

## **Draft Sign Ordinance (LDS Chapter 11) Proposed Revisions 10/21/2013 Planning Board Draft**

### Page 11-2

- 11.3.1.D Clarifies that provision does not apply to attached signs; changes terminology from “monument” to “ground” signs to be consistent.
- 11.32 Changes height measurement from top of sign structure to top of sign face – permits a bit more height.
- New Sign Height graphic has been added to illustrate above point

### Page 11-3

- 11.4.1 Adds specific sight triangle references for streets and driveways
- 11.5.1 Gives governmental agencies a bit more flexibility for sign placement
- 11.5.5 Adds more descriptive language to permanent Building Identification signs

### Page 11-4

- 11.5.9.D. Permits either company name or logo on directional signs

### Page 11-5

- 11.5.13 Increases the permitted size of temporary construction signs from 4 to 16 square feet for single family and duplex projects
- 11.5.14.A Increases the maximum size of temporary signs from 16 square feet to 50% of window area (25% in historic districts)
- 11.5.14.B The allowance for off-premises non-commercial signs was removed, and maximum size and height was changed to match that of permanent signs permitted within the district

### Page 11-6

- 11.5.14.C Increases the flexibility of dates/times for posting Yard Sale Signs
- 11.5.14.D Removes Regional and Town Center Signs from section on temporary signs (moved to permanent sign section).
- 11.5.14.D New section defining permitted Vehicular Signs
- 11.5.14.E New section defining permitted Ball Field Fence Signs

### Page 11-7

- 11.5.14.F Includes Decorative Flag regulations (moved from Attached Sign section, otherwise unchanged)
- 11.5.14.G Adds new provision for Promotional/Special Event Signs
- 11.5.14.H Adds a new provision for Temporary Uses Signs

## Page 11-8

### 11.6.1 Permitted Signage by District

- Adds permission for an Attached Sign of 16 square feet for Residential Low and Medium districts
- Changes Attached Sign maximum size from 10% of wall area to 16 square feet for Neighborhood and Urban Residential districts for consistency throughout residential districts
- Adds a larger sign – Master Development Sign – for larger properties (2 acres +) in Neighborhood Center and Business Districts
- Increases height of Ground Signs in Regional Center and Commercial Industrial districts from 6 feet to 8 feet
- Increases maximum size of Ground Signs in Commercial Industrial from 32 to 48 square feet for consistency with Regional Commercial
- Clarifies that Pedestrian Signs are permitted in Regional Center districts
- Corrects nomenclature by changing Multiple Message Signs to Master Development Sign in Regional Center districts
- Adds Master Development Sign to Commercial Industrial districts

## Page 11-9

- 11.6.2 Other Permitted Signage
  - Increases maximum size of home occupation signs from 2 to 8 square feet
  - Adds maximum size (48 square feet), and height (8 feet), standards for new Master Development Sign in Neighborhood Center and Business Districts
  - Removes size and height standards for Neighborhood Entrance, Neighborhood Center, Business District and Regional Center District Signs and references Planning Board design approval
- 11.7.1.A removes 5' setback for Ground Signs from edge of right-of-way; establishes a minimum of 5' setback from edge of public way
- 11.7.1.B adds street and driveway site triangle references; deletes language regarding setback of 20' from right-of-way intersections.
- 11.7.1.D adds general standards for Planning Board evaluation of Neighborhood Entrance Signs
- 11.7.1.E adds a standard of 1 ground sign per building per public street frontage (past practice has been to permit only 1 ground sign per property although this is not specified in the current ordinance)
- 11.7.2 clarifies that only permanent Window Signs count toward the permitted aggregate area of Attached Signs
- 11.7.2.B clarifies that attached signage may not extend into the street tree planting area

#### Page 11-10

- 11.7.2.E clarifies that one Pedestrian Sign is not counted against the maximum of 3 Attached Signs permitted
- 11.7.2.G permits the maximum projection of Projecting Signs to increase from 3 to 4 feet from the building façade
- Attached Sign Graphic changed labels of the various signs shown to match text of the ordinance
- 11.7.2.J Decorative Flag standard move to Temporary Sign section
- 11.7.3.A Changes Pedestrian Sign location standard from a maximum of 4 feet from the façade of the building to the outside edge of the canopy or awning

#### Page 11-11

- 11.7.3.B Reduces the minimum height of Pedestrian Signs from 8 to 7 feet above the sidewalk
- Establishes standards for permitting Portable Signs in Business Districts

#### Page 11-13

- 11.8.8 Removes Banners from prohibited signs since a banner type sign may be used as a permitted Temporary Sign; expands the language somewhat to prohibit devices similar to pennants, streamers and balloons.
- 11.8.8 Excludes balloons 12” or less in diameter (from being prohibited)
- 11.8.10 Provides an exception on the prohibition of Facsimile Signs for temporary use in Regional Commercial districts
- 11.8.11 Clarifies that certain signs attached to vehicles are prohibited (this prohibition is implied under the prohibition of Portable Signs currently)
- 11.9.1 Clarifies shielding requirements for sign lighting

#### Page 11-15

- 11.10.4 Adds reference to Chapter 13 Nonconforming Uses that pertain to removal of Non-Conforming Signs.

### **Chapter 17, Definitions**

Public Way – adds definition from Building Code for reference in sign location

Sign, Canopy (Awning) – inserts the term “Canopy” in the definition for consistency with text of ordinance

Sign, Ground – clarifies meaning; eliminates unnecessary and undesirable language

Sign, Pedestrian – clarifies meaning and eliminates incorrect overlap with Canopy/Awning Signs

Sign, Static – eliminated, doesn't appear in ordinance

Sign, Tri vision – eliminated, doesn't appear in ordinance