

Commercial Sign Regulations User Guide

The purpose of the Town’s sign regulations is to protect free speech, promote attractive and creative signs that preserve the physical appearance and esthetic quality of the Town while reducing sign distraction or conflicts with signs and other traffic control devices, thus providing appropriate identification and protection of property value. These regulations are not applicable to street address, building directories, warning signs, identification of utilities, municipal or government sanctioned displays, and historic information. Signs are not permitted in the right-of-way, in sight distance triangles, on utility poles or on roofs. – *The sign regulations are structured in a “top-down” format, meaning that the general standards apply to all signs unless otherwise provided for the specific sign type or location. Similarly, general standards for permanent freestanding and attached signs apply unless more specific standards are provided for the sign type proposed.*

Sign Area Computation

Maximum Total Sign Area: The maximum size, in total square footage, of signage on a property is two (2) square feet for every one (1) linear foot of building wall, measured along the building wall with the main entrance. In the event of there being multiple public entrances the longest building wall may be used. If the building wall is 35 linear feet or less the total square footage allowable for signs shall be 70 square feet. – *The total maximum sign area is utilized for determination of the square footage allowable for all proposed signs on a property.*

Surface Area Calculation: The surface area of a sign is determined by measuring an area encompassing all features, including letters, logos, graphics emblems and other features.

Changeable/Digital Copy: Changeable copy and digital signage is limited to 25% of the permitted sign surface area on one (1) freestanding signs per property, for the purpose of displaying supplemental messages and are permitted to alter messaging at no less than 90 minute cycles.

Table – Permitted Signs

Sign Type	Residential Zoning Districts	Commercial Zoning Districts	Industrial Zoning Districts	DC-1 & DC-2 Zoning Districts
Permanent Freestanding Signs				
Column Sign		P	P	
Decorative Banner		A	A	A
Flag	P / A	P / A	P / A	P / A
Ground Sign	P	P	P	P
Integrated Center Sign		P	P	
Menu Board Sign		A	A	
Monolithic Sign	P	P	P	
Monument Sign	P	P	P	
Pole Sign				P
Traffic Control Devices on Private Property	A	A	A	A
Permanent Attached Signs				
Awning or Canopy Sign	P	P	P	P
Band Sign		P	P	P
Blade Sign		P	P	P
Building Name or Marker		P	P	
Heritage Sign		P		P
Marquee Sign				P
Suspended Sign		P	P	
Window Sign	P / A	P / A	P / A	P / A
Temporary Signs				
Banner Sign	P	P	P	P
Construction Sign	P	P	P	P
Off-Premise Sign	P	P	P	P
Sandwich Board Sign	A	A	A	A
Sign on Vehicle		A	A	
Sign Spinner		A	A	
Temporary Sign with Appurtenances	A	A	A	
Yard Sign	A	A	A	A

Legend
P – Sign Requiring a Permit
A – Sign Not Requiring a Permit

Permanent Freestanding Signs

General Applicability: One (1) permanent freestanding is permitted per property with a maximum surface area of 48 square feet.

General Maximum Height: The maximum height of a permanent freestanding sign is 15 feet when located more than 10 feet from the right-of-way, or 42 inches when located between 3 (three) and 10 feet from the right-of-way. – *Certain specific freestanding sign types have greater or lesser maximum allowable heights.*

Refer to the Town's LDO for regulations applicable to specific permanent freestanding sign types, as listed in the Permitted Signs Table.

Permanent Attached Signs

General Applicability: The total maximum size/area of permanent attached signs on a building wall is 15% of the façade of the building wall where located. If more than one (1) attached sign is utilized, the maximum size of each sign is 30 square feet. The maximum projection of an attached sign from a building wall is 12 inches.

Refer to the Town's LDO for regulations applicable to specific permanent attached sign types, as listed in the Permitted Signs Table.

Sign Regulations Applicable in Certain Zoning Districts

DC-1 & DC-2 Zoning District: Signs in the downtowns shall meet regulations specifically tailored for the character and scale of development.

Residential Zoning Districts: Signs for nonresidential uses (commercial) where located in residential zoning districts shall meet regulations crafted to protect existing and future residential development by ensuring signs are developed in a form more natural to the area.

Refer to the Town's LDO for regulations applicable to specific sign regulations applicable for commercial signs in these zoning districts.

Temporary Signs

Banner Sign: A banner sign shall not exceed 32 square feet in size and shall be 10 feet from back of curb or attached to the building for which the banner is intended. Not more than one (1) banner sign is permitted at any time for a maximum of 14 calendar days. A maximum of five (5) temporary sign permits are permitted per calendar year, with a minimum of 30 days between displays.

Off-Premise Sign: An off-premise sign shall not exceed six (6) square feet in size and 42 inches in height, and shall be located five (5) feet from the back of sidewalk or 10 feet from edge of pavement travel lane where no sidewalk exists. A maximum of four (4) off-premise signs are permitted, from 5PM on Friday through 9 AM on Monday.

Sandwich Board Sign: A sandwich board sign shall not exceed six (6) square feet per side and 42 inches in height. One (1) sign is permitted on the property of a business only during business hours, without interfering with a minimum five (5) foot clear sidewalk or pedestrian travel way.

Refer to the Town's LDO for regulations applicable to specific temporary sign types, as listed in the Permitted Signs Table.

Home Occupation Signs

Town Limits: Properties within the Town limits are not permitted to have on-premise signage.

Extraterritorial Jurisdiction (ETJ): Residential properties in the ETJ are permitted one (1) sign advertising a home occupation. This sign cannot exceed four (4) square feet per side, cannot be higher than four (4) feet above grade, shall be constructed of wood, and without illumination.

This document is not intended to supersede the Town's Code of Ordinances and/or Land Development Ordinance. For a full list of sign regulations please refer to Article L Signs of the Town's LDO.