

## **ARTICLE XVII SIGNS**

**17.0 Purpose.** To regulate the erection and placement of signs within the Town in order to provide safe operating conditions for pedestrian and vehicular traffic without unnecessary and unsafe distractions to drivers and pedestrians. To preserve the value of property on which signs are located and from which signs may be viewed. To maintain an aesthetically attractive Town in which signs are compatible with the surrounding area. To maintain for the Town's residents, workers and visitors a safe and aesthetically attractive environment and to advance the aesthetic interests of the Town. To establish comprehensive sign regulations that effectively balance legitimate business and development needs with safe and aesthetically attractive environment for residents, workers and visitors to the Town. To provide fair and reasonable opportunities for the identification of businesses that are located within the Town and to provide for the identification of the availability of products, goods or services to promote economic vitality. To ensure the protection of free speech rights under the state and United States Constitutions within the Town. To establish a permit system to allow specific types of signs in zoning districts consistent with the uses, intent and aesthetic characteristics of the areas where the signs are to be located. To allow certain signs that are small, safe, unobtrusive and incidental to the principal use of the respective lots on which they are located, subject to the substantive requirements of this article but without a requirement for permits. To provide for temporary signs in certain circumstances. To place reasonable controls on nonconforming signs that are by definition contrary to the public health, safety and welfare while protecting the constitutional rights of the owners of said nonconforming signs. To prohibit all signs not expressly authorized by this chapter, to provide for the maintenance of signs, and to provide for the enforcement of the provisions of this chapter.

The purpose and intent of the governing authority of the Town in enacting this chapter are as follows:

### **17.1 Scope of regulations.**

- A. It shall be unlawful for any person to erect, construct, enlarge, move, alter or convert any sign or cause the same to be done within the Town except in accordance with the provisions of this Code.
- B. Noncommercial speech protected under the First Amendment of the United States Constitution and the Constitution of the State of Georgia shall be regulated by this Code only as to the size of signage containing such speech, the number and location of such signs, and such other reasonable time, place and manner restrictions as are set forth in this Code. Any sign or structure used solely for the purpose of displaying a protected non-commercial message or protected non-commercial speech is exempt from all other aspects of this Code. Except, however, all sign structures shall remain subject to the provisions of the Town of Braselton Zoning Code, Building Codes and other relevant laws.
- C. Protected noncommercial speech shall be permitted in any place commercial speech is permitted under this Code. Any sign provided for in any zoning district may contain non-commercial messages. To the extent any conflict arises between this provision and any other language found in this Code, this provision shall control.
- D. Any sign or structure erected for the purpose of displaying a protected noncommercial message or protected noncommercial speech shall not be used for a commercial message or commercial speech unless such sign or structure is erected in conformance with all requirements of this Code and has received a sign permit as required by this Code.

- E. For purposes of this chapter a "noncommercial message" or "noncommercial speech" shall mean any message or speech that does not meet the definition of "commercial message or commercial sign" as set forth in this Code. Nothing herein shall be construed to prohibit a prosecution for violation of a criminal statute by the town or other duly constituted government authority or a civil action by the town or other private person or entity.

### **17.2 Permit requirements.**

Except as specifically exempted from the provisions of this chapter, it shall be unlawful for any person to post, display, substantially change, or erect a sign without a permit. A change in the copy only of a sign or advertising device shall not constitute a substantial change.

- A. Applications for sign permits shall be filed by the sign owner or its agent to the Town upon forms furnished by the Town. Said application shall describe and set forth the following:
  - 1. The street address of the property upon which the subject sign is to be located and the proposed location of the subject sign on the property.
  - 2. The aggregate area and square foot copy area per sign for all signs;
  - 3. The name(s) and address(es) of the owner(s) of the real property upon which the sign is to be located;
  - 4. The written consent of the owner, or its agent granting permission for the placement and maintenance of the sign;
  - 5. A sketch or print drawn to scale showing pertinent information such as dimensions, materials and location on the building or property, in accordance with the building code;
  - 6. The name, address, telephone number and business license number of the sign contractor;
  - 7. The type of sign to be erected, the area and copy area, height shape and overall size of the sign;
  - 8. The size of the parcel on which the sign is to be placed; and
  - 9. Other administrative or technical information needed as may be determined by the Director in performance of his or her duties.
- B. No permit shall be issued until the appropriate and complete application has been filed with the director, all relevant deposits and fees have been paid, and the application has been approved by the director.
- C. A sign permit shall be issued or denied by the director within 30 days of the filing of a complete and conforming permit application, payment of the appropriate deposits and fee(s), and compliance with all requirements under this Code. If the Town fails to act within the 30-day period, the permit shall be deemed to have been granted. In the event a permit application is denied, the director shall provide the applicant a written denial, indicating the reason(s) for denial. The applicant may appeal a denial to the Zoning Board of Appeals by filing a notice of appeal with the director within 10 days of written notice of the permit denial. The notice shall state the reasons for the appeal. The board of appeals shall take final action on the appeal within 60 days of the notice. Should the board of appeals vote to uphold the denial, the board of appeals shall issue a written confirmation of its decision, indicating the reason(s) therefore, to the applicant. Appeal from the decision of the board of appeals is by Writ of Certiorari to the Jackson County Superior Court and must be filed within 30 days of the date of the board's decision.
- D. Permit time limitation. A sign permit shall become null and void if the sign for which

the permit was issued has not been completed and erected within 6 months after the date of issuance.

### **17.3 Remedies and Severability.**

In case any sign, advertising device or other device covered by this Code is or is proposed to be erected, constructed, altered, converted or used in violation of any provision of this Code, the director, or designee may, in addition to other remedies, and after due notice to the appropriate person(s), issue a citation for violation of this chapter requiring the presence of the violator in the municipal court, or institute injunction or other appropriate action or proceedings to prevent such unlawful erection, construction, alteration, conversion or use or to correct or abate such violation. In the event any section, subsection, sentence, or word of this article is declared and adjudged to be invalidated or unconstitutional, such declaration or adjudication shall not affect the remaining portion of this Article, which shall remain in full force and effect as if such portion so declared or adjudged unconstitutional were not originally part of this Article, even if the surviving parts of this code result in greater restrictions after any unconstitutional provisions are stricken. The Town Council declares that it would have enacted the remaining parts of the Article if it had known that such portion thereof would be declared or adjudged invalid or unconstitutional. The Town Council declares its intent that should this ordinance be declared in part or in whole, signs are to be subject to regulations applicable to “structures” contained in the Development Code.

### **17.4 General provisions.**

Unless otherwise specifically stated herein, all signs and sign structures shall comply with minimum setback and height restrictions for structures as set forth in the Town of Braselton Zoning Code. Except as otherwise provided in this Code, the following general stipulations shall apply:

- A. All signs shall be maintained in good condition and present a neat and orderly appearance. Any sign showing gross neglect, or which becomes dilapidated, or which is surrounded by an unmaintained ground area, may be required to be repaired or removed as set forth below. The Director, upon finding any of the above conditions, will give the owner a minimum of 10 days written notice to correct the deficiencies or to remove the sign or signs. If the owner refuses to correct the deficiencies or remove the sign, the director may issue a citation under the enforcement provisions of this chapter.
- B. The light from any illuminated sign shall not be of an intensity or brightness that interferes with the peace, comfort, convenience, and general welfare of residents or occupants of adjacent or nearby properties. No sign shall have blinking, flashing, or fluctuating lights or other illuminating devices that have a changing light intensity, brightness or color. No color lights shall be used at any location or in any manner to be confused with or construed as traffic control devices. Neither direct nor reflected light from primary light sources shall create a hazard to operators of motor vehicles.
- C. Banners, streamers, pennants, balloons, and similar temporary advertising devices shall be permitted on private property during the grand opening of a business, no more than 30 days prior to opening and no longer than 30 days after the date of the opening. Types of temporary signage that fall under Section 17.7- Prohibited Signage are not permitted.

After the grand opening, each business owner will be permitted to utilize such advertising devices on such property for a period not to exceed 30 days in any 4

month period, said period being measured from calendar month and day to future calendar month and day (ex. March 3rd to July 3rd). For both grand openings and special sales, each business shall be limited to no more than one temporary advertising device at a time and shall be located on the property on which such business is located. No temporary advertising device shall be used without first obtaining a permit for each such sign from the director in accordance with the permit provisions of this Code.

Exceptions to Rule –

A-frame/sandwich board type signs may be used on a daily basis only during business hours of operation. All A-frame/sandwich board type signs must be located no further than 50 ft. from the building and shall not be placed in public parking areas, drives, or sidewalks. In the Downtown Overlay District, daily A-frame/sandwich board type signs may be placed on a public sidewalk only through permission from the Town Manager. Signs made of corrugated plastic are prohibited in the Downtown Overlay District.

- D. All permanent ground signs with a sign area greater than 6 sq. ft. but 192 sq. ft. or less shall be monument-style signs. No permanent pole signs greater than 6 sq. ft. or less than 192 sq. ft. shall be allowed.

**17.5 Nonconforming signs.**

It is the policy of the Town to encourage compliance of all signs within the Town with the terms and requirements of this Code.

- A. The Town finds that nonconforming signs may adversely affect the public health, safety and welfare. Such signs may adversely affect the aesthetic characteristics of the town and may adversely affect public safety due to the visual impact of said signs on motorists and may adversely affect public safety due to visual impact of said signs on motorists and the structural characteristics of said signs. Any legally permitted and constructed sign shall be allowed to continue as a legal nonconforming use under this Code except that it shall not be:
  - 1. Enlarged, altered or rebuilt except in conformance with this Code, but it may be repaired to the extent necessary to maintain it in a safe and sanitary condition; and
  - 2. Rebuilt, altered or repaired after damage exceeding 50 percent of its replacement cost at the time of destruction, except in conformity with this Code.
- C. Any sign submitted for approval by the Town for a sign permit that meets the criteria of the previously adopted Code, shall be allowed to continue to obtain permits under the previous regulation. However, signs shall be constructed within 120 days of permit approval or said permit shall expire.
- B. The owner(s) or authorized agent(s) of each nonconforming sign located within the town shall register said nonconforming sign with the director no later than 90 days after the effective date of this Code. Failure to register such sign will place upon the owner and the lessee the entire burden of proof that such use lawfully existed on the effective date of this Code.

**17.6 Exempt Signs.**

- A. Sign in the public interest, erected by, or on the order of a public officer in the performance of his or her duty such as public notices, safety signs, traffic and

street signs, memorial plaques, and the like.

- B. The following types of signs must comply with the provisions of this Code, however they are exempt from the permit requirements of this Code. These signs are in addition to allowed signs and may be provided without formal permit approval.
1. Non-illuminated free-standing or wall signs having an aggregate sign area per lot of 10 square feet, provided that no sign shall exceed 3 feet in height (except when used as a wall sign), have an area greater than 2.5 square feet or be set back less than 10 feet from the public right-of-way.
  2. Signs for the sole purpose of displaying street numbers as may be required by other Codes and other signs required by law.
  3. Non-commercial flags provided that the height of a flag pole shall not exceed the allowed height provided for a structure or building the applicable zoning district, or 60 feet whichever is less. In addition, the maximum dimensions of any flag shall be proportional to the flag pole height and the hoist side of the flag shall not exceed 20 percent of the vertical height of the flag pole. Each lot shall be allowed a maximum of 3 flag poles.
  4. Signs 6 square feet or less in size in residential areas and 32 square feet or less in commercial or industrial areas, when located on a lot or building that is for sale, lease, rent or being constructed and are limited to 1 sign per street frontage. Such signs shall be removed within 10 days after the subject lot or building is leased, sold, or construction is completed.
  5. Non-governmental traffic control signs less than 3 feet in area and three 3 feet in height located in or adjacent to parking areas and driveways.
  6. Window signs that do not exceed 25 percent of the available window space.
  7. One sign per residence road frontage advertising a garage/yard sale, provided such sign shall only be allowed from noon Friday through noon Sunday.
  8. Any sign not visible from public thoroughfares or any sign within a business, office, mall, or totally enclosed area except window signs.

### **17.7 Prohibited Signs.**

Except as otherwise provided, the following types of signs or advertising devices are prohibited in the Town:

- A. Roof signs.
- B. Rotating signs.
- C. Animated and intensely lighted signs. No sign shall be permitted which is animated by means of flashing, blinking or traveling lights or any other means not providing constant illumination.
- D. Variable message boards used for purposes other than traffic management.
- E. Signs which purport to be, or are an imitation of or resemble an official sign, traffic sign or signal.
- F. Signs which are painted on or attached to any courtesy bench, trash can, or similar object on which advertising is displayed.
- G. Search lights or beacons.
- H. Window signs that exceed 25 percent mentions of the window area.
- I. Wind activated devices other than flags, banners and streamers.
- J. A-frame signs, sandwich boards, sidewalk or curb signs except when placed within 10 feet of the front door of the tenant's business.
- K. Signs occupying a parking space required under the minimum parking requirements of this chapter, other than signs designating the space as reserved for handicapped or other use.

- L. Signs which by reason of their size, location and manner of illumination cast light directly on streets and roads so as to adversely affect traffic movement and safety.
- M. Signs which emit audible sound, odor or visible matter.
- N. Portable signs.
- O. Signs attached to any street signs, signs directing or controlling traffic, or poles and posts supporting such signs; or any sign attached to trees, rocks or shrubbery.
- P. Dilapidated or neglected signs.
- Q. Any sign exceeding 200 square feet in copy area.
- R. Any ground sign in excess of 20 feet in height except Interstate Visible Signs.
- S. Signs located within a public right-of-way except for street signs, traffic signs, or public interest signs.
- T. Permanent pylon or pole signs between 6 square feet and 192 square feet in sign or copy area.

### **17.8 Sign Standards.**

References herein to zoning districts refer to districts established pursuant to the Town of Braselton Zoning Code. This chapter does not create zones or districts. Unless otherwise provided in this chapter, any sign not specifically permitted in a zoning district as provided in this chapter shall be prohibited in that zoning district.

- A. Within the R-I, R-II, and R-III single family residential areas and within single family residentially PUD zoned tracts, the following types of signs shall be permitted as follows:
  - 1. Each lot located in a single-family residential area is permitted an aggregate sign area of no greater than 10 square feet as outlined in the Exempt Signs Section of this Code and subject to exemptions and allowances contained elsewhere. No single sign shall exceed 3 feet in height (except when used as a wall sign), 2.5 square feet in area, and set back less than 10 feet from the edge of the right-of-way.
  - 2. A maximum of 2 permanent subdivision or residential entrance signs per entrance into any residential real estate development is permitted.
    - a. Maximum Height: 0-5 foot setback maximum height 4 feet; over 5 feet but less than 10 feet maximum 6 feet height; 10 foot or over setback maximum 12 feet high.
    - b. Setback from Right of Way: See a.
    - c. Maximum Size per Sign Allowed: 32 square feet of Copy Area;
    - d. Two total signs per entrance or one per lot.
  - 3. Temporary sign located at the entrance of a platted or permitted subdivision that has lots or houses that are being actively developed and sold.
    - a. Maximum Height: 10 to 5 foot setback 4 feet high; over 5 feet but less than 10 feet maximum 6 feet high; 10 foot or over setback maximum 10 feet high.
    - b. Maximum Size per Sign Allowed: 32 square feet of Sign/Copy Area.
    - c. Number and Type Permitted: One sign per entrance.
  - 4. Temporary real estate signs in excess of 6 square feet and located on a tract of land that is for sale or lease and is being openly and actively marketed by the owner or a duly licensed real estate agent or broker.
    - a. Maximum Height: 10 feet.
    - b. Setback from right-of-way: minimum 5 feet.
    - c. Maximum size per sign: 32 square feet of sign/copy area.

- d. Number and Type Permitted: 1 per lot, 2 per entrance.
- 5. Each lot that contains a single building greater than 5,000 (five thousand) gross square feet is permitted one permanent ground sign per public road frontage.
  - a. Maximum Height: 0-5 foot setback maximum 4 feet high; over 5 feet but less than 10 feet maximum 6 feet high; 10 foot or over setback maximum 12 feet high.
  - b. Maximum Size per Sign Allowed: 32 square feet of Copy Area; 64 square feet of Sign Area.
  - c. Number and Type Permitted: One sign per road frontage.
- B. Within the R-M and multi-family designated areas within PUD zoned tracts, and MHD the following types of signs shall be permitted as follows:
  - 1. In apartment, condominium, or townhouse developments, the permitted aggregate sign area is no greater than 4 square feet per unit. No single sign shall exceed 3 feet in height (except when used as a wall sign); 2.5 square feet in area, and set back less than 10 feet from the right-of-way.
  - 2. A maximum of 2 permanent entrance signs per entrance into a residential development is permitted. Such sign shall not be included in the calculation of aggregate sign area for any lot.
    - a. Maximum Height: 0-5 foot setback maximum 4 feet high; over 5 feet but less than 10 feet maximum 6 feet high; 10 foot or over setback 12 feet high.
    - b. Setback from Right of Way: see a.
    - c. Maximum Size per Sign Allowed: 32 square feet of Copy Area.
    - d. Number and Type Permitted: Two signs per entrance.
  - 3. Temporary real estate signs in excess of 6 square feet. Signs located on tract of land that is for sale and is being openly and actively marketed by the owner or a duly licensed real estate agent or broker.
    - a. Maximum Height: 10 feet.
    - b. Setback from Right of Way: 5 feet minimum.
    - c. Maximum Size per Sign Allowed: 32 square feet of Copy Area.
    - d. Number and Type Permitted: One sign per road frontage.
  - 4. Construction sites with a sign exceeding 32 square feet per project to be permitted. Such signs shall be erected no more than 15 days prior to the beginning of construction for which a valid permit has been issued and shall be removed within 30 days following the opening of the project.
    - a. Maximum Height: 10 feet.
    - b. Setback from Right of Way: 5 feet minimum.
    - c. Maximum Size per Sign Allowed: 48 square feet of Copy Area.
    - d. Number and Type Permitted: One sign per lot.
- C. Non-Residential Signs. The following signs are permitted in non-residential areas within a PUD zoned development, and the O-I, N-C, G-C, D-D and B-P, M-D and I-I Zoning Districts as follows:
  - 1. Signs larger than 6 square feet and located on tract of land that is for sale or lease and is being openly and actively marketed by the owner or a duly licensed real estate agent or broker. These signs are allowed in all non-residential zoning districts subject to the following standards:
    - a. Maximum Height: 10 feet.
    - b. Minimum Setback: 10 feet from right-of-way.
    - c. Maximum Size per Sign Allowed: 32 square feet.
    - d. Number and Type Permitted: One sign per road frontage.
  - 2. One construction sign exceeding 32 square feet per project shall be permitted. Such signs shall be erected no more than 15 days prior to the beginning of

construction for which a valid permit has been issued and shall be removed within 30 days following the opening of the development or business. These signs are allowed in all non-residential zoning districts subject to the following standards:

- a. Maximum Height: 10 feet.
  - b. Minimum Setback: 10 feet from right-of-way.
  - c. Maximum Size per Sign Allowed: 48 square feet.
  - d. Number and Type Permitted: One sign per lot.
3. A maximum of 2 permanent subdivision or residential entrance signs per entrance into a platted commercial or industrial subdivision development. Such signs shall not be included in the calculation of aggregate sign area for any lot.
- a. Maximum Height: 0-5 foot setback maximum 4 feet high; over 5 but less than 10 feet maximum 6 feet high; 10 foot or over setback maximum 12 feet high.
  - b. Setback from Right of Way: see a.
  - c. Maximum Size per Sign Allowed: 32 square feet of sign/copy Area;
  - d. Number and Type Permitted: One per lot; Two total signs per entrance.
4. Window signs are allowed in all non-residential zoning districts subject to the following standards:
- a. The total copy area of such signs, however, shall not exceed a maximum of 25 percent of the total window area.
  - b. Neon window signs are permitted for each tenant provided that such sign does not exceed a maximum of 25 percent of the total window area. Any such neon window sign shall be constant in its light emission, shall not be animated, and shall not be so large or of a character to obscure vision into the premises from the outside.
5. A freestanding ground sign within the Interstate 85 Corridor. Interstate 85 Corridor. For the purpose of this section, a parcel that is eligible for an Interstate Visible Sign is any parcel of land zoned PUD, G-C, B-P, M-D or I-I that complies with the size, width, road frontage and area requirements of the development code contains a minimum of 2 acres, directly abuts the right-of-way of Interstate 85 for a minimum of 200 consecutive linear feet and has its furthestmost portion of the lot located no more than 400 feet from right-of-way of Interstate 85, as measured in a straight line. Interstate visible signs shall only be allowed on a parcel of land meeting the above requirements.
- a. Maximum Height: 80 feet maximum.
  - b. Maximum Size per Sign Allowed: Maximum of 200 square feet of sign/copy area.
  - c. Number and Type Permitted: One (1) sign per parcel.
  - d. Location: Furthestmost edge of sign must be located within 100 linear feet of the right-of-way of 1-85.
6. Temporary Advertising Device. See General Provisions.
7. Exempt Signs. See Exempt Signs.
- D. Individual establishment on an individual lot (except for Convenience Stores with gasoline pumps).
1. Free Standing Signs. Each lot containing a building is allowed free standing signs as follows:
    - a. Number and Type Permitted: One (1) sign per road frontage.
    - b. Setback from Right-of-Way: See below.
    - c. Size Standards:

<u>Gross Building Space (s.f.)</u>	<u>Maximum Sign Size (s.f.)</u>
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0-10,000	40' copy area 64' sign area
10,001-50,000	48' copy area 80' sign area
50,001-100,000	64' copy area 104' sign area
100,000+	96' copy area 144' sign area

d. Height and Setback Standards:

<u>Sign Area</u>	<u>Setback from Right-of-Way</u>
Up to 64 sq. ft. of sign area	0 – 5 feet setback 6 feet high; more than 5 foot setback 8 feet high.
Over 64 sq. ft of sign area	0 – 5 feet setback 6 feet high; more than 5 foot setback 10 feet high.

2. Canopy and Wall Signs.

- a. Maximum Height: Not greater than height of wall.
- b. Maximum Size of Wall Sign: Maximum of 5% of wall area where sign is affixed, not to exceed 200 square feet of sign/copy area.
- c. Number and Type Permitted: 1 wall sign per wall elevation; Maximum of 4 elevations per building.
- d. Under-canopy signs are permitted for each tenant within a planned center.
  1. 1 sign per tenant.
  2. Not to exceed 2 square feet in sign/copy area.
  3. Shall be high enough to assure clearance for pedestrians, but with a bottom edge no lower than 7 feet.

E. Planned Multi-Tenant Office, Institutional, Industrial or Shopping Center. Each lot containing such a building is allowed signs as follows:

1. Free Standing Signs.

- a. Number and Type Permitted: 1 sign per road frontage.
- b. Setback from Right-of-Way: See below.

Size Standards:

<u>Gross Building Space (s.f.)</u>	<u>Maximum Sign Size (s.f.)</u>
0-10,000	48' copy area 64' sign area
10,001-50,000	80' copy area 104' sign area
50,001-100,000	104' copy area 144' sign area
100,000+	112' copy area 192' sign area

2. Height and setback standards:

<u>Sign Area</u>	<u>Setback from Right-of-Way</u>
Up to 104 sq. ft. sign area	0 - 5 foot setback 6 feet high; 5 feet and less than 20 feet 8 feet high; 20 feet and greater setback 10 feet high.
104-144 sq. ft. sign area	0 - 5 foot setback 6 feet high; more than 5 and less than 20 foot setback 10 feet high; 20 feet and greater setback 12 feet high.
Over 144 sq. ft. of sign area	0 - 5 foot setback 6 feet high; more than 5 feet less than 20 feet setback 12 feet high; 20 feet and greater setback 16 feet high.

3. Canopy and wall signs for individual tenants within planned commercial, industrial, office and shopping centers (retail shopping center tenant signs).

- a. Maximum Height: Not greater than height of wall.

- b. Maximum Size per Sign Allowed: Maximum of 5% of wall area per business; Measured by using the leasable exterior wall area per business. Maximum of 200 sq. ft. per sign.
        - c. Number and Type Permitted: 1 sign per wall per business.
      - 4. Under-canopy signs are permitted for each tenant within a planned center.
        - a. Number and Type Permitted: 1 sign per tenant.
        - b. Maximum Size: Not exceed 2 square feet in sign/copy area.
        - c. Height and Location: Shall be located high enough to assure clearance for pedestrians, but with a bottom edge no lower than 7 feet.
- F. Industrial or Office Park.
- 1. A maximum of 2 permanent primary free-standing entrance signs at the entrance of an industrial or office park is permitted as follows:
    - a. Maximum Height: 0-5 foot setback maximum 4 feet high; over 5 feet but less than 10 feet maximum 6 feet high; 10 foot or over setback maximum 12 feet high.
    - b. Setback from Right-of-Way: see a.
    - c. Maximum Size per Sign Allowed: 72 square feet of sign/copy area.
    - d. Number and Type Permitted: Two total signs per entrance.
  - 2. 1 secondary free-standing sign shall be permitted for each building in an industrial/office park subject to the following standards:
    - a. Maximum Height: 3 feet.
    - b. Setback from publicly dedicated Right-of-Way: 20 feet.
    - c. Setback from internal private streets: 0 feet
    - d. Maximum Size per Sign Allowed: 10 square feet of sign/ copy area.
    - e. Number and Type Permitted: One per building.
  - 3. 1 secondary door, canopy or wall sign shall be permitted for each tenant with an external doorway subject to the following standards:
    - a. Maximum Height: Not greater than height of wall.
    - b. Maximum Size per Sign Allowed: Maximum of 5% .of wall area or 9 square feet, whichever is less, per business; Measured by using the leasable exterior wall area per business.
    - c. Number and Type Permitted: 1 sign per wall per business.
- G. Convenience Store/Fuel Canopy Signs. For convenience stores with fuel sales the following applies:
- 1. Free Standing Signs. Each lot containing a building is allowed free standing signs as follows:
    - a. Maximum Height: 0 – 5 foot setback 6 feet high; more than 5 feet setback 8 feet high.
    - b. Setback from Right-of-Way: see a.
    - c. Number and Type Permitted: 1 sign per road frontage.
    - d. Size Standards: Maximum 48' Copy Area; 64' Sign Area.
  - 2. Canopy and Wall Signs (except fuel canopy).
    - a. Maximum Height: Not greater than height of wall.
    - b. Maximum Size of Wall Sign: Maximum of 5% of wall area where sign is affixed, not to exceed 200 square feet of sign/copy area.
    - c. Number and Type Permitted: 1 wall sign per wall elevation;
    - d. Maximum of 4 elevations per building.
  - 3. Fuel Canopy Signs. One sign per canopy per public road frontage is allowed with a maximum of 16 square feet of copy area.
  - 4. Spreader bars (signs located under canopy over pump islands). No more than two signs per spreader bar, not to exceed four square feet per sign.

5. Accessory car wash. One additional wall sign located per face of the car wash is allowed provided each sign does not exceed 8 square feet in sign or copy area.

#### H. Temporary Signs/Advertising Devices

1. Banners, streamers, pennants, balloons, and similar temporary advertising devices shall be permitted on private property during the grand opening of a business, no more than 30 days prior to opening and no longer than 30 days after the date of the opening. Types of temporary signage that fall under Section 17.7-Prohibited Signage are not permitted.

After the grand opening, each business owner will be permitted to utilize such advertising devices on such property for a period not to exceed 30 days in any 4 month period, said period being measured from calendar month and day to future calendar month and day (ex. March 3rd to July 3rd). For both grand openings and special sales, each business shall be limited to no more than one temporary advertising device at a time and shall be located on the property on which such business is located. No temporary sign shall exceed 5 feet in height. No temporary advertising device shall be used without first obtaining a permit for each such sign from the director in accordance with the permit provisions of this Code.

2. Signs made of corrugated plastic are prohibited in the Downtown Overlay District.
3. Exceptions to Rule –
  - a. A-frame/sandwich board type signs may be used on a daily basis only during business hours of operation. All A-frame/sandwich board type signs must be located no further than 50 ft. from the building and shall not be placed in public parking areas, drives, or sidewalks. In the Downtown Overlay District, daily A-frame/sandwich board type signs may be placed on a public sidewalk only through permission from the Town Manager.
  - b. Temporary signs shall be permitted for construction projects and for properties marketed for sale or lease. Such signs shall meet the standards set forth in Section 17.8. Signs for properties for lease or sale shall be allowed to be in place until the property is leased or sold. Construction signs shall meet the requirements found in Section 17.8 (C)(2).