

## **ARTICLE 7**

### **OUTDOOR SIGNS**

#### Section 1-101.            Purpose

The intent of this section shall be to define the types of signs which will be permitted in the various zoning districts and those which will be prohibited, the manner in which sign areas and dimensions will be measured, and exempting certain types of signs from this Ordinance. It is further the intent of this section to encourage the erection of signs which are attractive and compatible with the adjacent property, which will preserve and enhance property values within the community, which will provide for the public convenience, health, and welfare, and which will protect the public safety.

#### Section 7-102.            Sign Permits

No sign, except for signs listed in Section 7-104 (B) shall be painted, constructed, erected, remodeled, relocated, or expanded until a permit for such sign has been obtained.

#### Section 7-103.            General Standards

(A)     **Gross Surface Area of Sign.** The gross surface area of a sign is the perimeter enclosing the extreme limits of such sign, and in no case passing through or between any adjacent elements of same. Such perimeter shall not include any structural elements lying outside the limits of such sign and which do not form an integral part of the display. The gross area of a sign shall be measured only on one side of such sign unless both sides thereof are utilized as a sign. When two or more signs are located on a zoning lot, the gross surface area of all signs on the lot shall not exceed the minimum district regulations, except as is provided by Section 7-103 (H) For computing the area of any wall sign which consists of letters mounted or painted on a wall, the area shall be deemed to be the area of the smallest rectangular figure which can encompass all of the letters.

(B)     **Height of Sign.** Sign height shall be measured from average ground level at the base of or below the sign to the highest element of the sign.

(C)     **Building and Electrical Codes Applicable.** All signs must conform to the regulations and design standards of the Building Code of the Town of Talty. Wiring of all electrical signs must conform to the Electrical Code of the Town of Talty.

(D) **Illuminated Signs.** Signs shall be shaded wherever necessary to avoid casting bright light upon property located in any residential district or upon any public street or park. Any illuminated sign located on a lot adjacent to or across the street from any residential district, shall not be illuminated between the hours of 11:00p.m. and 6:30 am.

7-1

(E) **Flashing or Moving Signs.** No flashing signs or signs with moving lights shall be permitted.

(F) **Accessway or Window.** No sign shall block any required accessway or window.

(G) **Signs on Trees or Utility Poles.** No sign shall be attached to a tree or utility pole whether on public or private property.

(H) **Corner and Double Frontage Lots.** On corner and double frontage lots, each lot line that abuts a Street or highway shall be considered a separate street frontage. On corner and double frontage lots, restrictions that are phrased in terms of “signs for each permitted use” shall be deemed to permit the allowable number of signs facing each street or highway that abuts the lot,

(I) **Metal Signs.**

(1) Signs constructed of metal and illuminated by any means requiring internal wiring or electrically wired accessory fixtures attached to a metal sign shall maintain a free clearance to grade of nine (9) feet. Accessory lighting fixtures attached to a non-metal frame sign shall maintain a clearance of nine (9) feet to ground.

(2) No metal ground sign shall be located within eight (8) feet vertically and four (4) feet horizontally of electric wires or conductors in free air carrying more than 48 volts, whether or not such wires or conductors are insulated or otherwise protected.

(J) **Traffic Safety.**

(I) No sign shall be maintained at any location whereby reason of its position, size, shape or color, it may obstruct, impair, obscure, interfere with the view of, or

be confused with, any traffic control sign, signal or device, or where it may interfere with, mislead or confuse traffic.

(2) No sign shall be located in any vision triangle formed by the centerlines of any two intersecting streets. At any intersection where at least one of the intersecting streets is an arterial street, the sides of the triangle formed by the centerlines of the intersecting streets shall be sixty (60) feet in length as measured outward from the point of intersection of such centerlines along such centerlines. At all other intersections, each of such sides shall be forty (40) feet in length.

7-2

Section 7-104. Exemptions

(A) The following signs shall be exempt from the requirements of this Article:

(I) Flags or emblems of government or of a political, civic, philanthropic, educational or religious organization, displayed on private property.

(2) Signs of a duly constituted governmental body, including traffic or similar regulatory devices, legal notices, warnings at railroad crossings, and other institutional or regulatory signs having to do with health, hazards, parking, swimming, dumping, etc.

(3) Address numerals and other signs required to be maintained by law or governmental order, rule or regulation, provided that the content and size of the sign does not exceed the requirements of such law, order, rule or regulation.

(4) Small signs, not exceeding five (5) square feet in area, displayed on private property for the convenience of the public, including signs to identify entrance and exit drives, parking areas, one-way drives, restrooms, freight entrances, and the like.

(5) Holiday decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided that such signs shall be displayed for a period of not more than sixty (60) consecutive days nor more than sixty (60) days in any one year; and may be of any type, number, area,

height, location, illumination or animation.

(6) Temporary wall signs.

(B) The following signs are exempt from the zoning permit requirements of Section 7-102 but shall comply with all of the other regulations imposed by this Article:

(1) Memorial signs and tablets displayed on private property.

(2) Nameplate signs not exceeding two (2) square feet in gross surface area accessory to a single-family or two-family dwelling.

(3) Bulletin board signs not exceeding fifteen (15) square feet in gross surface area accessory to a church, school or public or non-profit institution,

7-3

(4) Business signs when located on property used for agricultural purposes and pertaining to the sale of agricultural products produced on the premises.

(5) Political signs may be erected and maintained only on private land provided that such signs shall not be a banner of paper or cloth; shall not be posted more than ninety (90) days prior to the election to which the sign relates; shall be removed within fifteen (15) days following the election to which the sign relates; shall be limited to wall, window and ground signs; shall be limited to two (2) signs for each line of frontage of the lot for each permitted use; shall be limited to 32 square feet per face; shall be limited to a maximum height of 25 feet; shall not be animated; and shall not flash, blink or fluctuate; and may be illuminated but only from a concealed light source.

Section 7-105. RE10. RE5. R2. and R1

(A) General. Signs may be erected, altered and maintained only for, and be a permitted use in, the district in which the signs are located; shall be located on the same lot as the permitted use; and shall be clearly incidental, customary and commonly associated with the operation of the permitted use.

(B) Permitted Contents. Identification by letter, numeral, symbol or design of the

permitted uses by name, use, hours of operation, services and products offered, events, and prices of products and services

(C) Permitted Sign Types

- (1) Ground signs.
- (2) Window signs
- (3) Wall signs.

(D) Number of Signs Permitted. Two (2) for each permitted use.

(F) Maximum Gross Surface Area.

- (1) Nameplate signs: Two (2) square feet.
- (2) Bulletin board signs: Fifteen (15) square feet.
- (3) Identification signs: Thirty-two (32) square feet,  
7-4
- (4) Real estate signs: Five (5) square feet, provided that one sign not more than one hundred (100) square feet in area announcing the sale of lots and/or houses in a subdivision may be located on such development. Such sign shall be removed at the end of three (3) years or when 75 percent of the lots in the subdivision have been sold, whichever occurs sooner.
- (5) Construction signs: Twenty (20) square feet.
- (6) Business signs. Not permitted in residential zones.
- (7) Advertising signs: Not permitted in residential zones.

(F) Maximum Height. Wall and window signs: Eighteen (18) feet. Ground signs: Ten (10) feet.

(G) Required Setback. Wall and window signs: Same as permitted uses Ground signs:

Five (5) feet from the front lot line.

(H) Illumination. No sign shall be illuminated except that identification and bulletin board signs may be indirectly illuminated with incandescent or fluorescent light between the hours of sunset and sunrise.

Section 7-106. CN District

(A) General. Signs may be erected, altered and maintained only for, and be a permitted use in, the district in which the signs are located; shall be located on the same lot as the permitted use; and shall be clearly incidental, customary and commonly associated with the operation of the permitted use.

(B) Permitted Contents. Identification by letter, numeral, symbol or design of the permitted uses by name, use, hours of operation, services and products offered, events, and prices of products and services.

(C) Permitted Sign Types.

(1) Wall

(2) Window

(3) Ground

(4) Arcade

7-5

(D) Number of Signs Permitted. Two (2) for each permitted use.

(E) Maximum Gross Surface Area. One (1) square foot for each lineal foot of street frontage on a particular street provided no single sign of any use exceeds a gross surface area of one hundred (100) square feet.

(F) Maximum Height. Wall, window and arcade signs: Twenty (20) feet. Ground signs:  
Fifteen (15) feet.

(G) Required Setback. Ground signs: Entire sign set five (5) feet behind the front lot

line Wall, window and arcade signs: Same as permitted uses, provided, however, that sign may project twelve (12) inches.

(H) Illumination. illuminated signs shall be permitted, provided that no direct illumination shall be permitted to shine on any residential district.