

Article IX Signs

The intent of this Article is to allow the erection of signs, for the purposes of providing information and advertising, in an orderly, effective and safe manner. The purpose is to protect the public from hazardous and distracting displays and to create an attractive environment conducive to business, industrial, residential and tourist related uses.

Section 10-901 General Regulations

- A. Any sign not specifically listed, **is not permitted**, with the following exceptions. However, any sign located within a Public Right-of-Way is subject to City Council approval:
1. Signs necessary to protect the public welfare; including, but not necessarily limited to traffic control devices and directional signs deemed essential for the public welfare and safety by municipal and State agencies.
 2. Signs required by Federal, State, or City governments.
 3. Signs for historical associations and historical monuments.
 4. Entrance/Exit and other directional signs (devoid of advertising), each not greater than 1.5 s.f. in area, are allowed, as long as, these are located so as not to create a traffic safety hazard or to block line of sight from a motor vehicle.
 5. Display signs, not greater than two s.f., pertaining to churches, service clubs or civic associations may be erected or displayed within all business, industrial, airport districts and in the Overlay District Office Research component and by Special Exception, in Residential and Mixed Residential districts and the Overlay District Mariner's Village component. For the purpose of this Section, civic and service organizations shall be defined as nonprofit establishments organized by a group of local citizens.
 6. "Special Event Signs" are signs which are limited to one consecutive seven day period every three months, for a total of four events per year. If a sign is not used in a quarter it shall not be carried over to the next quarter. These signs shall not be included in the calculation for aggregate signage on a lot. To be authorized, all of the following conditions must be met:
 - a) The sign(s) are located on the same lot as the event;
 - b) The sign(s) shall not be limited to size or location, but shall not be placed in such a manner as to create a traffic safety problem;
 - c) The sign(s) are removed at the end of the event; and,
 - d) A Sign Permit shall be obtained for the sign from the Code Official.

- B. Sign requirements for marquees: A marquee for the purpose of this Section is a structure over and in front of an entrance to a building, designed and extended for shelter. No sign shall be placed upon a marquee; unless, displayed on or around the outside faces or edges of the marquee. The lettering within such signs shall not be over 1.5 feet high. This sign area shall be included in the maximum aggregate sign area allowed for said property.
- C. No sign shall be permitted on lots within residentially zoned areas, except, traffic-control and traffic-directional signs or signs as allowed in Section 908 Table 14 Signs.
- D. Signs shall not be permitted to be painted upon or affixed to any object within a public right of way, a community facility or a public recreational area; except, signs essential for the public safety and welfare.
- E. No roof signs shall be permitted. A roof sign is defined as any sign that is:
 - 1. Located above the level of the eaves on pitched or gambrel roofs;
 - 2. Located above the building's roof deck on a building with a flat roof;
 - 3. Located above the top of the vertical wall of a building with a mansard roof;
 - 4. A sign located on a parapet wall (regardless of the height of that wall).
- F. All free-standing and projecting signs shall be located in such a manner so as not to block line of sight from a motor vehicle or from pedestrian foot traffic.
- G. In all Business, Industrial, Airport and Overlay districts, decorative flags and banners depicting a product sold or a service rendered, shall be considered a sign and shall comply with all the requirements of this section.
- H. Measurements of free standing signs: This shall include the area of all boards, panels or sheets of materials, but does not include the supporting posts or structural element outside the limits of such perimeter which does not form an integral part of the display.
- I. Measurement of signs: This shall include the entire area within a continuous perimeter enclosing the extreme limits of the actual letters and characters. (See Article I for illustration.)

Section 10-902 *Sign Permits*

- A. No sign shall be erected without a sign permit issued by the Code Official; except, in accordance with the provisions of this Ordinance or a decision by the Board of Adjustment.
- B. No sign permit will be issued for any premises on which there is an outstanding violation of any part of this Ordinance.

Section 10-903 *Illumination and Motion of Signs*

- A. Signs, any part of which moves or flashes, and all signs with traveling light(s) are **prohibited**. Beacons, rotating and flashing lights shall be **prohibited**; except, where such lighting devices are deemed necessary for the public safety and welfare by Federal, State or Municipal authorities. Sources of light directed toward the illumination of all exterior signs shall be shielded in such a way that said source of light is not visible three feet above grade at the lot line. A sign or its illuminator shall not by reason of its location, shape or color interfere with public traffic or be confused with or obstruct the view or effectiveness of any official traffic signal or traffic marking. (See Article V as well.)
- B. All signs; except, signs in a residential district or temporary real estate and contractor's signs, maybe illuminated, either internally or externally, except as otherwise prohibited by this Ordinance (See Article V and X as well.)

Section 10-904 *Temporary Signs*

- A. New businesses may use temporary signs while awaiting arrival of permanent signage, however, there shall be allowed only until permanent signage is installed or for sixty days, whichever is the shorter period of time, and shall be limited to the same area and yard requirements as the permanent signage. A permit must be obtained for a temporary sign from the Code Official.

Section 10-905 *Maintenance and Obsolescence*

- A. All signs and sign structures shall be properly maintained and kept in a neat and proper state of maintenance and appearance. All signs of any type and located within any district which are found by the Code Official to be in a state of disrepair, illegible or are considered dangerous, shall be repaired or removed. Upon failure to comply with an order to repair or remove said sign(s) within thirty days, the Code Official is hereby authorized to cause removal of this sign(s) and any expense resultant thereto shall be borne by the owner of the property on which the sign(s) is located.

Section 10-906 *Multi-Use Shopping Centers Equal to or Greater Than 100,000 Square Feet in Gross Floor Area*

- A. Multi-Use Shopping Centers equal to or greater than 100,000 sf of gross floor area on a single lot, shall submit a Signage Master Plan to the Planning Board for approval in conjunction with a request for Site Review approval. Any Variance request shall be obtained prior to said submission from the Board of Adjustment. The following signage standards shall apply:
 - 1. Free Standing Signs
 - a) Primary Entrance Sign shall be allowed a maximum of 150 s.f. of sign area with a minimum yard to all property lines of at least 25 feet and a maximum height of 25 feet.

- b) Secondary Entrance Sign(s) shall be allowed a maximum of 75 s.f. of sign area, with a minimum yard to all property lines of at least 25 feet and a maximum height of 20 feet.
2. Attached Signs
- a) Anchor Store(s) equal to or greater than 30,000 square feet of gross floor area are allowed:
 - (1) 1 1/4 square feet of signage for each linear foot of store frontage for anchor store fronts with less than a 300 foot yard to the front property line.
 - (2) 1 1/2 square feet of signage for each linear foot of store frontage for anchor store fronts with equal to or greater than a 300 foot yard to the front property line.
 - b) All other stores
 - (1) 1 s.f. of signage for each linear foot of store frontage.
3. "Out Lot" Signs: For the purpose of this Ordinance "Out Lot" is a free-standing building located on the same lot as the remainder of the development.
- a) Monument Sign
 - (1) Shall not be greater than 25 s.f. in area.
 - (2) Shall have a solid base on grade.
 - (3) Shall not be higher than 6 feet from the average grade of the parking lot.
 - (4) Shall not be located closer than 200 feet to any freestanding sign on the property.
 - b) Attached Signs
 - (1) Shall be allowed 1 s.f. of signage for each linear foot of store frontage. In the case where the store fronts on two or more public ways the smaller of the store fronts shall apply.

Section 10-907 Multi-Use Shopping Centers Less than 100,000 Square Feet in Gross Floor Area

- A. Multi-Use Shopping Centers with less than 100,000 sf of gross floor area on a single lot, shall submit a Signage Master Plan to the Planning Board for approval. Any Variance

request shall be obtained prior to said submission from the Board of Adjustment. The following signage standards shall apply:

1. Free Standing Sign
 - a) An entrance sign shall be allowed a maximum of 150 s.f. of sign area with a minimum yard to all property lines of at least 20 feet and a maximum height of 20 feet.
2. Attached Signs
 - a) Anchor stores equal to or greater than 30,000 square feet of gross floor area are allowed:
 - 1) 1 1/4 square feet of signage for each linear foot of store frontage for anchor store fronts with less than a 300 foot yard to the front property line.
 - 2) 1 1/2 square feet of signage for each linear foot of store frontage for anchor store fronts equal to or greater than a 300 foot yard to the front property line.
 - b) All other stores
 - 1) 1 s.f. of signage for each linear foot of store frontage.
3. "Out Lot" Signs: For the purpose of this Ordinance "Out Lot" is a free-standing building located on the same lot as the remainder of the development.
 - a) Monument Sign
 - 1) Shall not be greater than 25 s.f. in area.
 - 2) Shall have a solid base placed directly on the ground.
 - 3) Shall not be higher than 6 feet from the average grade of the parking lot.
 - 4) Shall not be located closer than 200 feet to any free standing sign on the property.
 - b) Attached Signs
 - 1) Shall be allowed 1 1/2 s.f. of signage for each linear foot of store frontage. In the case where the store fronts on two or more public ways the smaller of the store fronts shall apply.

City Council Adopted: 18 December 95

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