

TITLE 16 – HAYDEN LAND USE CODE

ARTICLE 7 – SIGNS

16.07.010.	Purpose/Intent.....	2
16.07.020.	Sign permits and administration	2
16.07.030.	Enforcement	4
16.07.040.	Exempt signs	5
16.07.050.	Prohibited signs.....	11
16.07.060.	Measurement of sign area and height	13
16.07.070.	Sign design.....	14
16.07.080.	Sign installation and maintenance.....	20
16.07.090.	Standards for specific types of signs.....	21
16.07.100.	Sign standards by zoning district	27
16.07.110.	Creative signs	30

16.07.010. Purpose/Intent

- A. The regulations in this Article are intended to coordinate the use, placement, physical dimensions, and design of all signs within the Town. The purpose of these regulations is to:
1. Recognize that signs are a necessary means of visual communication for the convenience of the public and provide flexibility within the sign review/approval process to allow for unique circumstances and creativity.
 2. Recognize and ensure the right of those concerned to identify businesses, services and other activities by the use of signs, and limit signs to those which are accessory and incidental to the use on the premises where such signs are located.
 3. Provide a reasonable balance between the right of an individual to identify his or her business and the right of the public to be protected against the visual discord resulting from the unrestricted proliferation of signs and similar devices.
 4. Protect the public from damage or injury caused by signs that are poorly designed or maintained and from distractions or hazards to pedestrians or motorists caused by the indiscriminate placement or use of signs.
 5. Ensure signs are well designed and contribute in a positive way to the Town's visual environment, express local character, and help develop a distinctive image for the Town.
 6. Encourage signs that are responsive to the aesthetics and character of their particular location, adjacent buildings and uses, and the surrounding neighborhood. Ensure signs are compatible and integrated with the building's architectural design and with other signs on the property.
 7. Ensure signs are appropriate for the type of street on which they are located.
 8. Bring nonconforming signs into compliance with these regulations.

16.07.020.

Sign permits and administration

- A. **Sign permit required.** To ensure compliance with the regulations of this Article, a sign permit shall be required in order to erect, move, alter, reconstruct or repair any permanent or temporary sign, except signs that are exempt from permits in compliance with Section 16.07.040 (Exempt Signs). In multiple tenant buildings, a separate permit shall be required for each business entity's sign(s). Separate building and electrical permits may be required for signs and will be determined on a case-by-case basis. Changing or replacing the copy on an existing lawful sign shall not require a permit, provided the copy

change does not change the nature of the sign or render the sign in violation of this Article.

B. Application for a sign permit.

1. Sign permit application requirements. Applications for sign permits shall be made in writing on forms furnished by the Town. The application shall contain:
 - a. The location by street number and the legal description of the proposed sign structure;
 - b. Names and addresses of the owner, sign contractor and erectors;
 - c. Legible site plans which include the specific location of the sign and setbacks to adjacent property lines and buildings;
 - d. A detailed drawing indicating the dimensions, materials, and colors of the proposed sign structure. A certification by a registered professional structural engineer may be required by Staff for a freestanding or projecting sign;
 - e. A graphic drawing or photograph of the sign copy;
 - f. A description of the lighting to be used, if applicable;
 - g. Proof of public liability insurance covering freestanding signs and projecting wall signs;
 - h. If the sign is to be located off the premises advertised, a written lease or permission from the property owner of the site on which the sign will be located; and
 - i. Sign permit fee and plan check fee as established by the current fee schedule. The applicant shall pay all Town costs relative to the review of the application.
2. Sign permit application certification of completion. Within a reasonable period of the date of application submission, Staff shall either certify the application is complete and in compliance of all submittal requirements or reject it as incomplete and notify the applicant in writing of any deficiencies.
3. Staff review and approval. When Staff has determined the application to be complete, Staff shall review the sign permit in accordance with the established review criteria and has the authority to approve, approve with conditions or deny the sign permit. Upon Staff's approval of the sign permit, the sign permit and any building or electrical permits required for the sign shall be issued to the applicant.

C. Sign permit review criteria. The following review criteria will be used by the Town to evaluate all sign permit applications:

1. Sign meets the requirements of this Article;

2. Sign conforms to the requirements of the building and electrical code;
3. Sign conforms to the size, height, material and location requirements of the Zoning Code for the zoning district in which it is located;
4. Sign would not interfere with pedestrian or vehicular safety;
5. Sign would not detract from the character of an architecturally significant or historic structure;
6. Sign would not be located so as to have a negative impact on adjacent properties;
7. Sign would not detract from the pedestrian quality of street or area; and
8. Sign would not add to an over-proliferation of signs on a particular property or area.

D. Appeal of sign permit denial or approval with conditions. Any appeal of Town's denial of a sign permit or approval with conditions shall be made to the Board of Adjustment as provided in the Zoning Code.

E. Waivers. Any request for an increase in the maximum allowable area for a sign, or for signs not expressly permitted in these regulations, must be approved through a waiver granted by the Town Board.

16.07.030. Enforcement

A. Discontinued establishments; removal of signs. Whenever a business, industry, service or other use is discontinued, the sign(s) pertaining to the use shall be removed or obscured by the person or entity owning or having possession over the property within sixty days after the discontinuance of such use.

B. Illegal Signs.

1. Penalties. Illegal signs shall be subject to the administrative remedies of the Town Code.
2. Removal of illegal signs in the public right-of-way. The Town may cause the removal of any sign within the public right-of-way or on property that is otherwise abandoned that has been placed there without first complying with the requirements of this Article.
3. Removal of poorly maintained signs/signs in violation of Code. The Town may cause the removal of any sign that has become a hazard to public safety due to poor construction or maintenance. Signs in violation of any other provision of this Code may also be removed by the Town.

4. Storage of removed signs. Signs removed in compliance with this Article shall be stored by the Town for thirty days, during which they may be recovered by the owner only upon payment to the Town for costs of removal and storage. If not recovered within the thirty day period, the sign and supporting structure shall be declared abandoned and title shall vest with the Town. The costs of removal and storage (up to thirty days) may be billed to the owner. If not paid, the applicable costs may be imposed as a tax lien against the property.

16.07.040. Exempt signs

- A. **Exempt Signs.** The following types of signs are exempt from permit requirements of this Article and may be placed in any zoning district subject to the provisions of this Article. **Such signs shall otherwise be in conformance with all applicable requirements contained in this Article. All such signs (except government signs) shall be located outside a street right-of-way. Signs shall not interfere with traffic signs or the sight distance triangle at intersections.** Evidence of permission to install a sign may be required as the Town investigates compliance with this Article. All other signs shall be allowed only with permit and upon proof of compliance with this Article.
 1. General. Signs that are not visible beyond the boundaries of the lot or parcel upon which they are located and/or from any public thoroughfare or right-of-way shall be exempt from the provisions of this Article, except that such signs shall be subject to the safety regulations of the adopted version of the Uniform Building Code and all other Codes (electrical, mechanical, etc.) governing building construction in the Town.
 2. Address. Non-illuminated signs exceeding two square feet in area which identify the address and/or occupants of a dwelling unit or of an establishment.
 3. Architectural features. Integral decorative or architectural features of buildings so long as such features do not contain letters, trademarks, moving parts or lights.
 4. Art. Integral decorative or architectural features of buildings, or works of art; so long as such features or works do not contain letters, trademarks, moving parts or lights.
 5. Banners. Banners applied to paper, plastic or fabric used to decorate or attract attention to a business establishment, provided:
 - a. It is displayed in conjunction with a grand opening celebration for a period not to exceed thirty days, or
 - b. It is displayed in conjunction with a special sale for a period not to exceed thirty days in a one year period.

- c. It is displayed no more than two times per calendar year per establishment.
 - d. It is securely attached to the wall of the establishment, freestanding signs or light poles on private property.
 - e. One single-sided banner per street frontage per establishment shall be permitted.
6. Building identification, historical markers. Non-illuminated signs constructed of metal or masonry which are permanently affixed to buildings or structures for the purpose of identifying the name of a building, date of erection or other historical information as approved by Staff.
7. Bulletin board. Bulletin board signs not exceeding fifteen square feet in gross surface area accessory to a church, school, public or nonprofit institution.
8. Construction. Temporary construction signs provided that:
- a. Signs in conjunction with any residential use shall not exceed eight square feet each.
 - b. Signs in conjunction with all other uses shall have a maximum area of thirty-two square feet each.
 - c. Only one such sign oriented per street front per premises shall be erected. Any two such signs located on the same premises shall be located at least one hundred feet apart as measured using a straight line.
 - d. Such signs shall not be illuminated.
 - e. Such signs shall only appear at the construction site.
 - f. Such signs shall be removed within seven days after completion of the project.
9. Courtesy. Non-illuminated or indirectly illuminated signs which identify, as a courtesy to customers, items such as credit cards accepted, redemption stamps offered, menus or prices; limited to one two-sided sign for each use, not to exceed four square feet per face. Such signs may be attached to the building, as projecting or wall signs, suspended from a canopy or included as an integral part of a freestanding sign.

10. Decorations (Holiday). Temporary decorations or displays, when such are clearly incidental to, and are customarily and commonly associated with, any national, state, local or religious holiday or celebration. Such signs shall be displayed for not more than sixty days in any one year; and may be of any type, number, area, height, location, illumination or animation.
11. Directional. On-premises directional and instructional signs not exceeding six square feet in area each.
12. Doors. Signs affixed to door surfaces which identify the name and/or address of an establishment.
13. Farm products. Temporary farm product signs provided that:
 - a. One on-premises sign may be used. Said sign shall be located off the street right-of-way and at least ten feet away from any side lot line. Such sign shall have a maximum area of nine square feet and may not be illuminated.
 - b. A maximum of two off-premises signs shall be permitted. Said off-premise signs may be no greater than four square feet each and shall not be illuminated. No such sign shall be allowed in the street right-of-way or within ten feet of any side lot line.
14. Flags. Flags, crests or banners of nations, or organizations of nations, or states and cities, or professional fraternal, religious, or civic organizations, except when displayed in connection with commercial promotion.
15. Garage, estate, yard sale or farm auction. Signs which advertise a private garage or yard sale provided such signs are displayed no more than twice per year per dwelling unit for a period not to exceed five days (for auctions, 30 days).
16. Hazards. Temporary or permanent signs erected by the Town, public utility companies, oil and gas companies, or construction companies to warn of danger or hazardous conditions, including signs indicating the presence of underground cables, gas lines and similar devices.
17. Memorial. Memorial signs, plaques or grave markers which are noncommercial in nature.
18. Merchandise. Merchandise, pictures or models of products or services which are incorporated as an integral part of a window display.
19. Mineral extraction. Identification signs for any mining, oil and/or gas operation.
20. Notice boards. Notice boards for public or religious institutions or other uses as

approved by Staff and primarily intended for pedestrians.

21. Political. Political signs displayed on private property in accordance with an official election or signs erected on behalf of candidates for public office provided:
 - a. The total area of all such signs on a lot does not exceed sixteen square feet.
 - b. All such signs may be erected no sooner than sixty days in advance of the election for which they were made, or, at the commencement of early voting for that election.
 - c. The signs are removed within fifteen days after the election for which they were made.
 - d. The property owner upon whose land the sign is placed shall give written permission for the placement of said signs and will be responsible for violations.
22. Public information. Signs which identify restrooms, public telephones or provide instructions as required by law or necessity, provided the sign does not exceed two square feet in area or as approved by Staff and is not illuminated, internally illuminated or indirectly illuminated. (This category shall be interpreted to include such signs as “no smoking,” “restrooms,” “no solicitors,” “self-service” and similar informational signs.)
23. Religious symbols. Religious symbols located on a building or lot used for organized religious services.
24. Regulatory signs. Regulatory signs erected on private property, such as “no trespassing” signs, which do not exceed two square feet per face or four square feet in total surface area, limited to four such signs per use or per building, whichever is the greater number.
25. Sale, lease, rent. Temporary signs used to offer for sale, lease or rent the land or buildings upon which the sign is located provided:
 - a. One sign per street frontage advertising real estate ("For Sale", "For Rent", "For Lease" or "For Development") not greater than eight square feet in area in a residential district and thirty-two square feet in area in nonresidential districts may be located on the property being advertised so long as said sign is located behind the street right-of-way line. If the property so advertised lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least one hundred feet apart as measured by the shortest straight line.

or architectural features of a building.

- b. They are steady burning, clear, non-colored bulb lights. No blinking, flashing, intermittent changes in intensity or rotating shall be permitted.
 - c. They are no greater in intensity than five watts.
 - d. They shall not be placed on or used to outline signs, sign supports, awnings and/or canopies.
 - e. They shall not be assembled or arranged to convey messages, words, commercial advertisements, slogans and/or logos.
 - f. They shall not create a safety hazard with respect to placement, location of electrical cords or connection to power supply.
 - g. They shall be placed only on private property.
 - h. They shall be maintained and repaired so that no individual light bulb is inoperative. In the event the bulbs are not maintained or repaired, the string lights may be removed at the expense of the owner after giving notice to the owner pursuant to this Article.
29. Text. No permit shall be required for text or copy changes on conforming or legal nonconforming signs specifically designed to permit changes of the text or copy; provided that no structural changes are made to the sign, and provided that the name of the business to which the sign belongs is not changed.
30. Time and temperature. Signs displaying time and temperature provided they are not related to a product.
31. Traffic control. Signs for the control of traffic or other regulatory purposes including signs for the control of parking on private property, and official messages erected by, or on the authority of, a public officer in the performance of his/her duty
32. Vacancy and No Vacancy. All “vacancy” and “no vacancy” signs, where they are not illuminated, internally illuminated, indirectly illuminated or directly illuminated signs; provided that the area of the sign does not exceed two and one-half square feet per face. Also, signs designed to indicate vacancy such as “yes,” “no” or “sorry” shall also be exempt under the provisions of this paragraph if they meet the area requirement.
33. Vehicular signs. Signs displayed on trucks, buses, trailers or other vehicles which

are being operated or stored in the normal course of a business, such as signs indicating the name of the owner or business which are located on moving vans, delivery trucks, rental trucks and trailers and the like, shall be exempt from the provisions of this Article, provided that the primary purpose of such vehicles is not for the display of signs, and provided that they are parked or stored in areas appropriate to their use as vehicles.

34. Vending machine signs. A sign permit shall not be required for vending machine signs provided that the advertisement upon the vending machine sign is limited to the product vended.

16.07.050. Prohibited signs

- A. **Prohibited signs.** The following signs are inconsistent with the purposes and standards in this Article and are prohibited in all zoning districts.
1. Any sign incorporating bulbs, LED, plasma or other lighting technology that can create animated or changeable displays that comprise more than 25% of the total allowable sign face. Changeable displays shall not incorporate movement, the illusion of movement, animation effects, flashing or rotating lights, and shall comply with the provisions of 16.07.070 regarding sign design.
 2. Any sign that is erected in such a location as to cause visual obstruction or interference with motor vehicle traffic, bicycle traffic or traffic-control devices including any sign that obstructs clear vision in any direction from any street intersection or driveway.
 3. Mechanical or electrical appurtenances, such as "revolving beacons", that are designed to compel attention.
 4. Roof signs.
 5. Any sign other than traffic control signs erected, constructed, or maintained within, over or upon the right-of-way of any road or highway, except in the case of a sign for which a permit has been issued with the requirements of this Article.
 6. Off-premises advertising signs or any other sign not pertinent and clearly incidental to the permitted use on the property where located, except for temporary subdivision directional signs and political signs, and except for signs permitted in Section 16.07.090 (Standards for specific types of signs).
 7. Any sign which interferes with free passage from or obstructs any fire escape, downspout, window, door, stairway, ladder or opening intended as a means of ingress or egress or providing light or air.
 8. Any sign located in such a way as to intentionally deny visual access to an

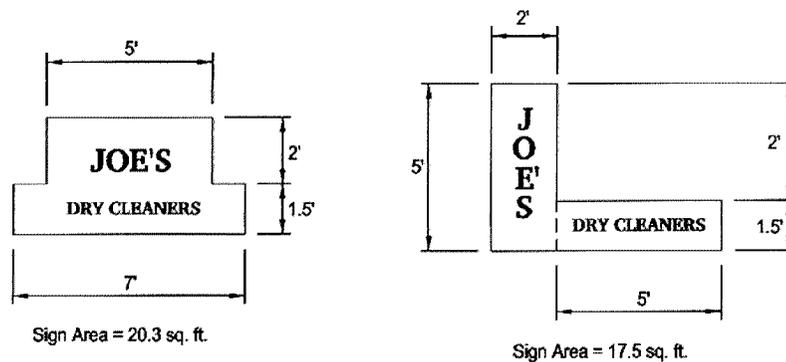
adjoining property owner's existing sign.

9. Vehicle-mounted signs, including but not limited to, signs painted on or attached to semi-trailers or cargo containers when exhibited on public property or private property adjacent to public right-of-way for the purpose of advertising a business, service, or product for sale or rent. Vehicle-mounted signs used in connection with a special event are exempted from the requirements of this section during the duration of the special event only. Upon the conclusion of the special event, such signs must be dismantled. For the purposes of this subsection, the term special event shall mean a parade, circus, fair, carnival, festival, farmers' market or other similar event of less than 10 days duration that is different in character from the customary or usual activities generally associated with the property upon which the special event is to occur.
10. Portable signs or signs not permanently affixed or attached to the ground or to any structure, except for real estate signs attached to posts driven into the ground, window signs and temporary barriers.
11. Rotating signs.
12. Searchlights.
13. Signs with optical illusion of movement by means of a design which presents a pattern capable of reversible perspective, giving the illusion of motion or changing of copy.
14. Inflatable freestanding signs or tethered balloons over three feet in diameter.
15. Electronic message boards except governmental signs.
16. Wind signs.
17. Any sign (together with its supporting structure) now or hereafter existing which, sixty days or more after the premises have been vacated, advertises an activity, business, product or service no longer produced or conducted upon the premises upon which such sign is located. If the sign or sign structure is covered or the identifying symbols or letters removed, an extension of time may be granted by the Building Official upon good cause for such extension being shown. (This provision shall not apply to permanent signs accessory to businesses which are open only on a seasonal basis, provided that there is clear intent to continue operation of the business).
18. Any sign or sign structure which:
 - a. Is structurally unsafe;

- b. Constitutes a hazard to safety or health by reason of inadequate maintenance or dilapidation;
 - c. Is not kept in good repair; or
 - d. Is capable of causing electrical shocks to persons likely to come in contact with it.
19. Any sign or sign structure which:
- a. In any other way obstructs the view of, may be confused with or purports to be an official traffic sign, signal or device or any other official sign;
 - b. Uses any words, phrases, symbols or characters implying the existence of danger or the need for stopping or maneuvering a motor vehicle or bicycle;
 - c. Creates in any other way an unsafe distraction for motor vehicle or bicycle operators; or
 - d. Obstructs the view of motor vehicle or bicycle operators entering a public roadway from any parking area, service drive, private driveway, alley or other thoroughfare.

16.07.060. Measurement of sign area and height

A. Sign surface area. The area of a geometric shape enclosing any message, logo, symbol, name, photograph or display face shall be measured using standard mathematical formulas. Time and temperature devices shall not be included within the measurement of maximum sign area.



SIGN AREA MEASUREMENT

Figure 7-1
16-7-13

- B. **Sign support.** Supporting framework or bracing that is clearly incidental to the display itself shall not be computed as sign area.
- C. **Back-to-back (double-faced) signs.** Back-to-back signs shall be regarded as a single sign only if mounted on a single structure, and the distance between each sign face does not exceed two feet at any point.
- D. **Three-dimensional signs.** Where a sign consists of one or more three-dimensional objects (i.e. balls, cubes, clusters of objects, sculpture), the sign area shall be measured as their maximum projection upon a vertical plane. Signs with three-dimensional objects that exceed a projection of six inches from the sign face may be approved in compliance with Section 16.07.110 (Creative Signs).
- E. **Wall signs.** If a sign is attached to a wall, only that portion of the wall onto which the sign face or letters are placed shall be calculated in the sign area.
- F. **Sign height.** The height of a sign shall be measured from the highest point of a sign to the ground surface beneath it. When berms are used in conjunction with signage, the height of the sign shall be measured from the mean elevation of the fronting street.

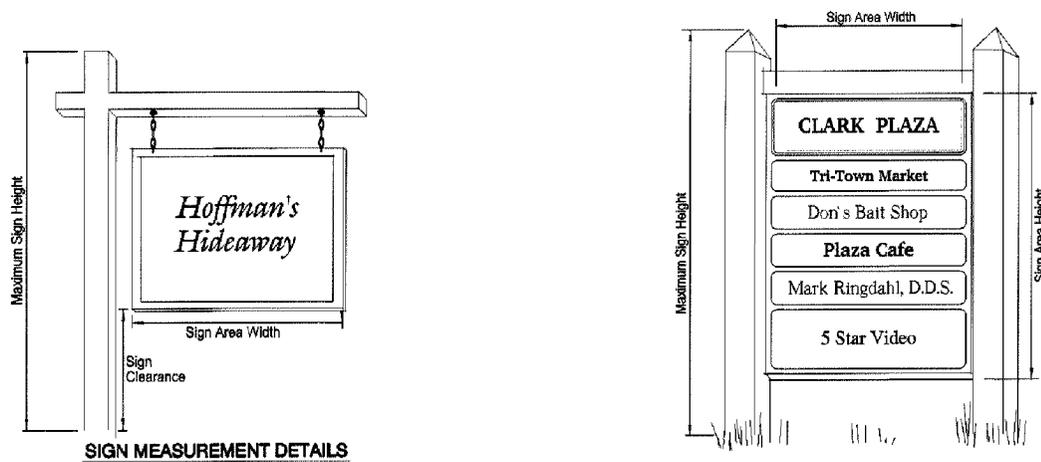


Figure 7-2

16.07.070. Sign design

- A. **Design compatibility.**
 - 1. Creative design encouraged. Signs shall make a positive contribution to the general appearance of the street and commercial area in which they are located.

A well-designed sign can be a major asset to a building. The Town encourages imaginative and innovative sign design. The creative sign application procedure (Section 16.07.110) is specifically designed for artistic and unusual signs that might not fit the standard sign regulations and categories.

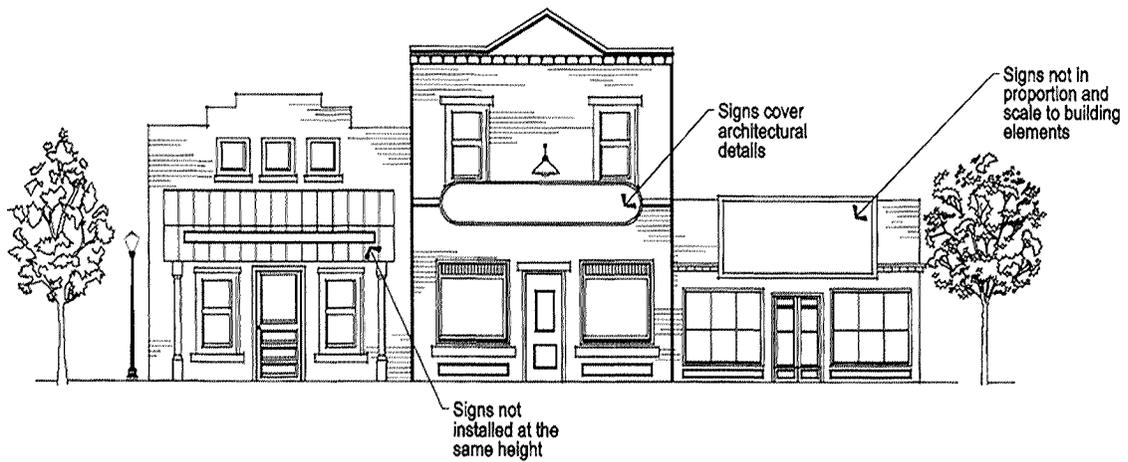
2. Professional. Signs shall be made by a professional sign company or other qualified entity acceptable to the Town.
3. Proportionate size and scale. The scale of signs shall be appropriate for the building on which they are placed and the area in which they are located. Building signs shall be harmonious in scale and proportion with the building facade they are mounted to.

4. Sign location and placement.

- a. *Visibility* – Signs shall not visually overpower nor obscure architectural features.



This ▲
Not This ▼



- b. *Integrate signs with the building and landscaping* – Carefully coordinate the sign with the architectural design, overall color scheme and landscaping. Signs shall be designed to complement or enhance the other signs for a building.
 - c. *Unified sign band* – Whenever possible, signs located on buildings with the same blockface shall be placed at the same height, in order to create a unified sign band. Locate wall signs at the first floor level only for retail uses.
 - d. *Monument signs* – Locate monument signs in a planter setting within a landscaped area at the primary entries to residential, commercial and industrial subdivisions to provide an overall project identity. A maximum of one (1) monument sign per entry is permitted.
 - e. *Pedestrian-oriented signs* – Pedestrian-oriented signs are encouraged. It is desirable to include a pedestrian-oriented sign as one of the permitted signs for a business. These signs are designed for and directed toward pedestrians so they can easily and comfortably read the sign as they stand adjacent to the business.
 - f. *Road right-of-way* – No sign shall be erected within the road right-of-way or near the intersection of any road(s) or driveways in such a manner as to obstruct free and clear vision of motorists, bicyclists or pedestrians or at any location where, by reason of the position, shape or color, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device. Signs located at an intersection must be outside of the sight distance triangle.
5. Landscaping. Freestanding signs shall be landscaped at their base in a way harmonious with the landscape concept for the whole site. Landscaping shall form an attractive, dense cluster at the base of the sign that is equally attractive in winter and summer.

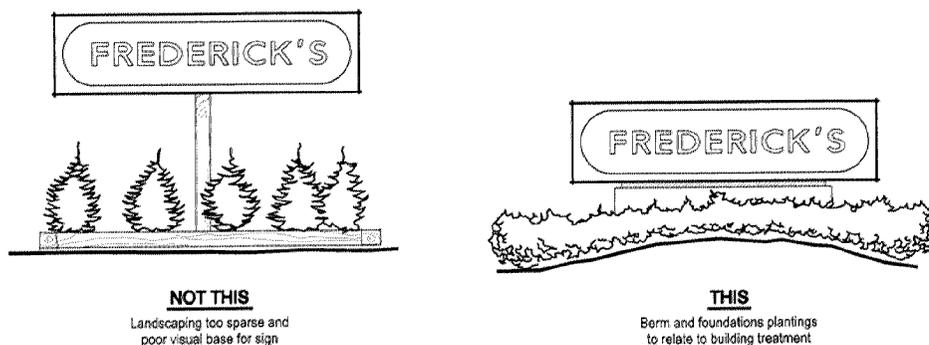
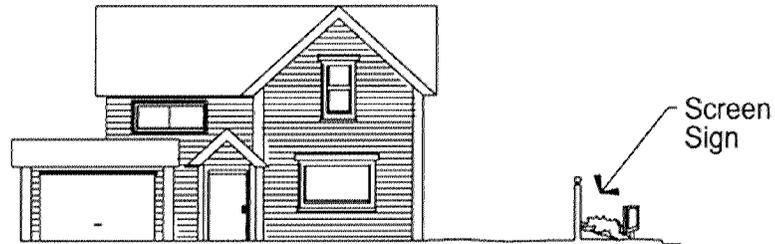


Figure 7-4

6. Reduce sign impact. Because residential and commercial uses generally exist in close proximity, signs shall be designed, located and/or screened with landscaping so that they have little or no impact on adjacent residential neighborhoods. Small-scale signs are encouraged.

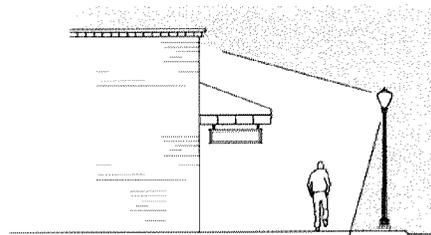


REDUCE SIGN IMPACT

Figure 7-5

B. Sign Illumination.

1. Use illumination only if necessary.
2. Sign illumination shall complement the design of the site.



USE OF EXISTING ILLUMINATION

Figure 7-6

3. Use a direct light source. All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign. When external light sources are directed at the sign surface, the light source must be concealed from pedestrians' and motorists' "lines of sight."

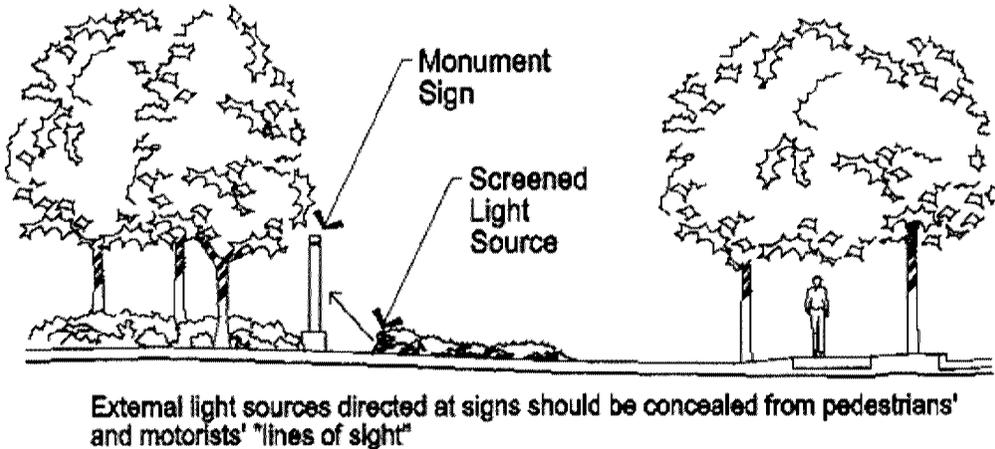


Figure 7-7

4. Signs must be illuminated in a way that does not cause glare onto the street and adjacent properties. Signs shall be lighted only to the minimum level for nighttime readability and should not be so bright as to overpower an area.
5. All lighted signs shall meet all applicable electrical codes and the electrical components used shall bear the label of an approval agency. Additionally, electrical permits shall be obtained for electric signs.
6. Flashing, moving, blinking, chasing or other animation effects shall be prohibited on all signs except time and temperature signs.
7. Neon tubing is an acceptable method of sign illumination for window signs in commercial districts.
8. No commercial sign within five hundred linear feet of a pre-existing residential structure, and visible from that structure, may be illuminated between the hours of 11:00 p.m. and 6:00 a.m. A residence shall be deemed "pre-existing" for purposes of this Section if it has a valid building permit in effect for construction of said structure or if construction of said structure was complete on or prior to the effective date of this Article.

16.07.080. Sign installation and maintenance

A. Installation.

1. Where possible, signs shall be mounted so that the mounting brackets and associated mounting hardware are concealed.
2. Projecting signs shall be mounted so they generally align with others in the block.
3. All signs and all components thereof, including sign structures and sign faces, shall be kept neatly painted, in a good state of repair and in compliance with all building and electrical codes in force at the time of installation. The Town may inspect any sign governed by this Article and shall have the authority to order the painting, repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.
4. Owners of projecting signs extending over public right-of-way shall be required to maintain public liability insurance in an amount to be determined appropriate by the Town, in which the Town is named as an "other insured."

B. Maintenance.

1. The owner of a sign and the owner of the premises on which such sign is located shall be jointly and severally liable to maintain such sign, including any illumination sources in neat and orderly condition, and in a good working order at all times, and to prevent the development of any rust, corrosion, rotting or other deterioration in the physical appearance or safety of such sign. The sign must also be in compliance with all building and electrical codes.
2. The owner of any sign regulated by this Article shall be required to keep signs and supporting hardware, including temporary signs and time/temperature signs structurally safe, clean, free of visible defects and functioning properly at all times. Repairs to signs shall be equal to or better in quality of materials and design than the original sign.
3. The Town may inspect any sign governed by this Article and shall have the authority to order the painting, repair, alteration or removal of a sign which constitutes a hazard to safety, health or public welfare by reason of inadequate maintenance, dilapidation or obsolescence.

16.07.090. Standards for specific types of signs

- A. Awning signs.** An awning sign is a wall sign which is painted, printed, stitched, sewn or stained onto the exterior of an awning. An awning is a movable or permanent shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.

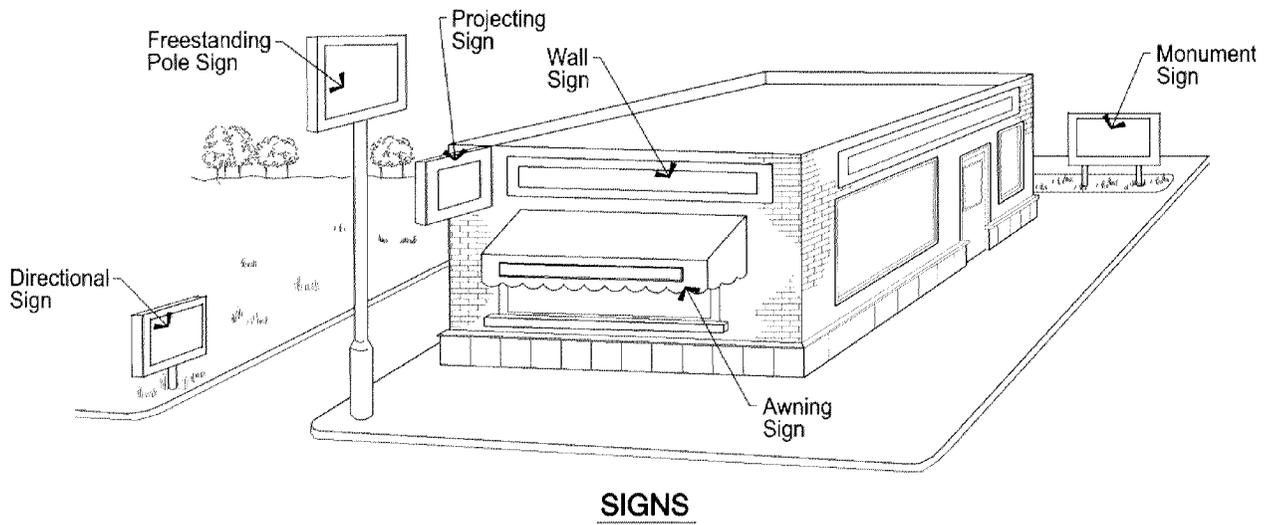


Figure 7-8

1. Location. Signs may be placed only on awnings that are located on first- and second-story building frontages, including those fronting a parking lot or pedestrian way. No awning sign shall project beyond, above or below the face of an awning.
2. Maximum area and height. Sign area shall comply with the requirements established by Section 16.07.100 (Sign Standards by Zoning District). No structural element of an awning shall be located less than eight feet above finished grade. Awnings on which awning signs are mounted may extend over a public right-of-way no more than seven feet from the face of a supporting building. No awning, with or without signage, shall extend above the roof line of any building.
3. Lighting. Awnings shall not be internally illuminated except as part of a creative sign. Lighting directed downwards that does not illuminate the awning is allowed.

4. Required maintenance. Awnings shall be regularly cleaned and kept free of dust, debris and visible defects.

B. Canopy signs. A canopy sign is a wall sign that is permanently affixed to a roofed shelter attached to and supported by a building, by columns extending from the ground or by a combination of a building and columns.

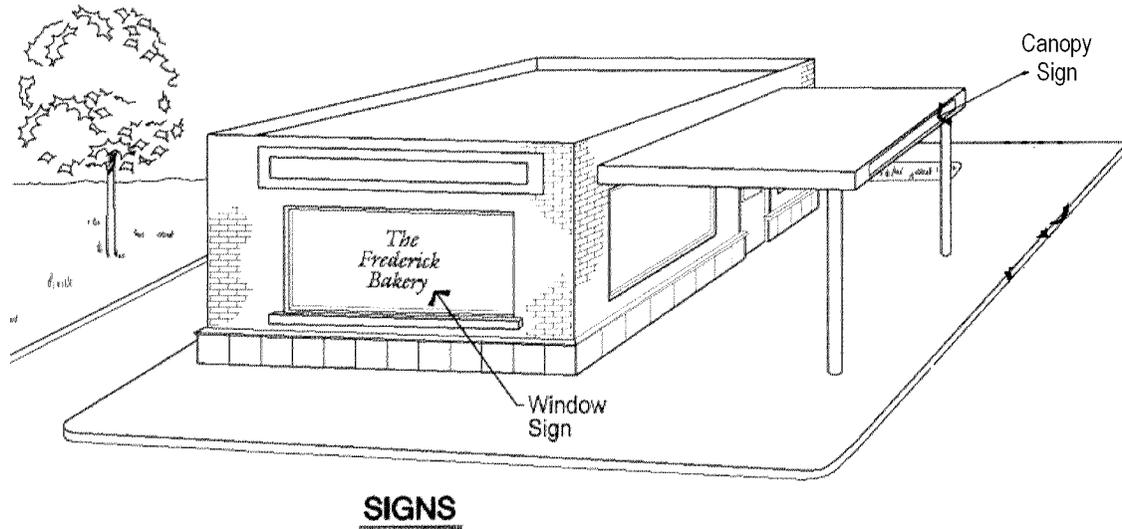


Figure 7-9

1. Maximum area and height. Sign area shall comply with the requirements established by Section 16.07.100 (Sign Standards by Zoning District). No canopy, with or without signage, shall extend above the roof line of any building. No canopy sign shall project above the top of the canopy upon which it is mounted. However, such signs may project horizontally from the face of a canopy the distance necessary to accommodate the letter thickness and required electrical equipment, but not more than twelve inches (measured from the bottom of the sign). Under-canopy signs which are perpendicular to the face of the building shall be deemed to be projecting wall signs. Under-canopy signs which are parallel to the face of the building shall be a minimum of eight feet above grade and shall be deemed to be flush wall signs.
2. Required maintenance. Canopies shall be regularly cleaned and kept free of dust, debris and visible defects.

C. Freestanding signs. A freestanding sign is a sign which is supported by one or more columns, uprights, poles or braces extended from the ground, or which is erected on the ground and shall also include a monument sign and pole signs but does not include a sign attached to a structure.

1. Location. The sign may be located only on a site frontage adjoining a public street. No freestanding sign in any zoning district can be erected closer than eight feet from any curblineline, nor closer than four feet to any building. No freestanding signs in business and industrial districts may be located less than twenty-five feet from any property line adjacent to a residential zoning district line.
2. Maximum area and height. The sign shall comply with the height and area requirements established in Section 16.07.100 (Sign Standards by Zoning District).
3. Sign mounting. The sign shall be mounted on one or more posts or have a solid monument-type base. Posts shall not have a diameter greater than twelve inches.
4. Pole signs. Pole signs should not be so large as to obscure the patterns of front facades and yards.

D. Monument signs. A monument sign is a permanent sign where the entire bottom of the sign is affixed to the ground, not to a building.

1. Location. The sign may be located only along a site frontage adjoining a public street.
2. Maximum area and height. The sign shall comply with the height and area requirements established in Section 16.07.100 (Sign Standards by Zoning District).
3. Design. The design of a monument sign shall be consistent with the overall scale of the building. The design and placement of the sign shall not obstruct traffic safety sight distance areas. Project monument signs shall contain only the name and address of the project which it identifies.
4. Landscaping requirements. Landscaping shall be provided at the base of the supporting structure equal to twice the area of one face of the sign. For example, twenty square feet of sign area equals forty square feet of landscaped area. The Planning Commission may reduce or waive this requirement if it is determined that the additional landscaping would not contribute significantly to the overall aesthetic character of the project.

E. Off-premises signs. Off-premises signs, also known as off-site signs, are permitted with a conditional use permit.

1. Business district identification signs. A business district identification sign is an off-premises sign for the identification of a specific business district or center identified in the Comprehensive Plan or a business improvement or redevelopment area approved by the Board. Business district signs shall not:
 - a. Interfere with pedestrian or vehicular safety;
 - b. Detract from the pedestrian quality of the surrounding area; or
 - c. Add to an over-proliferation of signs on one property or in an area.
 2. Church and civic club off-premise signs. A church or civic club off-premise sign is an off-premise sign intended to direct people to the church or civic club and/or state meeting dates and times. Such signs shall not:
 - a. Interfere with pedestrian or vehicular safety;
 - b. Detract from the pedestrian quality of the surrounding area;
 - c. Add to an over-proliferation of signs on one property or in an area;
 - d. Be allowed for any organization that has not proven "non-profit" status;
 - e. Measure more than four square feet; or
 - f. Number more than five for any organization.
- F. Projecting signs.** A projecting sign is any sign supported by a building wall and projecting at least twelve inches or more horizontally beyond the surface of the building to which the sign is attached.
1. Location. Projecting signs shall be placed only on a ground floor facade, except for businesses located above the ground level with direct exterior pedestrian access. Mount projecting signs so they generally align with others in the block and fit with architectural detail of the structure. This helps to create a “canopy line” that gives scale to the sidewalk.
 2. Maximum area and height. Projecting signs shall not be higher than the wall from which the sign projects if attached to a single story building, or the height of the bottom of any second story window if attached to a multi-story building. Projecting signs must have eight feet of vertical clearance, and may not extend

more than four feet from the building wall except where the sign is an integral part of an approved canopy or awning. The size of projecting signs is limited to three feet wide and six square feet per face.

3. Sign structure. Sign supports and brackets shall be compatible with the design and scale of the sign.
4. Quantity. The number of projecting signs is limited to one per business. Projecting signs are not permitted in conjunction with wall-mounted or pole signs.

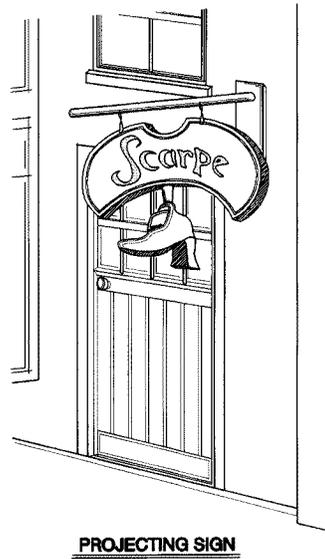


Figure 7-10

- G. Standard brand-name signs** A standard brand-name sign is any sign devoted to the advertising of any standard brand-name commodity or service which is not the principal commodity or service being sold or rendered on the premises, or are not a part of the name or business concern involved.
1. Maximum area. Not more than twenty percent of the total allowable sign area for any permitted use shall be devoted to the advertising of any standard brand-name commodity or service.
- H. Time and/or temperature signs.** A time and/or temperature sign is any sign intended to be displayed for a limited period of time and capable of being viewed from any public right-of-way, parking area or neighboring property.
1. Maximum area. Time and/or temperature signs which do not exceed ten square feet shall not be required to be included in the allowable sign area permitted in Section 16.07.060 (Measurement of Sign Area and Height; Sign Setbacks); provided however, that any identification or advertising which is attached to or made part of the same sign structure shall be included in the allowable sign area for the premises.
 2. Design. The sign shall be designed in a manner that is compatible with other signs on the site and with the structure on which it is placed.
 3. Maintenance. It shall be the responsibility of the owner of such signs to maintain such signs and insure that they are kept accurate. If these conditions are not met, the sign shall be repaired or removed at owner's expense per Section 16.07.030.B.
- I. Wall signs.** A wall sign is any sign painted on, incorporated in or affixed to the building wall, or any sign consisting of cut-out letters or devices affixed to the building wall with no background defined on the building wall.
1. Location. The sign shall not be placed to obstruct any portion of a window, doorway or other architectural detail. Locate wall signs on buildings at the first floor level only for retail uses. No part of a wall sign shall be located more than twenty-five feet above grade level.
 2. Maximum area and height. Wall signs shall not be higher than the eave line of the principal building. The sign shall comply with the height and area requirements established in Section 16.07.100 (Sign Standards by Zoning District).
 3. Projection from wall. No sign part, including cut-out letters may project from the surface upon which it is attached more than required for construction purposes and in no case more than twelve inches.

4. Design. Wall signs shall identify the individual business, building or building complex by name or trademark only.

J. Window signs. A window sign is a sign that is painted on, applied or attached to a window or that can be read through the window from the public right-of-way, placed at or below the second floor level.

1. Maximum area. When a sign is displayed in a window and is visible beyond the boundaries of the lot upon which the sign is displayed, the total area of such sign shall not exceed:
 - a. Twenty-five percent of the window or door area at the ground floor level; and
 - b. Twenty-five percent of the total allowable sign area for the premises.
2. Lighting. All illuminated window signs shall be included in the total allowable sign area for the premises. Temporary posters announcing or advertising events sponsored by noncommercial organizations shall be exempt from limitations for window signs.

16.07.100. Sign standards by zoning district

A. Residential signs, RLD, RHD and MHR Zone districts.

Signs in the RLD, RHD and MHR zoning districts may include and shall be limited to:

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Identification Sign (Freestanding or Wall Sign)	1 per SF, duplex or mobile home	2	4'	wall signs may be no higher than the eave line of the principal building
	1 per multi-family or triplex	16	6'	wall signs may be no higher than the eave line of the principal building
	1 per public or quasi-public use	20	8'	wall signs may be no higher than the eave line of the principal building
	1 per subdivision entrance (monument sign)	32 per face	6'	direct illumination only; when placed on subdivision entry features, only the sign face shall be used to calculate the area
Bed and Breakfast	1 per street frontage	4	Below edge of roof, 4' freestanding	may be lighted; name and address of facility only

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Child Care Center	1	10	5'	unlighted
Commercial Uses (legal nonconforming only)	1 per tenant space	1 for each lineal foot of building frontage; 25 maximum	6'	direct light source only; may not be illuminated between 11 p.m. and 6 a.m. if within 500' of existing residential
Home Occupation	1	4	5'	unlighted
Temporary Signs	See Section 16.07.040, <i>Exempt Signs</i>			

B. Business and commercial signs, HD and SC zone districts.

Signs in the HD and SC zoning districts may include and shall be limited to:

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Identification Sign (Freestanding, Wall, Window, Awning, Canopy, Projecting)	Project entry monument sign: 1 per entrance	64 per face	6'	
	Arterial street pole sign: 1 every 1500' of street frontage	64 per face	12'	in place of project monument sign; not allowed on local or collector streets
	Wall sign: 1 per individual tenant building frontage		n/a	the sum of all wall signs on a given wall shall not exceed 5% of the wall area
	Canopy or awning sign: 1 per individual building tenant		Minimum 8' above finished grade	allowed in place of a wall sign
	Window sign: 1 per business	25% of window or door area	n/a	may be placed on the window or door, but not both; cannot exceed 25% of the total allowable sign area for the premises
	Information signs	5	6'	permitted at rear and loading door entrances
	Pole signs adjacent to State Highway: 1 per frontage, max of two with over 800' of street frontage	64 total	15'	permitted along with entry monument sign; can be no closer than 150' from each other
Time and/or Temperature	1	10	6' monument, 12' pole	identification or advertising that is part of sign structure must be included in allowable sign area
Standard Brand-Name	Varies	see comments	6' monument, 12' pole	not more than 20% of the total allowable sign area

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Temporary Signs	See Section 16.07.040, <i>Exempt Signs</i>			

C. Business and commercial signs, AC zone district.

Signs in the AC zoning district may include and shall be limited to:

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Identification Sign (Freestanding, Wall, Window, Awning, Canopy, Projecting)	Wall sign or projecting sign: 1 per individual tenant building frontage	1 square foot for the first 100 lineal feet of building frontage plus 1 square foot for each 2 lineal feet of building frontage up to 200 square feet maximum	n/a	the sum of all wall signs on a given wall shall not exceed 5% of the wall area; cannot be 25' above grade level or higher than the eave line of the principal building; first floor level only for retail uses
	Canopy or awning sign: 1 per individual building tenant	10 if main business sign; 4 if an auxiliary business sign	Minimum 8' above finished grade	may not be in addition to a wall sign; auxiliary on valance only
	Window sign: 1 per business	25% of window or door area	n/a	may be placed on the window or door, but not both; cannot exceed 25% of the total allowable sign area for the premises
	Information signs	5	6'	permitted at rear and loading door entrances
	Pole signs adjacent to State Highway: 1 every 500' of frontage	64 total	15'	permitted along with entry monument sign; can be no closer than 150' from each other
Time and/or Temperature	1	10	6' monument, 12' pole	identification or advertising that is part of sign structure must be included in allowable sign area
Standard Brand-Name	varies	see comments	6' monument, 12' pole	not more than 20% of the total allowable sign area
Temporary Signs	See Section 16.07.040, <i>Exempt Signs</i>			

D. Industrial signs, I-1 and I-2 zone districts

Signs in the I-1 and I-2 zoning districts may include and shall be limited to:

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Identification Sign (Freestanding, Wall)	1 project monument sign per entrance to site	64 per face	6'	no pole signs are permitted
	Wall sign: 1 per individual tenant building frontage	16	n/a	may not exceed one per tenant or one per building entry; must be flush mounted; cannot be 25' above grade level or higher than the eave line of the principal building
	Information signs	5	6'	permitted at rear and loading door entrances
	Pole signs adjacent to State Highway: 1 every 600' of frontage, max of 2 signs	64 total	15'	permitted along with entry monument sign; can be no closer than 150' from each other
Temporary Signs	See Section 16.07.040, <i>Exempt Signs</i>			

E. Open District signs, O zone district.

Signs in the O zoning district may include and shall be limited to:

Type of Sign	Number of Signs	Maximum Area (sq. ft.)	Maximum Height of Freestanding Signs	Comments
Identification Sign (Freestanding, Wall)	1 per principal use	48 per face	12'	minimum setback equal to height of sign; minimum spacing 50' between signs on separate frontage, 300' between signs on same frontage
Temporary Signs	See Section 16.07.040, <i>Exempt Signs</i>			

16.07.110. Creative signs

A. Purpose. This Section establishes standards and procedures for the design, review and approval of creative signs. The purposes of this creative sign program are to:

1. Encourage signs of unique design, and that exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
2. Provide a process for the application of sign regulations in ways that will allow creatively designed signs that make a positive visual contribution to the overall image of the Town, while mitigating the impacts of large or unusually designed signs.

- B. Applicability.** An applicant may request approval of a sign permit under the creative sign Program to authorize on-site signs that employ standards that differ from the other provisions of this Article but comply with the provisions of this Section.
- C. Approval authority.** A sign permit application for a creative sign shall be subject to approval by the Planning Commission.
- D. Application requirements.** A sign permit application for a creative sign shall include all information required by the Town, and the filing fee based on the same fee schedule as a building permit.
- E. Design criteria.** In approving an application for a creative sign, the Planning Commission shall ensure that a proposed sign meets the following design criteria:
 - 1. Design quality.** The sign shall:
 - a.** Constitute a substantial aesthetic improvement to the site and shall have a positive visual impact on the surrounding area;
 - b.** Be of unique design, and exhibit a high degree of thoughtfulness, imagination, inventiveness, and spirit; and
 - c.** Provide strong graphic character through the imaginative use of graphics, color, texture, quality materials, scale, and proportion.
 - 2. Sign context criteria.** The sign shall contain at least one of the following elements:
 - a.** Classic historic design style.
 - b.** Creative image reflecting current or historic character of the Town.
 - c.** Inventive representation of the use, name or logo of the structure or business.
 - 3. Architectural criteria.** The sign shall:
 - a.** Utilize and/or enhance the architectural elements of the building; and
 - b.** Be placed in a logical location in relation to the overall composition of the building's facade and not cover any key architectural features/details of the façade

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