	No	No	Yes	No
Industrial Park	No	No	No	No	Yes
Monument	Yes	Yes	Yes ¹	Yes	Yes
Painted	Yes	Yes	Yes	Yes	Yes
Portable	No	No	No	No	No
Projecting	Yes	Yes	Yes ²	Yes	No
Roof	No	No	No	No	No
Sandwich Board	No	No	Yes	Yes	No
Shopping Center	No	No	No	Yes	No
Wall	Yes	Yes	Yes	Yes	Yes
Window	Yes	Yes	Yes	Yes	No

¹ If there are no projecting signs on the premises

² If there are no ground or monument signs on the premises

³ Except as provided in Section 6-2.1, sign regulations within the HD Overlay District are the same as for the underlying base district, except that a Certificate of Appropriateness is required (Section 6-2.8)

⁴ Signs regulating within FPD Overlay District are the same as for the underlying base district.

Summary of Permitted Sign Dimensions by Zoning District

District	Maximum Height	Maximum Area	Minimum Setback
R-40, R-E, R-15, R-10, R-6 All signs:	8 feet	Total 8 square feet per lot	Half the setback req'd of main bldg.; 25 feet from side lot line.

RT, RMF, PUD¹ All signs:	8 feet	Total 8 square feet per lot	10 feet from street; 10 feet from side lot line.
RO, PSP and CBD Monument signs:	8 feet	Total 32 sq. ft. per sign; Not more than one ground sign per lot, except lots with 100 feet or more of street frontage ¹ ;	10 feet from street right-of-way in RO and PSP; At the street right-of-way in CBD; 25 feet from side or rear property line when adjacent to an R district.
Wall and painted signs:	Not lower than 8 ft; not higher than parapet	Not more than 3 in number; Aggregate area of 100 sf or 10% of wall area, whichever is less	
Projecting signs:		1 for each business on premises; Aggregate area of 32 square feet	
Sandwich Board:		9 sq. ft. for each face	5 feet from side lot line; At least 4 feet of clear sidewalk maintained
Window and Directory: <i>In accord with Sections 6-2.1.6 and 6-2.1.9</i>			
C Monument signs:	8 feet	Total 60 sq. ft. per sign; For combined three or more contiguous businesses up to 75 sf; Not more than one monument sign per lot, except lots with 100 feet or more of street frontage ² ;	25 feet from side or rear property line when adjacent to an R district;
Freestanding signs:	20 feet	Total 40 sq. ft. per sign; For combined three or more contiguous businesses up to 60 sf.; Not more than one monument sign per lot, except lots with 100 feet or more of street frontage ² ;	25 feet from side or rear property line when adjacent to an R district;

¹ commercial signs permitted in accord with requirements for the C district

² on corner lots with street frontages of 100 feet or more, one ground sign per street frontage is permitted, but in no case more than four. Any such signs in excess of one sign shall not exceed 12 square feet.

Summary of Permitted Sign Dimensions by Zoning District (continued)

District	Maximum Height	Maximum Area	Minimum Setback
C (continued) Wall and painted signs:	Not lower than 8 ft; not higher than parapet	Not more than 3 in number; Aggregate area of 100 sq. ft. or 10% of wall area, whichever is less	
Sandwich Board:		9 sq. ft. for each face	5 feet from side lot line; At least 4 feet of clear

Shopping center sign:	20 feet (freestanding) 15 feet (monument)	90 sq.ft. without tenant listings; 60 sq. ft. with tenant listings	sidewalk maintained
Window and Directory: <i>In accord with Sections 6-2.1.6 and 6-2.1.9</i>			
LI			
Monument signs:	8 feet	Total 50 sq. ft. per sign; For combined three or more contiguous businesses up to 75 sf; Not more than one monument sign per lot, except lots with 100 feet or more of street frontage ² ;	
Wall and painted signs:		1 for each wall fronting on a street; shall not exceed 100 sq.ft. or 10% of area of wall on which it is placed, whichever is less.	
Projecting signs:		Permitted if there are no other signs; 1 for each business on the premises and limited to 50 sq. ft.	
Directory: <i>In accord with section 6-2.1.9</i>			
Industrial Park sign:	15 feet	75 sq.ft. with or without tenant listings	
HD	Same as underlying base zoning district; Signs require Certificate of Appropriateness from ARB		
FPD	Same as underlying base zoning district		

¹ on corner lots with street frontages of 100 feet or more, one ground sign per street frontage is permitted, but in no case more than four. Any such signs in excess of one sign shall not exceed 12 square feet.

6-2.3 Sign Regulations for the R-40, R-E, R-15, R-10, R-6 Residential Districts

6-2.3.1. In addition to the regulations set forth in Section 6-1 and 6-2.1 above, the following sign regulations shall apply to the R-40, R-E, R-15, R-10, and R-6 Zoning Districts. Only the following signs are permitted:

1. Monument
2. Wall (also see section 6-2.1.4)
3. Projecting (also see section 6-2.1.5)

4. Window (also see section 6-2.1.6)
5. Painted (also see section 6-2.1.7)

6-2.3.2 All sign structures in these districts shall be set back from any street line at least one-half the distance required for the main building, and twenty-five (25) feet from any side lot line, except temporary signs. No sign structure may be erected to a height exceeding eight (8) feet nor be illuminated.

6-2.3.3. Total sign area per lot may not exceed eight (8) square feet.

6-2.3.4. A single commercial sign may be approved for a business located on an arterial road that was approved by issuance of a special use permit in the R-10 District. A non-illuminated wall or window sign, not to exceed one sign, shall not exceed eight (8) square feet.

6-2.4 Signs Regulations for the RT, RMF, and PUD Districts

6-2.4.1. In addition to the regulations set forth in Section 6-1.5, the following sign regulations shall apply to the RT, RMF, and PUD Zoning Districts. Only the following signs are permitted:

1. Monument
2. Wall (also see section 6-2.1.4)
3. Projecting (also see section 6-2.1.5)
4. Window (also see section 6-2.1.6)
5. Painted (also see section 6-2.1.7)

6-2.4.2. All sign structures in this district shall be set back ten (10) feet from any street line, and ten (10) feet from any side lot line, except temporary signs. No sign structure may be erected to a height exceeding eight (8) feet, and any illuminated sign shall conform to Section 6-1.8 of this Article.

6-2.4.3. Total sign area per lot shall not exceed eight (8) square feet.

6-2.4.4. Commercial signs in PUD districts shall be permitted only within approved commercial areas in such districts, and shall be subject to the regulations in Section 6-2.6 of this Article. Signs for commercial uses located in the RT and RMF zoning districts are permitted, but shall be limited to eight (8) square feet in area per lot.

6-2.5 Signs Regulations for the RO, PSP and CBD Districts

6-2.5.1. In addition to the regulations set forth in Section 6-1.5, the following sign regulations shall apply to the RO, PSP and CBD Zoning Districts. Only the following signs are permitted:

1. Monument signs, if there are no projecting signs on the premises
2. Wall (also see section 6-2.1.4)
3. Projecting signs if there are no monument signs on the premises (also see section 6-2.1.5)
4. Painted (also see section 6-2.1.7)
5. Directory
6. Sandwich board
7. Window (also see section 6-2.1.6)

6-2.5.2. All Monument ~~Ground~~ sign structures in the RO and PSP districts may be located no closer than ten (10) feet from the right-of-way line of any street. All monument signs in the CBD may be located no closer than the right-of-way line of any street. Any illuminated sign shall conform with Section 6-1.8 of this Article.

6-2.5.3. Monument signs where permitted are subject to the following limitations:

1. Each sign shall be located at least twenty-five (25) feet from any side or rear property line adjacent to an R zone.
2. Each sign located in a parking area shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
3. Each sign may not exceed eight (8) feet in height.
4. Each sign may not exceed thirty-two (32) square feet in area.
5. No more than one (1) sign is permitted per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one ground sign per street frontage, but in no case more than four. Any such signs in excess of one sign may not exceed 12 square feet.

6-2.5.4. Wall and painted signs may not exceed three (3) in number and may not exceed an aggregate area of one hundred (100) square feet for each wall fronting on a street or ten (10) percent of the area of the wall on which they are placed, whichever is less.

6-2.5.5. Projecting signs are permitted if there are no ground signs, one (1) for each business on the premises, and the aggregate area of all projecting signs on the premises may not exceed thirty-two (32) square feet. All projecting signs shall conform with Sections 6-1.6.15 and 6-2.1.5 of this Ordinance.

6-2.5.6. One sandwich board sign may be approved by the Zoning Administrator for each business in a building that has its own exclusive access to a public sidewalk or street zoned Central Business District and for which a ground sign is not permitted. The Zoning Administrator shall assure that the regulations set forth below are met and that the sign is consistent with the statement of intent of the zoning district within which it is located. In addition, the following regulations apply to all sandwich board signs:

- (1) The area of each face of the sign may not exceed nine (9) square feet. The total area of each face of the sign shall be the same in size and may not exceed three (3) feet in width and three (3) feet in height. No extensions or projections are permitted.
- (2) A sandwich board sign may not be located closer than five (5) feet from a side lot line. A sandwich board sign may be located in a public right-of-way that is adjacent to the building where the business is located, provided at least four (4) feet of clear sidewalk width is maintained. No sign may be located within a parking area, interfere with any sight distance area, or obstruct the loading or unloading of any passenger or commercial vehicle.
- (3) Sign information shall be securely affixed to both faces of the sign. Message content may be changed without additional approvals. Each face shall contain the same information.
- (4) A sandwich board sign shall be made of wood and shall be constructed in a sturdy and secure manner.
- (5) A sandwich board sign may not be illuminated in any manner.
- (6) A sandwich board sign may be displayed only when the business is open. The sign shall be stored indoors at all other times.
- (7) A sandwich board sign may be removed by the Zoning Administrator or designee if he finds that the sign violates any of the regulations contained within this article.
- (8) Such a sign located within a public right-of-way may be removed without notice if the Town Manager or his designee finds that the sign is a public nuisance or if it is in the way of Town operations.
- (9) One (1) chalk/white board may be approved by the Zoning Administrator for each building on a lot zoned Central Business District. The board must be attached to the building and may not exceed three (3) square feet in area.

6-2.6 Signs Regulations for the C District

6-2.6.1. In addition to the regulations set forth in Section 6-1.5, the following sign regulations shall apply to the C (Commercial) Zoning District. Only the following signs are permitted.

1. Monument
2. Wall (also see section 6-2.1.4)
3. Painted (also see section 6-2.1.7)
4. Shopping Center (also see section 6-2.1.8)
5. Directory (also see section 6-2.1.9)

6. Window (also see section 6-2.1.6)
7. Sandwich Board
8. Freestanding

6-2.6.2. All monument and freestanding sign structures in these districts may be located no closer than ten (10) feet from the right-of-way line of any street. Any illuminated signs shall conform with Section 6-1.8 of this Article.

6-2.6.3. Monument signs for individual uses, where permitted, are subject to the following limitations:

1. Each sign shall be located at least twenty-five (25) feet from any side or rear property line adjacent to an R zone.
2. Each sign located in a parking area shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
3. Each sign may not exceed eight (8) feet in height.
4. Each sign may not exceed sixty (60) square feet in area. As an alternative to the permitted shopping center sign, a group of three (3) or more contiguous businesses or uses may combine permitted monument sign area to provide a single monument sign advertising the group if there are no other signs and if the combined sign area does not exceed seventy-five (75) square feet.
5. No more than one (1) monument sign may be permitted per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one monument sign per street frontage but in no case more than four. Any such signs in excess of one sign, may not exceed 12 square feet.

6-2.6.4. Freestanding signs for individual uses, where permitted, are subject to the following limitations:

1. Located at least twenty-five (25) feet from any side or rear property line when adjacent to an R zone.
2. Shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
3. Sign and structure may not exceed twenty (20) feet in height.
4. Sign may not exceed forty (40) square feet in area. As an alternative to the permitted shopping center or industrial park sign, a group of three (3) or more contiguous

businesses or uses may combine permitted freestanding sign area to provide a single freestanding sign advertising the group if there are no other signs and if the combined sign area does not exceed sixty (60) square feet.

5. No more than one (1) freestanding sign per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one freestanding sign per street frontage. The second sign on a corner lot with street frontage of 100 feet or more, may not exceed 12 square feet.

6-2.6.5. Wall signs, painted or otherwise, are limited to three (3) in number and may not exceed an aggregate area of one hundred (100) square feet for each wall fronting on a street or ten (10) percent of the area of the wall on which they are placed, whichever is less. (also see section 6-2.1.4)

6-2.6.6. One (1) sandwich board sign may be permitted for each business in a shopping center. In addition, the following regulations apply to all sandwich board signs:

- (1) The area of each face of the sign may not exceed nine (9) square feet. The total area of each face of the sign shall be the same in size and may not exceed three (3) feet in width and three (3) feet in height. No extension or projections are permitted.
- (2) The sign must be placed on the sidewalk adjacent to the building that the business is located in, provided that at least four (4) feet of clear sidewalk is maintained.
- (3) Sign information shall be securely affixed to both faces of the sign.
- (4) The sign shall be constructed in a sturdy manner and not be illuminated.
- (5) The sign may be displayed only when the business is open. The sign shall be stored indoors at all other times.

6-2.7 Signs Regulations for the I District

6-2.7.1. In addition to the regulations set forth in Section 6-1.5, the following sign regulations shall apply to the L Zoning District. Only the following signs are permitted:

1. Monument
2. Wall (also see section 6-2.1.4)
3. Painted (also see section 6-2.1.7)
4. Industrial Park (also see section 6-2.1.8)
5. Directory
6. Projecting signs

6-2.7.2 All monument signs in this district may be located no closer than ten (10) feet from the right-of-way line of any street. Any illuminated sign shall conform with Section 6-1.8 of this Article.

6-2.7.3. Monument signs where permitted are subject to the following limitations:

1. Each sign shall be located at least twenty-five (25) feet from any side or rear property line when adjacent to an R zone.
2. Each sign located in a parking area shall have a concrete or asphalt curb island protecting the sign against damage when located in a parking area.
3. Each sign may not exceed eight (8) feet in height.
4. Each sign may not exceed fifty (50) square feet in area. In addition to the permitted industrial park sign, a group of three (3) or more contiguous businesses or uses may combine permitted monument sign area to provide a single ground sign and advertising the group if there are no other monument signs and if the combined sign area does not exceed seventy-five (75) square feet.
5. No more than one (1) monument sign is permitted per lot, except on corner lots with street frontages of 100 feet or more, which are permitted one monument sign per street frontage but in no case more than four. Any such signs in excess of one sign, may not exceed 12 square feet.

6-2.7.4. Wall signs, painted or otherwise, are limited to one (1) for each wall fronting on a street and may not exceed an area of one hundred (100) square feet or ten (10) percent of the area of the wall on which it is placed, whichever is less.

6-2.7.5. Projecting signs are permitted if there are no other signs. One (1) sign is permitted for each business on the premises and shall be limited in area to fifty (50) square feet. (also see section 6-2.1.5)

6-2.7.6. No billboards of any kind shall be permitted.

6-2.8 Signs Regulations for the HD District

Sign regulations are the same as for the underlying base residential district, except that properties within the Historic Overlay District and the Historic Corridor Overlay District require a Certificate of Appropriateness from the Architectural Review Board for all signs requiring a sign permit, prior to the issuance of a sign permit by the Zoning Administrator (Sections 3-5.3 and 3-5.4). Sign requests are considered relative to the individual characteristics of buildings, existing signage, and site conditions. Sign regulations established by this Article represent maximum permitted signage and may be reduced, as deemed appropriate by the Architectural Review Board, to meet the provisions of Sections 3-5.3 and 3-5.4.

6-2.9 Signs Regulations for the FPD District are the same as for underlying base district

6-3 Administrative Provisions

6-3.1 Sign Permits and Application Process

6-3.1.1 General Permit Requirements

A sign permit must be obtained from the Zoning Administrator before any sign is constructed, displayed, erected, altered, installed, used, relocated, replaced or reconstructed. A sign permit for refacing a sign is required only if the sign is non-conforming.

A Certificate of Appropriateness from the Architectural Review Board is required before sign permits can be issued within the Historic District.

Any sign permit expires six (6) months after date of issuance unless the permitted sign has been erected as specified by the permit. Expiration of the sign permit necessitates reapplication, including repayment of required sign permit fees, under the sign regulations in effect at that time.

6-3.1.2 Application

Applications for sign permits must be filed with the Zoning Administrator on forms provided by the Town, accompanied by a filing fee as established by the Town Council under separate resolution, and shall contain the following information:

1. Name and mailing address of the sign owner and sign erector
2. Location address, building and street frontage in linear feet of property on which sign is to be erected
3. Type of sign and sign structure and general description of structural design and construction materials
4. Drawings showing the height, sign perimeter and area dimensions, means of support, method of illumination if any, landscaping, and design for the existing and proposed sign(s), including letters, figures, artwork, etc.
5. A record plat plan or drawing showing dimensions of building and relationship of building and/or sign to adjacent property lines, sidewalks, streets, intersections and buildings
6. Any other information that the Zoning Administrator may request to ensure compliance with the provisions of this Ordinance and other applicable Town regulations
7. Name, mailing address and phone number of property owner. The property owner or legal representative of the owner must sign all signage applications.

6-3.1.3 Permit Expiration

A sign permit shall expire and become null and void if the sign is not erected within a period of six (6) months from the date the permit is issued.

An application for one extension period of six (6) months may be made to the Zoning Administrator prior to expiration of the original permit. Such an extension may be granted only if the proposed sign is in accordance with all current applicable regulations. In no case shall a permit be valid for more than a total of 12 months without the authorized sign being erected.

6-3.1.4 Special Use Permits

The Town may grant a Special Use Permit to allow an increase in the height of a sign where, in its opinion, the provisions of this Article would cause a hardship by virtue of topography. The purpose of such a permit shall be to allow as much, but not more, visibility as the sign would have if located on level ground.

As part of a Special Use Permit approval, the Town may impose stricter sign requirements as a condition of approval.

6-3.1.5 Violation and Revocation of Sign Permit.

The Zoning Administrator may revoke a permit or approval if it is found that there has been concealment or misrepresentation of material facts in either the application or plans submitted.

Failure to adhere to the requirements of this Ordinance in the construction and maintenance of a sign shall void any sign permit issued, and said sign or structure shall be removed by the property owner forthwith.

6-3.2 Construction, Maintenance and Removal

6-3.2.1. Building Code Compliance.

All signs shall be constructed in compliance with the Uniform Statewide Building Code and any other Town building regulations.

6-3.2.2. Maintenance

All signs, sign components and supports shall be maintained in good repair and in safe, condition.

6-3.2.3. Repair or Removal of Unsafe or Hazardous Signs.

The Zoning Administrator may order the removal or repair of any sign that, has become insecure, in danger of falling or otherwise unsafe, or presents a threat to the public safety.

6-3.2.4. Removal of Illegal or Obsolete Signs.

1. Removal of Illegal Signs. The Zoning Administrator may order the removal of any illegal sign.. Notice and enforcement of such a violation shall be accordance with Article 11 of this Ordinance.
2. Removal of Obsolete Signs. Any sign that is obsolete or abandoned because of discontinuance of the advertised activity, damage to the use, structure or sign, or any other reason which would cause the sign to be obsolete, shall be removed by the property owner within sixty (60) days from the termination of such activities. Obsolete or abandoned signs are prohibited and the advertising sign shall be removed by the owner of the sign or property owner. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management of such business shall not be deemed abandoned unless the property remains vacant or unused for that activity for a period of two (2) years or more.

6-3.3 Nonconforming Signs

- 6-3.3.1 Any sign that was lawfully in existence at the time of the effective date of this Ordinance that does not conform to the provisions herein, and any sign that is accessory to a nonconforming use, shall be deemed a nonconforming sign and may remain on a lot of record except as qualified below. No nonconforming sign shall be enlarged, extended, structurally altered or reconstructed in any manner, except to bring it into full compliance with these regulations, except that these regulations shall not prohibit the replacement of the content of a sign without the modification of its size, location or configuration.
- 6-3.3.2. Nonconforming signs may remain on a lot of record, provided they are kept in good repair, except for the following:
 1. Change or Discontinuation of Use. Whenever a change or discontinuation of use occurs upon a lot that contains a nonconforming sign, and such change or discontinuation of use continues for more than two (2) years, such sign may not remain without being modified in such a manner as to be in full compliance with these sign regulations. Nothing in this section shall restrict the ability to replace the content of a sign without changing its size, location or configuration.
 2. Relocation. No nonconforming sign may be moved on the same lot or to any other lot unless such change in location will make the sign conform to the provisions of this Ordinance.

3. **Damage or Destruction of Sign.** A nonconforming sign that is destroyed or damaged to an extent exceeding 50 percent of its fair market value may not be repaired, altered, replaced or reinstalled unless it is in conformance with these regulations. If the damage or destruction is 50 percent or less of the fair market value, the sign may be restored within two years of the destruction, but may not be enlarged in any manner. Procedures for removal of such signs shall be as set forth in Section 6-3.2.4.2.
4. **Damage or Destruction of Use or Structure.** A nonconforming sign shall be removed if the use or structure to which it is accessory is destroyed or demolished to an extent exceeding 50 percent of the principal structure's fair market value. Procedures for removal of such signs shall be as set forth in Section 6-3.2.4.2.
5. **Removal of Abandoned Nonconforming Signs.** After making a reasonable attempt to notify the property owner, the Town may order the removal of a nonconforming sign that has been abandoned. Such notice shall conform with Section 11-3.2.2 of this Ordinance. For the purposes of this section, a sign is considered abandoned if the business for which the sign was erected has not been in operation for a period of at least two (2) years,. If following such a two year period, the Town has made a reasonable attempt to notify the property owner, via certified mail to the last known address as listed in the property records, the Town may remove nonconforming signs and charge the cost of removal to the owner.