

ARTICLE XII Sign Regulations

§ 148-104. Purpose.

The following sign regulations are established to assure compatibility of signs with surrounding land usage, to enhance the economy of the County, to protect the public investment in streets and highways, to promote the safety and recreational value of public travel, to preserve natural beauty and to protect tax revenues by promoting the reasonable, orderly and effective display of outdoor advertising.

§ 148-105. Outdoor advertising.

No person, except a public officer or employee in performance of a public duty, shall paste, post, paint, print, [nail](#), tack, erect, place, maintain or fasten any sign, pennant, outdoor advertising sign, billboard or notice of any kind, or cause the same to be done, facing or visible from any public street or public open space, except as provided herein.

§ 148-106. Exceptions.

The following shall not be deemed to be included within the definition of "sign":

- A. Signs of a duly-constituted governmental body, including traffic or similar regulatory devices, street names, legal devices or [warnings at railroad crossing informational notices](#).
- B. Memorial [or historical](#) tablets or signs.
- C. Signs required to be maintained by law or governmental order, rule or regulation, with a total surface area not exceeding 10 square feet, on any lot or parcel.
- D. Signs which are within a ballpark or ~~other similar private~~ recreational use [area](#) and which cannot be seen from a public street or adjacent properties.
- E. Flags or emblems of a civic, philanthropic, educational or religious organization, temporary in nature.
- F. Signs displayed for the direction or convenience of the public, including signs which identify rest rooms, location of public telephones, freight entrances, no trespassing and posted signs, or the like.
- G. Signs directing traffic on private property but bearing no advertising matter, with a total surface area not exceeding eight square feet per sign on any lot or parcel, and provided that no parts of such signs ~~other shall be located more~~ than [columns and supports shall be located between 3 1/2 and](#) seven feet above-grade.
- H. Signs placed by [a public utility company](#) showing the location of underground facilities.
- I. [Temporary political signs and posters.](#)
- J. [Temporary real estate signs advertising property for sale or rent less than 6 square feet in area and temporary construction signs less than 6 square feet in area.](#)

§ 148-107. Definitions.

The definitions of the four types of signs described in this Article are as follows:

Monument: A freestanding sign with two or more supports or a single support or base that is greater than 12 inches in width.

Pole: A freestanding sign with a single support that is less than 12 inches in width.

Projecting: A sign that is attached to a wall or structure and extends horizontally from that wall or structure.

Wall: A sign that is mounted on or consists of lettering on a wall.

§ 148-108. Measurement of Sign Area

Sign area shall include the entire face of the sign (one side only) including frame, if any. Where the sign consists of individual letters or a sign face of irregular shape, the sign area shall include the smallest rectangle that can encompass the letters or the sign face. Space for changeable copy (including fuel prices or similar displays) shall be included in the area of the sign. Where a sign has two or more faces, or panels, the area of all faces or panels shall be included in determining the area of the sign, except where two such faces are placed back-to-back or at 45 degrees interior angle, or less.

The base or supports below the area with the advertising are not included in sign area unless they include advertising.

§ 148-109. -Permitted signs.

Signs will be permitted in various districts as follows:

A. Conservation District C-1 ~~and~~ Agricultural District A-1

(1) Business signs-- freestanding

The area for a freestanding pole or monument sign shall be a maximum of 32 square feet.

The maximum height for freestanding permanent signs shall be 8 feet above grade.

Monument signs may be placed on landscaped berms or structural bases or supports. When constructed in this manner, sign height shall be measured

from the bottom of such berm or structural base or support.

Each parcel shall be permitted one freestanding sign per parcel or 125 feet of road frontage provided all other standards are met.

Business signs-on-structure

The square footage for on-structure signs shall be as follows:

- For wall signs mounted flat on the building: a maximum of 100 square feet.
- For projecting signs: a maximum of 12 square feet.

On-structure signs shall not project above the eaves line for buildings with pitched roofs, and not above the roofline for buildings with flat roofs. Wall signs shall not extend from the wall more than 12 inches at either end.

The top of projecting signs shall not be higher than the eave line and the bottom shall not be lower than 8'. Projecting signs shall not project more than 4 feet' from the wall on which they are mounted.

- (2) Church and library bulletin boards and identification signs, with a total surface area not exceeding 32 square feet per sign.
- (3) Directional signs, with a total surface area not exceeding eight square feet per sign.
- (4) Home occupation wall signs, with a total surface not to exceed ~~eight~~four square feet per sign.
- (5) ~~Temporary signs.~~ Residential subdivisions and multi-family complexes: freestanding monument-type sign that does not exceed six feet in height and 40 square feet in area. One freestanding sign shall be permitted per each entrance. However, the Zoning Administrator may waive these requirements when the design is such that it is not intrusive and supports the subdivision or complex design and architecture.
- (6) Temporary signs, with special permission from the Zoning Administrator.

B. Agricultural District A-1.

Residential R-1, Residential Waterfront R-2, Residential Restricted R-3, and Planned Unit Development Districts.

- (1) Business signs to advertise the sale or rent of the premises upon which erected, with a total surface area not exceeding 16 square feet per sign.
- (2) Church and library bulletin boards and identification signs, with a total surface area not exceeding 32 square feet per sign.
- (3) Directional signs, with a total surface area not exceeding four square feet per sign.
- (4) Home occupation wall signs, with a total surface not to exceed four square feet per sign.

- (5) Temporary signs, with permission from the Zoning Administrator.
- (6) Residential subdivisions and multi-family complexes: freestanding monument-type sign that does not exceed six feet in height and 40 square feet in area. One freestanding sign shall be permitted per each entrance. However the Zoning Administrator may waive these requirements when the design is such that it is not intrusive and supports the subdivision or complex design and architecture.

C. Residential R-1 and Residential Waterfront R-2 Districts:
Business B-1 District.

- (1) Business signs, only to advertise the sale or rent of the premises upon which erected, with a total surface area not exceeding 32 square feet per sign. freestanding

The size for a freestanding pole or monument sign shall be a maximum of 75 square feet and the height no more than 12 feet

Shopping centers or similar uses with 5 or more establishments shall be permitted up to 60 square feet of sign area and 12 feet in height. Only one main freestanding sign shall be permitted, no freestanding signs shall be permitted for individual establishments or usages. Individual establishments may have on-structure signs.

Each parcel shall be permitted one freestanding sign per parcel or 125 feet of road frontage provided all other standards are met.

Business signs on-structure

The square footage for on-structure signs shall be as follows:

- For wall signs mounted flat on the building: a maximum of 100 square feet.
- For projecting signs: a maximum of 16 square feet.

On-structure signs shall not project above the eaves line for buildings with pitched roofs, and not above the roofline for buildings with flat roofs. Wall signs shall not extend from the wall more than 12 inches at either end.

The top of projecting signs shall not be higher than the eave line and the base shall not be lower than 8'. Projecting signs shall not project horizontally more than 6' from the wall on which they are mounted.

- (2) Church bulletin boards and identification signs, with a total surface area not exceeding 4032 square feet per sign.
- (3) Directional signs, with a total surface area not exceeding four eight square feet per sign.
- (4) Temporary signs, with special permission from the Zoning Administrator. Home

occupation wall signs, with a total surface not to exceed eight square feet per sign.

(5) Temporary signs, with permission from the Zoning Administrator.

~~D. Business B-1 and Industrial M-1 Districts:~~

- ~~(1) Business signs.~~
- ~~(2) Church bulletin boards and identification signs.~~
- ~~(3) Directional signs.~~
- ~~(4) General advertising signs.~~
- ~~(5) Home occupation signs.~~
- ~~(6) Temporary signs.~~

~~§ 148-108. Industrial M-1 District~~

~~108.~~

~~D (1) Business signs- freestanding~~

~~All types of freestanding signs permitted not to exceed 216 square feet in signage area and 15 feet in total height.~~

~~Business signs-on-structure~~

~~The square footage for on-structure signs shall be as follows:~~

- ~~• For wall signs mounted flat on the building: a maximum of 100 square feet of signage.~~
- ~~• For projecting signs: a maximum of 18 square feet.~~

~~On-structure signs shall not project above the eaves line for buildings with pitched roofs, and not above the roofline for buildings with flat roofs Wall signs shall not extend from the wall more than 12 inches.~~

~~The top of projecting signs shall not extend above the eaves and the base shall not be lower than 8 feet. Projecting signs shall not project horizontally more than 8 feet from the wall on which they are mounted.~~

- ~~(2) Each parcel shall be permitted one freestanding sign or 250 feet of road frontage provided all other standards are met and each structure shall be permitted one on-structure sign.~~
- ~~(3) Temporary signs, with special permission from the Zoning Administrator.~~

§ 148-110. Setback.

Signs shall be located 15 feet or more from any street right-of-way, and this shall be known as the "setback line." The Zoning Administrator may permit or require a shorter or longer distance depending on the characteristics of the specific location. There shall be excepted from this setback business signs advertising the sale or rent of the premises or construction contractor signs which may be erected up to the property line.

§ 148-109. Height limitations.

Signs shall not ~~exceed a height of 15 feet above ground level or the~~ obstruct required highway sight distances and shall not extend into or over any street right-of-way.

§ 148-111. Construction and Landscaping

A. Residential and Waterfront Districts, R-1, R-2, R-3, and PUD

Freestanding signs shall be ground mounted, monument type structures. No pole or pylon signs shall be permitted. Signs shall be designed and constructed to complement the architecture of the building to which the sign refers. Landscaping shall be integrated with the installation of freestanding signs, and the landscaped area around the base of the freestanding sign shall be not less than 100 square feet.

B. Rural, Commercial and Industrial Districts, A-1, C-1, B-1, and M-1

Freestanding signs shall be ground mounted, pole or monument type structures designed to complement building architecture or be compatible with the surroundings. Landscaping shall be integrated with the installation of freestanding signs provided highway sight distances and pedestrian access can be maintained. Where feasible, at least 100 square feet of the area at the base of the sign shall be landscaped.

§ 148-112. Illumination

Signs shall comply with the lighting requirements provided herein and also Section §148-116. Signs shall not have reflective backgrounds but may use reflective lettering. Digital or electronically controlled message components shall comprise no more than 50% or 50 square feet, whichever is less, of the sign area. No flashing or scrolling text shall be permitted and, with the exception of the date, time and temperature, no text message shall be displayed for an interval of less than 10 seconds. Freestanding signs may be illuminated internally. When illuminated externally the light source(s) must be shielded from any roads and adjacent property and directed solely at the sign.

§ 148-113. Redevelopment

Reconstruction, relocation, or elimination of freestanding signs shall be required under the following circumstances. Required improvements shall bring on-site signage into compliance. However, the Zoning Administrator may provide a waiver when compliance would provide an undue hardship to the sign owner.

1. Site improvements or other improvements are made which require movement of an existing sign
2. Any freestanding sign is oriented, whichever is higher, without special permission from the Zoning Administrator, replaced, refaced, remodeled or otherwise altered.
3. Existing signs interfere with required highway sight distances.

§148-110114. Zoning Administrator discretion

The Zoning Administrator has the authority to increase or decrease any numerical requirements in this Article by 10% in order to take into consideration local conditions.

§ 148-115. Additional restrictions.

No sign shall be erected, maintained, located or operated:

- A. Except for authorized traffic signs, no sign shall be erected at the intersection of any street in such a manner as to create a traffic hazard by obstructing vision between heights of 2 1/2 and eight feet; or at any location where it may interfere with, obstruct the view of or be confused with any authorized traffic sign.
- B. Which imitates or resembles any official traffic sign, signal or device or uses the words "Stop" or "Danger" prominently displayed or presents or implies the need or requirement of stopping or the existence of danger on any highway.
- C. Which contains lighting which is not effectively aimed or shielded so as to prevent beams or rays of light from being directed at any portion of the traveled ways of a street or highway and which is of such intensity or brilliance as to cause glare or to impair the vision of the driver of any vehicle.
- D. Which advertises any activities which are illegal under state or federal law or regulations in effect at the location of such sign or at the location of such activities.
- E. Which is obsolete or inconsistent with state law or the provisions of this chapter.
- F. Which is on a truck or trailer with commercial advertising, and the truck or trailer is parked along the primary county roads (Rt. 360, 200, 201 and 202) for more than 30 days without the approval of the Zoning Administrator.