



Dear Applicant,

Attached please find information regarding sign permits for the Town of Summerville. All requests must go before the Commercial Design Review Board (CDRB). The Chairman of that Board will review applications for approval as they are received. If the chairman finds it necessary, the request will have to go to the full Board for review at their next regularly scheduled meeting. A \$25 fee will be assessed at the time the sign permit is purchased, even if the application does not have to go before the full Board for review. Attached are the sign review application and a permit application along with a CDRB meeting schedule and the pertinent Town Zoning Ordinances.

All applications are required to be routed through the Planning Department before being submitted to the CDRB Chairman. The Planning Department is located at Town Hall on 200 South Main Street. Completed applications and the accompanying required information must be submitted to the Town Planner, Jessi Shuler, in person, by mail, or by email. She can be reached at 851-4217 or by email jshuler@summervillesc.gov.

The following is information which must be included with the completed sign review application:

- Business owner's name and phone number
- Name of business
- Street address of business
- Sign company name and phone number
- Cost of sign and cost of installation
- Number of signs applying for
- Number of signs the business already has
- If the business has existing signs and will be keeping them, drawings are required for each sign with dimensions of the sign and letters or graphics shown on the drawings.
- If business is stand alone or part of a shopping center
- Width and height of business face (distances from wall to wall, floor to roof on all applicable elevations).
- Materials to be used on the sign (plastic, metal, wood, etc.)
- Size of sign (height, width, thickness)
- Type of illumination of sign, if any
- Photos of the storefront in relation to adjacent businesses
- Photos of the specific location of the proposed or existing signs on the property or building
- Photos of the actual sign if it already exists or computer-generated images of what the sign will look like (superimposed on building if possible)
- Drawings of sign showing dimensions of sign, size of letters, inches or feet between individual letters, inches or feet between words, style of letters, size of logo (if applicable)
- If monument sign, engineered drawings of footers
- If freestanding sign, specific landscaping materials to be planted at the base of the sign
- If freestanding sign, site plan showing the location of the sign and the distance of the sign from the right-of-way
- **Completed permit application (only the applicable sections need to be filled out).**

2016 CDRB Meeting Schedule

	<u>Submittal Deadline</u>	<u>Meeting Date</u>
January	6-Jan	21-Jan
February	3-Feb	18-Feb
March	2-Mar	17-Mar
April	6-Apr	21-Apr
May	4-May	19-May
June	1-Jun	16-Jun
July	6-Jul	21-Jul
August	3-Aug	18-Aug
September	31-Aug	15-Sep
October	5-Sep	20-Oct
November	2-Nov	17-Nov
December	30-Nov	15-Dec

Meetings 3rd Thrs begin at 4pm at Town Hall (200 S. Main St.)
Fees apply

Design Review Fee. Review fees are paid at submission of the preliminary application and shall be set as follows:

Fee Schedule:

Conceptual	No Charge
0-5 acres	\$100.00
6-10 acres	\$150.00
11-20 acres	\$200.00
21-50 acres	\$300.00
51-100 acres	\$400.00
100+ acres	\$400.00 + \$2.00 per each acre or portion thereof over 100
Signs	\$25.00



TOWN OF SUMMERVILLE
SIGN REVIEW APPLICATION

<u>OFFICE USE ONLY</u>	
REVIEW FEE PAID _____	
DATE PAID _____	
PERMIT # _____	
AMOUNT DUE \$ _____	
DATE PAID _____	

TODAY'S DATE: _____

1. BUSINESS OWNER'S NAME _____ BUSINESS PHONE # _____

NAME OF BUSINESS _____ ALTERNATE PHONE # _____

STREET ADDRESS OF BUSINESS _____

SIGN COMPANY _____ SIGN CO. PHONE _____

SIGN COMPANY ADDRESS _____ SIGN CO. CONTACT PERSON _____

2. COST OF SIGN(S) \$ _____ SIGN INSTALLATION COST \$ _____ TOTAL COST \$ _____

3. HOW MANY SIGNS ARE YOU APPLYING FOR? _____

4. HOW MANY AND WHAT KIND OF SIGNS DOES THIS BUSINESS ALREADY HAVE? _____

5. IS THIS BUSINESS...

A. A STAND ALONE BUSINESS? (YES/NO) _____

B. PART OF A SHOPPING CENTER? (YES/NO) _____

IF YES, SHOPPING CENTER NAME: _____

6. WHAT IS THE WIDTH OF THE BUSINESS (DISTANCE FROM WALL TO WALL)? _____ FEET
WHAT IS THE HEIGHT OF THE BUSINESS FACE? _____ FEET

7. WHAT IS THE PROPERTY FRONTAGE ON THE ROAD? _____ FEET
(NOTE: Only For Shopping Centers Wishing To Erect A Freestanding Sign)

9. PLEASE ATTACH PHOTOS SHOWING

- A. THE STOREFRONT IN RELATION TO ADJACENT BUSINESSES;
- B. THE SPECIFIC LOCATION OF PROPOSED SIGN(S) ON THE PROPERTY OR BUILDING; AND
- C. THE ACTUAL SIGN IF IT ALREADY EXISTS.

10. PLEASE ATTACH DRAWINGS (TO SCALE IF POSSIBLE) OF EACH PROPOSED SIGN SHOWING

- A. WHAT THE SIGN WILL LOOK LIKE;
- B. ALL DIMENSIONS;
- C. WHERE COLORS WILL APPEAR; AND
- D. THE LOCATION ON THE PROPERTY (ON A PLAT) OF PROPOSED & EXISTING FREESTANDING SIGNS
- E. THE LOCATION ON THE BUILDING OF PROPOSED & EXISTING BUILDING SIGNS (SHOW SIGN(S) SUPERIMPOSED ON THE BUILDING IF POSSIBLE)

11. COMPLETE THE CHART ON THE NEXT PAGE. IF FORWARDED TO THE FULL BOARD FOR REVIEW, PLEASE PLAN TO ATTEND THE COMMERCIAL DESIGN REVIEW BOARD MEETING WHERE YOUR SIGN APPLICATION WILL BE REVIEWED (PLEASE SEE ATTACHED CDRB SCHEDULE FOR APPLICATION DEADLINES AND MEETINGS)

<u>OFFICE USE ONLY</u>	
<u>FREESTANDING:</u>	
MAX ALLOWED # OF SIGNS: _____	
MAX ALLOWED SIGN AREA: _____	
<u>BUILDING:</u>	
MAX ALLOWED SIGN AREA: _____	
FRONT: _____	
SIDES: _____	
REAR: _____	

INFORMATION TO PROVIDE	SIGN 1	SIGN 2 (if applicable)	SIGN 3 (if applicable)
MATERIALS (Metal, Plastic, Wood, Etc.)			
ILLUMINATION (Exterior, Interior, or Not Lighted)			
TYPE OF SIGN			
HEIGHT (Feet)			
WIDTH (Feet)			
AREA (Square Feet)			
ALL COLORS used on sign			
GRAPHIC (picture) on sign? (YES/NO)			
IF YES, SIZE OF GRAPHIC			
PROJECTION FROM BUILDING OR THICKNESS OF SIGN			
NUMBER OF STYLES OF LETTERING			
HEIGHT OF LETTERS			
IF MOUNTING INDIVIDUAL LETTERS, SPACE BETWEEN LETTERS			
IF MOUNTING INDIVIDUAL LETTERS, SPACE BETWEEN WORDS			
IF FREESTANDING SIGN DISTANCE OF SIGN FROM STREET CURB (in feet)			
IF FREESTANDING SIGN TOTAL HEIGHT ABOVE GRADE (in feet)			
IF FREESTANDING SIGN LANDSCAPING MATERIALS TO BE PLANTED AT BASE OF SIGN			

You hereby acknowledge receipt of a copy of the Town's sign regulations and the penalties for violation. Review them carefully to avoid violation of the sign regulations:

Article VI. Signs

Sec. 32-241. General provisions.

Sec. 32-242. Definitions.

Sec. 32-243. Signs for which a permit is not required.

Sec. 32-244. Regulations applying to specific types of signs.

Sec. 32-245. Signs permitted in R-1, R-2, R-3, R-5, B-1, AC and PUD districts.

Sec. 32-246. Signs permitted in B-2, B-3 and I-1 districts.

Sec. 32-247. Special shopping districts.

Sec. 32-248. Signs in old and historic district.

Sec. 32-249. Temporary event signs.

Sec. 32-250. Informational signs on public property.

Sec. 32-251. Sandwich boards and pedestal signs.

Sec. 32-252. Other signs forfeited.

Sec. 32-253. Administrative variances.

I certify the above information to be true and correct, and that I have reviewed and understand the attached ordinance information with regards to this application.

DATE

SIGNATURE OF APPLICANT

Office Use Only

Remarks: _____

APPROVAL: ZONING ADMINISTRATOR _____

ISSUED BY: _____ DATE: _____

APPLICATION FOR CONSTRUCTION PERMIT

TOWN OF SUMMERVILLE
 200 South Main Street
 Summerville, SC 29483
 Phone (843) 851-5200 Fax (843) 871-6954

Permit No. _____

Date _____

Name, Address & Phone Number of Owner of Property:

PHONE #: _____

County:		ARB:	
Tax Map No.:		Zoning:	
Lot #:		Subdivision:	

Will Owner Occupy It? Sell It? Rent It?
 Location of Building or Improvement (Address, City, State & Zip):

Type of Construction or Improvement:

New Alter Repair Add To Move Demolish

Use of Building or Improvement:

Contractor/Builder Name: _____
 Address: _____
 City, State & Zip: _____
 Telephone No.: _____ Alt. Telephone No.: _____
 SC State Lic. No. (As it appears on license.): _____
 Architect/Engineer: _____

Residential Single Family Duplex Apartment
 Commercial School Industrial Institutional
 Assembly Warehouse Manufacturing Utility
 Condo Other

Description of Work: _____

Insulation R-Values: Walls _____ Ceiling/Roof _____ Floors _____

Piping: _____ Ductwork: _____

Window Info.: DP Rating (min. is 35) _____ SHGC (max. is 0.40) _____ U-Factor (max. is 0.65) _____

of Plumbing Fixtures: _____ # of Electrical Amps: _____ Additional Wiring: YES NO (Please Circle)

of Tons HVAC: _____ # of Gas Taps: _____

COST: \$ _____ CONTRACT AMOUNT: \$ _____

******For new residential, the contract amount is the total sale price and a copy of the ACCA Manual J Calculations should be included with construction plans.**

FOR OFFICE USE ONLY

SPACE	@	AREA	CONSTRUCTION COST	SIZE / NUMBER	FEE	AMOUNT
Heated Area			\$		Administration	\$ 20.00
Unheated Area			\$		Building Fee	\$
Sporch			\$		Penalty Fee	\$
Porch/Deck			\$		Plumbing Fee	\$
Carpport			\$		Sewer Fee	\$
Other Area			\$		Gas Fee	\$
Other Area			\$		Electrical Fee	\$
Other Area			\$		Mechanical Fee	\$
					Plan Review Fee	\$
TOTAL			\$		Permit Total	\$
					Subtotal	\$
					Impact Fee	\$
					DOR-2 School Impact Fee	\$
					Total	\$

Where S.C. State Contractor's License is required by law, the signer certifies that such has been obtained.

Signed by Owner of Property, Contractor or Authorized Agent

Permit "Void", if work is not started within six (6) months of issue or if work is stopped for a period of six (6) months.

Permit card must be displayed in a prominent place in front of the building in accordance with instructions.

Permit Issued By: Building Official

ARTICLE VI. - SIGNS

Sec. 32-241. - General provisions.

- (a) The regulations set forth in this article shall apply and govern in all districts. No sign shall be erected, altered or maintained unless it is in compliance with the regulations of this article.
- (b) A permit shall be required for the erection, alteration or reconstruction of any sign unless otherwise noted and shall be issued by the department of planning and development.
- (c) Signs are reviewed for approval prior to permit issuance per Article III Section 32-141 with the application process to be determined by staff as appropriate.
- (d) All applications for signs requiring a permit, except for sandwich boards, informational and temporary event signs in the old and historic district defined by section 32-180, shall require approval of the board of architectural review according to the procedure as defined in article IV of this chapter.
- (e) All signs must be constructed of durable materials, maintained in good condition and shall not be permitted to become dilapidated or a hazard to the health, safety or general welfare of the community.
- (f) The zoning officer or designated agent shall require the property owner or tenant to remove, replace or repair the sign as is deemed appropriate by the zoning officer.
- (g) The purpose of this section is to provide comprehensive regulations for signs within the town that will eliminate confusing, distracting and unsafe signs, ensure the efficient transfer of information; and, enhance the visual environment of the town. It is declared that the regulation of signs within the town is necessary and in the public interest and also is related to the following goals:
- (1) To protect property values within the town;
 - (2) To protect the general public from damage or injury caused by, or partially attributable to the distractions and obstructions which result from improperly designed or situated signs;
 - (3) To provide a pleasing overall environmental setting and community appearance which is deemed vital to tourism and to the continued economic attractiveness of the town;
 - (4) To improve the legibility and effectiveness of commercial and governmental signs;
 - (5) To allow signs appropriate to the planned character of each zoning district; and
 - (6) To promote the public safety, welfare, convenience and enjoyment of the unique historic character of the town.
- (h) Any signs, display or device allowed under this article may contain, in lieu of any other copy, an otherwise lawful noncommercial message that does not direct attention to a business operated for profit, or to a commodity of service for sale, and that complies with size, lighting and spacing requirements of this article.
- (i) All signs shall comply with existing state and federal laws.

Sec. 32-242. - Definitions.

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

Abandoned sign means a sign which was erected on property in conjunction with a particular use which has been discontinued for a period of 60 days or more, or a sign the content of which pertains to a time, event or purpose which no longer applies.

Animated sign means any sign that uses movement or change of lighting to depict action or create a special effect or scene.

Banner means any sign of light-weight fabric or similar material that is permanently mounted to a pole or a building by a permanent frame or one or more edge. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners. Feather or Teardrop shaped flags shall be considered vertical banners.

Beacon means any light with one or more beams directed into the atmosphere or directed at one or more points not on the same zone lot as the light source; also, any light with one or more beams that rotate or move.

Building sign means any sign attached to any part of a building, as contrasted to a freestanding sign.

Canopy sign means any sign that is a part of or attached to an awning, canopy, or other fabric, plastic or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not a canopy.

Commercial message means any sign wording, logo, other representation that, directly or indirectly, names, advertises, or calls attention to a business, product, service or other commercial activity.

Flag means any fabric, banner or bunting containing distinctive colors, patterns or symbols, used as a symbol of government, political subdivision or other entity. Each lot is permitted to have one pole either attached or freestanding containing such flag. A flag may also be imprinted with a business' official logo.

Freestanding sign means any sign supported by structures or supports that are placed on, or anchored in the ground and that are independent from any building or other structure. Portable signs, pole signs and monument signs which fit these criteria are classified as a freestanding sign.

Incidental sign means a sign, generally informational, that has a purpose secondary to the use of the zone lot on which it is located, such as "no parking", "entrance", "loading only", "telephone" and other similar directives. No sign with a commercial message legible from a position off the zone lot on which the sign is located shall be considered incidental.

Monument sign means a low-profile, freestanding that may be externally illuminated, erected with its base on the ground, designed to incorporate design and building materials which compliment the architectural theme of the buildings on the site. A monument sign

shall not exceed eight feet in height from the ground level, including the base, and the width shall not exceed 15 feet, unless approved differently in a sign program, such as through a PUD.

Nonconforming sign means any sign lawfully existing at the adoption or amendment of this chapter may continue in use and be maintained in a proper manner but may not be changed or enlarged unless it is in conformity of all the requirements of this chapter.

Pennant means any light-weight plastic, fabric or other material, whether or not containing a message of any kind suspended from a rope, wire or string, usually in series, designed to move in the wind.

Person means any association, company, corporation, firm, organization or partnership, singular or plural, of any kind.

Portable sign means any sign which usually rests on the ground on wheels or metal legs, and may be temporarily anchored by cables attached to stakes driven into the ground.

Prohibited signs shall be defined by example as follows:

- (1) No sign displaying intermittent lights resembling the flashing lights customarily used in traffic signals or on police, fire or rescue vehicles is permitted, nor shall any sign use the words "stop", "danger" or any other word, phrase, symbol or character in a manner that might mislead or confuse an automobile or other vehicular driver.
- (2) Except as provided in this article, no signs, whether temporary or permanent, except traffic signs, signals and information signs erected by a public agency, are permitted within any street or highway right-of-way.
- (3) Signs painted on or attached to trees, fences and telephone or other utility poles or signs painted on rocks or other natural features or painted on the roofs of buildings are prohibited.
- (4) Signs which display intermittent or flashing lights or moving parts, except barber's poles, time/temperature signs and signs erected by a public agency.
- (5) Portable or mobile signs utilizing any type of illumination or electrical connections.
- (6) Signs that identify or advertise a product or business not located at the premises.
- (7) Signs that create a safety hazard by obstructing clear view of pedestrian and vehicular traffic.
- (8) Signs that display a message or graphic representation that is lewd, indecent or otherwise offensive to public morals.
- (9) Abandoned signs.
- (10) Searchlights and beacons.
- (11) Signs placed on vehicles or trailers which are parked or located for the primary purpose of displaying such sign. (This does not apply to allowed portable signs, lettering on buses, taxis or vehicles operating during the normal course of business.)
- (12) Inflatable signs and tethered balloons.
- (13) Strings of lights not permanently mounted to rigid background, except those exempt under section 32-243
- (14) Signs on street furniture (benches, trash cans, etc.) except for one sign of less than 64 square inches showing the donor of the item, provided that the item is accepted by the town.
- (15) Banners and pennants except as stated otherwise.
- (16) Neon signs. A sign manufactured utilizing neon tubing which is visible to the viewer.
- (17) Signs in marshes and wetlands and required buffers thereof.

Projecting sign means any sign affixed to a building or wall in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall.

Roof sign means any sign erected and constructed wholly on and over the roof of a building, supported by the roof structure and extending vertically above the highest portion of the roof.

Roof sign, integral, means any sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

Sandwich board and *pedestal sign* means a freestanding movable sign, not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one or more panels which form both the structure and sign face, and which is intended to be placed in a sidewalk or pedestrian way. (Also known as "A" and "T" stands.)

Sign means any material, structure or device used or located out-of-doors or on the exterior of any building including the exterior of windows for the purpose of displaying, illustrating or directing attention to an advertisement, announcement, notice or name or emblem for the identification of a person, place, object or product.

Sign area means the area of a sign shall be that area which is contained within a single continuous perimeter enclosing the extreme limits of such sign, and in no case passing through or between elements of such sign. It shall include any material or color forming an integral part of the display or used to differentiate such signs from its background, but shall not include supports. Where two sides of a double-faced sign are not more than 24 inches apart at the widest point, the sign area shall be computed by measuring one face only.

Temporary sign means any sign that is used only temporarily and is not permanently mounted.

Wall sign means any sign attached parallel to, but within 12 inches of, a wall, painted on the wall surface of, or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

Window sign means any sign, picture, symbol or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service, that is placed inside a window or upon the window glass panes and is visible from the exterior of the window.

Sec. 32-243. - Signs for which a permit is not required.

A permit is not required for the following types of signs in any zoning district:

- (1) Traffic, directional, warning or information signs authorized by any public agency.
- (2) Official notices issued by any court, public agency or officer.
- (3) One non-illuminated "for sale", "for rent", or "for lease" sign not exceeding six square feet (864 square inches or two feet x three feet) in area in residential districts and 32 square feet (four feet x eight feet) in other districts for commercial properties. Commercial real estate signs are limited to one sign per street frontage; these signs may be attached on one support. Also, only one sign shall be allowed for every 300 linear feet of street frontage the parcel may have. For nonresidential purposes, this maximum size allowance shall become effective one year from the date of approval of this article.
- (4) One permitted home occupation sign, provided that it is non-illuminated, no larger than one square foot, and mounted against a wall of the principal building.
- (5) Temporary event signs. Those as described in and regulated by section 32-249
- (6) One non-illuminated "work under construction" sign, not exceeding 40 square feet in area displaying the name of the building, the contractors, the architects, the engineers, the owners and the financial, selling and development agencies is permitted upon the premises of any work under construction, alteration or removal. Such sign shall be removed from the site immediately upon completion of the project. In projects requiring building inspection, the final inspection or certificate of occupancy will be withheld until such sign is removed.
- (7) Temporary subdivision signs, not exceeding 40 square feet in area announcing a land subdivision development, are permitted on the premises of the land subdivision. Such signs shall be spaced not less than 300 feet apart. They shall be removed when 75 percent of the lots are conveyed.
- (8) Holiday decorations. Signs or other material temporarily displayed on traditionally accepted civic, patriotic or religious holidays.
- (9) Directional signs. Signs designating parking area entrances and exits limited to one sign for each entrance and/or exit and not exceeding four square feet in gross surface area for each exposed face, parking lot directional signs shall not project higher than three feet in height, as measured from the established grade of the parking area.

Sec. 32-244. - Regulations applying to specific types of signs.

The following regulations apply to the following specific types of signs:

- (1) *Roof signs*: Not more than one roof sign structure may be erected on the roof of any one building. No roof sign shall extend more than 5 feet above the lowest elevation of the roof.
- (2) *Building signs*: Signs on the walls of a building (including signs attached flat against the wall, painted wall signs and projecting signs) shall meet the following requirements:
 - a. *Signs on the front surface of a building*: The total area of signs on the exterior front surface of a building shall not exceed ten percent of the front surface of the building.
 - b. *Signs on the side and rear surface of a building*: The total area of signs on a side or rear surface of a building shall not exceed five percent of the exterior side or rear surface of the building, respectively.
- (3) *Window signs*: Window signs or interior store signs visible to the outside, designed for permanent advertisement of services or merchandise, shall be included in the gross allowable building sign area calculation. Signs that display "open," "closed," or a business' address and/or hours of operation shall not be included.
- (4) *Awning and canopy signs*: Awning and canopy signs shall be permitted as follows:
 - a. Awning and canopy signs must be an integral component of the design of the building, and fully functional to protect from the elements.
 - b. Illumination integral to the design of the awning/canopy is prohibited.
 - c. Logos, lettering, and the like on the face and/or sides of the awning or canopy shall be counted towards the building sign area calculations. Letters, six (6) inches in height or less, located on the awning valence shall not be included in the building sign area calculation. Signs shall not extend below or beyond the dimensions of the awning or canopy.
- (5) *Portable or mobile signs*: Where permitted these signs shall not exceed 32 square feet in area, must be located on the property to which they refer and meet all code and safety requirements.
- (6) *Sandwich board signs*: For each business in the PUD, B-1, B-2, B-3, I-1, and I-2 districts, one sandwich board sign may be located either on the lot on which the business is located or within the public right-of-way immediately in front of the building in which the business is located in compliance with the following:
 - a. No sandwich board signs shall exceed 24 inches in width or 36 inches in height. It must be freestanding and not attached to another structure or have attachments and be limited to two sides.
 - b. The sign must be heavy enough or otherwise weighted to prevent being blown over.

- c. The sign shall not be illuminated.
- d. The sign is erected only during the hours of operation of the subject business and must be removed daily after close of business.
- e. Sandwich board signs may be located within any right-of-ways or within any pedestrian ways as long as they do not impede or interfere with vehicular or pedestrian use of roads, sidewalks, or seating areas.
- f. The Town reserves the right to remove any sign which causes interference with vehicular traffic or pedestrian traffic, or in the event of any emergency situation, or that interferes with any work that is to be performed upon the public sidewalk and/or right-of-way by or on behalf of the Town.
- g. Any existing sandwich board which does not meet the provisions of this section shall be removed, replaced, or modified within 180 days of the effective date of this amendment to the Zoning Ordinance.

(7) *Wall and fence signs:* Signs attached to garden walls, retaining walls, or fences shall be considered to be freestanding signs and shall meet the requirements of such. No other freestanding signs shall be erected in addition to wall or fence signs.

(8) *Menu boards, kiosks, and directories:* Multiple-use shopping, business, office, and/or professional centers and developments may have additional freestanding directory signs or kiosks.

- a. Fast-food restaurants may have additional freestanding menu boards.
- b. The area of a menu board, directory sign or kiosk shall not exceed 50 square feet in area.
- c. These additional freestanding signs shall be to the interior of the lot, addressing those circulating the lot, not traveling the public right-of-way, and shall be for informational purposes only.

(9) *Sign illumination:* Illumination devices shall be so placed and so shielded that rays there from or from the sign itself will not be directly cast into any residential district, sleeping room in any district or the eyes of an automobile or vehicular drive.

(10) *Height limitations:* Signs located in R-1, R-2, R-3, R-5, R-6, R-7, B-1 and AC districts shall be limited to six feet in height except as otherwise provided in this article. Signs located in PUD districts shall be limited to the specific requirements in height based on the approved plans for the PUD district except as otherwise provided in this article. Signs located in B-3, I-1 and I-2 districts shall follow the regulations specified in section 32-246, except as otherwise provided in this article.

(11) *Temporary event signs:* The height of temporary event signs in all districts shall follow section 32-249

(12) *Address numerals:* All permanent, freestanding, on-premise signs shall contain address numerals. The area devoted to required address numerals shall not be included in the calculation of maximum sign area.

Sec. 32-245. - Signs permitted in R-1, R-2, R-3, R-5, R-6, R-7, B-1, AC and PUD districts.

Signs permitted in R-1, R-2, R-3, R-5, B-1, AC and PUD districts are as follows:

- (1) Signs requiring no permit as defined in section 32-243
- (2) One illuminated sign at each entrance identifying the name only of a residential subdivision, provided that such sign is no more than 15 square feet in area, and is not within any street right-of-way.
- (3) One illuminated sign at each entrance identifying the name only of mobile home parks and subdivisions, provided that such sign is no more than 15 square feet in area and is set back at least ten feet from any street right-of-way.
- (4) One illuminated sign identifying multiple-family group dwellings, provided that such sign is no more than 20 square feet in area, and is set back at least ten feet from any street right-of-way.
- (5) Signs identifying permitted commercial and business uses, provided that such sign is no more than ten square feet in area and illuminated only during hours of operation.
- (6) Signs not exceeding one square foot in area and bearing only property numbers, mailbox numbers or name of occupants on the premises.

Sec. 32-246. - Signs permitted in B-2, B-3, I-1 and I-2 districts.

Signs permitted in B-2, B-3, I-1 and I-2 districts are as follows:

- (1) All signs which are also permitted in R-1, R-2, R-3, R-5, B-1 and PUD districts.
- (2) Flat wall signs attached to the surface of any building may not extend more than 12 inches from the wall.
- (3) Projecting signs may extend outward from the wall of a building not more than four feet and no part of any projecting sign shall extend above the roof line of a building or into a public right-of-way.
- (4) One freestanding, two if site is a corner lot, provided that signs are constructed on different sides of the lot that face separate paved public thoroughfares that provide vehicular access, signs provided that such signs meet the following requirements:

- a. Front setback. Ten feet for pole-type and monument-type signs from the street right-of-way and in no case be installed within the street right-of-way or project into the vertical plane of the street right-of-way.

- b. Side and back setbacks. Ten feet or minimum buffer zone, whichever is greater.
- c. Height. All freestanding signs must be monument style with a maximum height of eight feet from the finished grade to the top of the structure.
- d. Square footage. Maximum of 50 square feet per sign face.
- e. In general, backlighting is not allowed on monument style signs, and may only be allowed by majority vote by the commercial design review board.
- f. If the predominant building materials, colors and design elements on the principal building are approved according to section 32-141 of this article, the exterior sign materials must complement those found on the principal structure as reviewed and approved through the site plan review process. Materials, design and color of the sign do not need to be the same as those found on the principle structure to be considered complementary.
- g. Monument signs shall be complemented by small shrubs and/or other ornamental plantings, of 60 percent opacity, surrounding the base of the sign structure.

(5) Any sign which is designed to occupy a space between three and ten feet shall be located so as not to create a safety hazard by obstructing the vision of pedestrians and motorists entering and exiting the business.

(6) In general, reader boards with changeable letters are not allowed for freestanding or wall signs by right, and may only be allowed by conditional use as provided by the following: The provision of kindergarten, elementary, junior, senior or degree education; or, churches or spiritual institutions. Any other sign being proposed to have a reader board may be approved by a majority vote of the commercial design review board. Reader boards count as part of the square footage computation for freestanding and wall signs.

a. The following exceptions to the foregoing height and square footage requirements apply when these conditions are met:

1. Major commercial/industrial/office developments which contain equal to or more than 100,000 square feet of total floor space per tax map parcel shall be permitted one freestanding sign per vehicular entrance but no more than two such signs for the development. Such signs shall have no more than 150 square feet of sign face divided among not more than four sign faces. No single sign face shall exceed 75 square feet. The maximum height of such sign shall not exceed 15 feet.

2. Secondary commercial/industrial/office developments which contain more than 40,000 square feet, but less than 100,000 square feet of total floor space per tax map parcel shall be permitted one freestanding sign per vehicular entrance but no more than two such signs per development. Said signs shall not have more than 100 square feet of sign face divided among not more than four sign faces. No single sign face shall exceed 50 square feet in area. The maximum height of such sign shall not exceed 12 feet.

3. Minor commercial/industrial/office developments of 40,000 square feet or less of total floor space per tax map parcel shall be permitted one freestanding sign per vehicular entrance, but no more than two per development. Said signs shall not have more than 80 square feet of sign face per sign divided among not more than four sign faces. No single sign face shall exceed 40 square feet. The maximum height of such sign shall not exceed 10 feet.

b. An additional temporary freestanding sign or banner shall be allowed four (4) times a year, for 30 days at a time, located on the premises of the business. The banner must be securely fastened and remain in good condition, as determined by the Zoning Administrator or designee. This allowance does not include feather or teardrop flags/vertical banners. This sign can be in addition to any other permitted freestanding sign. The permit fee for such signs shall be \$25.00.

(7) Any business whose on-site sign is located within a 1,000-foot radius of the centerpoint of an interstate highway interchange may erect a sign that does not exceed 60 feet in overall height and does not exceed 200 square feet in size per facing. Those businesses that abut an interstate right-of-way may be considered double frontage and may request for an additional freestanding sign (see subsection (4) of this section) for the secondary right-of-way (i.e. Holiday Drive or Jockey Court).

Sec. 32-247. - Special shopping districts.

(a) Areas only within the business district may be designated as special shopping districts in order to promote the development of shopping areas having historic and/or unique character. These districts should encourage the continued use or rehabilitation of existing structures and should establish a convenient and pleasant atmosphere for pedestrian shopping. Generally, areas to be considered should have limited traffic access and the agreement of at least 33 percent of the affected merchants to participate in requesting this designation. For the purposes of this section, signs may be erected or extended into a public right-of-way but all such signs in each district must be consistent in their design.

(b) No sign shall be constructed that will exceed two feet in length or width and six inches in depth. Wall-mounted signs shall not extend more than 30 inches from the structure and be no lower than eight feet from the ground at its lowest point. Signs installed in the ground or sidewalk shall be permanently anchored and shall not exceed eight feet in height at its highest point.

(c) All sign construction must conform to the requirements of the currently adopted International Building Code and not

create a health or safety hazard to the general public.

(d) The designation of a special shopping district and approval of the sign design and construction must be obtained from the town council and other appropriate review authorities.

Sec. 32-248. – Reserved

Sec. 32-249. - Temporary event signs.

(a) Temporary event signs announcing a campaign drive, activity or event of a civic, philanthropic, educational or religious organization for noncommercial purposes are permitted subject to the following:

(1) Number, area, height and location. The permitted number, area, height, location and construction of temporary event signs shall be determined by the zoning administrator with consideration given to the public safety and the sign reasonably necessary and appropriate for the intended purpose.

(2) Any temporary event sign which is permitted by the zoning administrator to extend over or on to a public right-of-way shall be erected and maintained in such a manner as to not interfere or obstruct access, activity or vision along any such public right-of-way.

(b) Notwithstanding the provisions of subsection (a) above, signs, pennants, flags, banners, posters or similar exhibits displayed for a political group candidate for election to a public office or political cause are deemed to be a temporary event sign for the purpose of the respective event announced. For the purpose of an election, the event is considered to occur on the date of the election; provided, however, that primary elections are considered to be separate events from special or general elections.

(c) Temporary event signs shall not be displayed more than 30 days before a respective event and shall be removed within ten days after the completion or conclusion of the event to include a runoff election.

(d) Temporary event signs displayed for a political group, candidate for election to a public office, or a political cause shall not be restricted in size, and those announcing the same event shall not be placed within 100 feet of one another on the same property or lot.

Sec. 32-250. - Signs on public property.

The zoning administrator officer is authorized to permit informational/directional signs on public property under the following conditions outside of the permitting process contained within this Article:

(1) The signs direct the reader to the location of a public facility, to a facility operated by a nonprofit entity, to a facility relating to the public health, safety or welfare, to scenic or historical districts or general business or industrial districts or a subdivision. The zoning officer is authorized to develop written and publicly posted guidelines for these types of signs.

(2) The signs are erected by the town.

(3) The entire cost of the signs is borne by the entity requesting the sign.

(4) The signs are installed at locations where they would not constitute a traffic hazard.

(5) Signs for businesses, donors, benefactors, supporters, business partners may be allowed as considered appropriate by the Planning Department.

Sec. 32-251. – Reserved

Sec. 32-252. - Other signs forfeited.

Any sign installed or placed on public property, except in conformance with the requirements, shall be forfeited to the public and subject to confiscation. In addition to other remedies under this article, the town shall have the right to recover from the owner or person placing a sign the full costs of removal and disposal of such signs.

Sec. 32-253. - Administrative variances.

The zoning administrator is authorized to grant administrative variances upon written application by the landowner for the number, height, setback, square footage or placement of signs in cases where unusual circumstances or a particular hardship which would make a strict interpretation of the ordinance go beyond the intent of the town council. Examples of cases where a variance might be granted would be as follows:

(1) In areas of the town which have unusually large right-of-way areas such as the original "Detmold area", the setback requirement may be granted a variance as the sign would be a sufficient distance from the pavement without any setback.

(2) On lots where there is more than one business in separate and distinct buildings and each building could meet the subdivision requirements to be a separate lot, a variance may be granted to treat each building as a separate lot.

The zoning administrator, at his/her discretion, may refer any request for a variance to the Board of Zoning Appeals, and the applicant may appeal any decision of the zoning administrator to the board of zoning appeals.

Secs. 32-254—32-280. - Reserved.

This Ordinance shall be effective as specified on **JANUARY 1, 2012**

Ratified November 9, 2011