

Town of Amherst Sign Regulations

Excerpt from Zoning Chapter 203

7-8 Sign Regulations

7-8-1 Purpose. Sign regulations, including provisions to control the type, design, size, location, motion, illumination and maintenance, are designed to achieve the following purposes:

- 7-8-1A To protect property values, create a more attractive economic and business climate and protect the physical appearance of the community from the effects of inharmonious and out-of-scale signs.
- 7-8-1B To preserve the scenic and natural beauty of designated areas and provide a more enjoyable and scenic community.
- 7-8-1C To reduce signs or advertising distractions or obstructions that may contribute to traffic accidents.
- 7-8-1D To provide reasonable, yet appropriate, conditions for advertising goods sold or services rendered in business districts by relating the size, type and design of signs to the type of establishment.
- 7-8-1E To control signs so that their appearance will be aesthetically harmonious with the overall design of the area.
- 7-8-1F To reduce hazards that may be caused by signs overhanging or projecting over public rights-of-way.
- 7-8-1G To curb the deterioration of natural beauty in the community's environment.

7-8-2 Prohibited Signs. All signs not expressly permitted or exempt from regulation under this Section are prohibited in all districts. Such signs include, but are not limited to:

- 7-8-2A Banners, posters, pennants, ribbons, streamers, spinners or other similar moving, fluttering or revolving devices or strings of lights are prohibited.
- 7-8-2B Rotating or revolving signs;
- 7-8-2C Beacons;
- 7-8-2D Any sign mounted, attached or painted on a trailer, boat, or motor vehicle when parked, stored, or displayed conspicuously on the public right-of-way or private premises in a manner intended to attract attention of the public for advertising purposes. If on-site parking is available, such vehicles must be parked to the interior side yard or rear yard of the building, or in a location as directed by the Commissioner of Building. This provision expressly excludes business signs that are permanently painted on, or magnetically attached to, motor vehicles or rolling stock that are regularly and consistently used to conduct normal business activities.
- 7-8-2E Signs, as regulated by this Ordinance, used to attract attention to an object, product, place, activity, institution, organization or business not available or located on the premises where the sign is located, unless part of a unified development and a coordinated sign plan is approved.
- 7-8-2F Signs advertising or identifying a business which is no longer operating. Any sign accessory or incidental to a business shall be removed within 30 days after the business ceases to operate;
- 7-8-2G Roof signs placed, inscribed or supported upon or above the highest part of the roofline except such directional devices as may be required by the FAA;
- 7-8-2H Signs that create a traffic hazard by obstructing the view at any street intersection or by design resemblance through color, shape or other characteristics common to traffic control devices;
- 7-8-2I Signs that encroach into the clear sight triangle as described in § 2-5-1;

- 7-8-2J Signs in the public right-of-way or on other public property; and
- 7-8-2K Advertising signs on cart corrals.

7-8-3 Signs Exempt from Regulation.

- 7-8-3A **Exempt Signs.** The following signs shall be exempt from regulation under this Section and shall not require a building permit for a sign as described in § 8-10.
 - 7-8-3A(1) Signs erected and maintained pursuant to and in discharge of any governmental function;
 - 7-8-3A(2) Signs prohibiting trespassing;
 - 7-8-3A(3) Integral, decorative or architectural features of building, except letters or trademarks;
 - 7-8-3A(4) Any sign inside a building, not attached to a window or door, that is not legible from a distance of more than three feet beyond the lot line of the lot or parcel on which such sign is located.

- 7-8-3B **Signs Not Requiring a Permit.** The following signs shall be exempt from regulation under this Section and shall not require a building permit for a sign as described in § 8-10, provided that the sign meets the additional standards given below.
 - 7-8-3B(1) **Address Sign** A sign that identifies the occupant and address of a residential structure.



- 7-8-3B(1)(a) There shall be only one address sign indicating the name and address of the occupants of a dwelling.
- 7-8-3B(1)(b) Such sign shall not exceed two square feet in area.
- 7-8-3B(1)(c) Such sign shall not be internally illuminated

- 7-8-3B(2) **Construction Sign** Any freestanding sign intended to provide information about current construction on a site and the parties involved in the project.



- 7-8-3B(2)(a) There shall be only one on-premises construction sign indicating the project name and the names of the architect, engineer, contractor and participating public and governmental agencies and officials.
- 7-8-3B(2)(b) Such sign shall not exceed 32 square feet in area.
- 7-8-3B(2)(c) Such sign shall be a maximum of 15 feet in height.
- 7-8-3B(2)(d) Such sign shall be located a minimum of 25 feet from the lot line and 75 feet from any dwelling not within the project.

7-8-3B(3)

Fuel Pump Sign A sign attached to a fuel pump advertising the cost of fuel.



7-8-3B(3)(a)

The total area of fuel pump signs shall not exceed one square foot per pump.

7-8-3B(3)(b)

Operational and payment instructions on the face of the pump shall be exempt from this limitation.

7-8-3B(4)

Hanging Sign A sign that hangs perpendicular to a building wall and is supported by or attached to the underside of a structure canopy, covered entrance or walkway, awning or marquee.



7-8-3B(4)(a)

Only one hanging sign shall be permitted per customer entrance

7-8-3B(4)(b)

The bottom edge of such signs shall be located a minimum of eight feet above the finished grade.

7-8-3B(4)(c)

Such sign shall not exceed two square feet in area.

7-8-3B(4)(d)

Such sign shall have a maximum vertical dimension of 18 inches.

7-8-3B(5)

Home Occupation Sign A sign attached to the wall of a permitted home-based business.



7-8-3B(5)(a)

There shall be only one non-illuminated home occupation sign that is physically attached to the exterior wall of the dwelling.

7-8-3B(5)(b)

Such sign shall not exceed two square feet in area.

7-8-3B(5)(c)

The home occupation with which the sign is associated shall meet the requirements of §6-8-6.

7-8-3B(6)

Incidental Sign A sign that includes information assisting in the flow of vehicular traffic.



7-8-3B(6)(a)

Incidental signs shall not exceed two square feet in area.

7-8-3B(6)(b)

Such sign shall be used to direct and guide traffic and parking on private property.

7-8-3B(6)(c)

Such sign shall not bear any advertising.

7-8-3B(7)

Political Sign A temporary sign that supports or opposes any political candidate, political issue, political referendum or political party.



7-8-3B(7)(a)

Political signs shall be placed only on private property.

7-8-3B(7)(b)

Such signs shall not block any intersection clear sight triangle.

7-8-3B(7)(c)

Such signs shall be removed within seven days after an election.

7-8-3B(8)

Real Estate Sign A temporary sign that advertises the sale or lease of the premises on which it is located.



7-8-3B(8)(a)

There shall be only one on-premises real estate sign for each building or lot advertising the sale, rental or lease of the premises on which the sign is displayed

7-8-3B(8)(b)

Such sign shall not be illuminated.

7-8-3B(8)(c)

Such sign shall be removed within 15 days after property closing or lease signing.

7-8-3B(8)(d)

Such sign shall not exceed eight square feet per face in residential districts.

7-8-3B(8)(e)

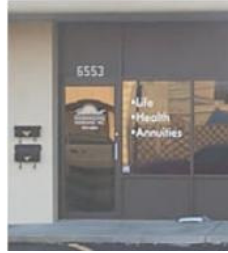
Such sign shall not exceed 32 square feet in area in nonresidential districts.

7-8-3B(8)(f)

One additional real estate sign shall be allowed on a site abutting more than one roadway.

7-8-3B(9)

Window Sign A temporary, non-structural sign located in the interior of a window or door or any other sign inside the building containing a message legible from the public right-of-way or adjacent property clearly intended for public recognition outside the building.



7-8-3B(9)(a)

No window sign or advertising poster shall occupy more than 20 percent of the area of an individual window pane.

7-8-4 Signs Requiring a Permit. Upon issuance of a building permit for a sign in accordance with § 8-10, Building Permit for Signs, the following signs shall be permitted subject to the following requirements.

7-8-4A

Building Signs

7-8-4A(1)

Awning Sign A sign painted on, attached to or otherwise displayed on an awning. This sign type does not include canopies over gas pumps.



7-8-4A(1)(a)

No such signs shall exceed 20 percent of the area of each awning or canopy (top plus all sides).

7-8-4A(1)(b)

Backlit awnings are not permitted per Section 4-8-6F(4)(d)(ii) of this Ordinance.

7-8-4A(1)(c)

For awning signs in the LW-1 district, see Section 5-8-4C.

7-8-4A(2)

Marquee Sign A sign attached to the face of a marquee and not projecting above or beneath said marquee face. A marquee is a permanent roof-like structure that projects from the wall of a building and may overhang the public way.



7-8-4A(2)(a)

No more than one marquee sign shall be permitted for each building frontage that includes an entrance serving the general public.

7-8-4A(2)(b)

Such sign shall not extend beyond the top or sides of the building.

7-8-4A(2)(c)

Such sign shall not be oriented toward any residential district.

7-8-4A(2)(d)

Such signs shall not project into any adjacent right-of-way, unless approved by the appropriate federal, state, county, or local highway official.

7-8-4A(2)(e)

The bottom of such signs shall be a minimum of eight feet above the walkway.

7-8-4A(3)

Menu Board Sign A permanently mounted sign displaying the bill of fare for a drive-through or drive-in restaurant.



7-8-4A(3)(a)

The text of the sign shall not be legible from the public right-of-way or any adjacent residential district.

7-8-4A(3)(b)

There shall be a maximum of two menu board signs per drive through lane.

7-8-4A(3)(c)

Each menu board sign shall not exceed 36 square feet in area.

7-8-4A(4)

Projecting Sign A sign attached perpendicular to a building or other structure. This definition shall not include hanging signs.



7-8-4A(4)(a)

Only one projecting sign is permitted per building frontage with an entrance available to the general public.

7-8-4A(4)(b)

Such sign shall not exceed 16 square feet per side.

7-8-4A(4)(c)

Such signs shall not project into any adjacent right-of-way, unless approved by the appropriate federal, state, county, or local highway official.

7-8-4A(4)(d)

The bottom of such signs shall be a minimum of eight feet above the walkway.

7-8-4A(5)

Wall Sign A sign integral with or attached to and supported by the exterior wall of a building.



7-8-4A(5)(a)

Wall signs shall not be placed over glazed areas.

7-8-4A(5)(b)

A wall sign shall not project above or beyond the ends of the building or its parapet or the highest point of the roof, whichever is higher.

7-8-4A(5)(c)

Such sign shall not project more than 12 inches from the exterior supporting wall.

7-8-4A(5)(d)

On a multi-occupancy building, each occupant with an outside entrance serving the general public may have a separate wall sign. Corner tenants with a second outside entrance in a side wall shall be allowed one additional wall sign.

7-8-4A(5)(e)

Such sign shall have a maximum area in accordance with the table in § 7-8-8A.

7-8-4A(5)(f)

In the R-R, S-A and AG districts, a wall sign may be used in connection with a roadside stand to advertise the sale of produce on farms within this district, provided that the produce being sold is produced on the farm or by the occupant of the farm. The sign face area shall not exceed 32 square feet. The sign shall be removed when the roadside stand is not in use.

7-8-4A(5)(g)

For wall signs in the LW-1 district, see §5-8-4C.

Freestanding Signs

7-8-4B(1)

Ground Sign A sign supported by uprights or braces placed upon or in the ground and not attached to any building.



7-8-4B(1)(a)

One ground sign shall be permitted for each individual building not a part of a multiple development.

7-8-4B(1)(b)

For properties where a pole sign is permitted, a ground sign may be placed along the same street frontage as that of the pole sign provided that the ground sign is 250 feet from the pole sign and meets all other applicable regulations of this ordinance, or a ground sign may be placed along each other non-local street frontage.

7-8-4B(1)(c)

Such sign shall be no higher than eight feet above the average finished grade and shall be permanently attached to the ground.

7-8-4B(1)(d)

Such sign shall not exceed 160 square feet in total face area. The size of any single face shall not exceed 50 percent of the total area permitted.

7-8-4B(1)(e)

Such sign shall be located a minimum of 25 feet from any nonresidential lot or 50 feet from any residential lot, 15 feet from a street right-of-way, and not within the clear vision triangle as described in Section 2-5-1.

7-8-4B(1)(f)

At each location where motor vehicle fuels are sold at retail, 32 square feet of additional face area limited to advertising the brand name and price of the fuel shall be permitted. This area may be used for a separate ground sign or as an addition to the face area of a ground sign otherwise permitted in this Section. In no event shall more than 16 square feet of this allowed area be displayed or added to any single face area.

7-8-4B(1)(g)

In the R-R, S-A and AG districts, a ground sign may be used in connection with a roadside stand to advertise the sale of produce on farms within this district, provided that the produce being sold is produced on the farm or by the occupant of the farm. The sign face area shall not exceed 32 square feet. The sign shall be removed when the roadside stand is not in use.

7-8-4B(1)(h)

The base shall be no less than 75 percent of the width of the sign.

7-8-4B(1)(i)

For ground signs in the LW-1 district, see §5-8-4C.

7-8-4B(2)

Message Center Sign A sign supported by uprights or braces placed upon or in the ground and not attached to any building which contains an illuminated, programmable message or graphic, whether fixed or moving. [Amended 7-6-2010 by L.L. No. 9-2010]



7-8-4B(2)(a)

Message center signs may only be included as a part of a permitted freestanding sign. [Amended 8-1-2011 by L.L. No. 19-2011]

7-8-4B(2)(b)

Message center signs are not permitted in the –TNB, PRD, PDD or TND overlay districts or on any parcel within 500 feet of a residential district.

7-8-4B(2)(c)

The information displayed on a message center sign for advertisement purposes shall remain static for a period of no less than ten minutes. The display of time and temperature information may change at no less than one minute intervals.

7-8-4B(2)(d)

The transition between successive messages shall be instantaneous and shall not contain such visual effects as fading, dissolve, flashing, or animation.

7-8-4B(2)(e)

Each message displayed shall be complete in itself, without continuation in content to the next message or to any other sign.

7-8-4B(2)(f)

All message center signs shall be equipped with manual and automatic dimming devices which the Commissioner of Building shall regulate in accordance with Section 7-8-5.

7-8-4B(3)

Pole Sign A sign that is mounted on a freestanding pole or other support so that the bottom edge of the sign face is a minimum of eight feet above the finished grade of a paved walk, drive, or parking area.



7-8-4B(3)(a)

One pole sign for each individual building not part of a multiple development shall be permitted in the General Business (GB), Commercial Service (CS) and Motor Service (MS) districts; or one pole sign for each multiple development in the General Business (GB) or Shopping Center (SC) districts. [Amended 9-21-2009 by L.L. No. 14-2009]

7-8-4B(3)(b)

Such sign shall not exceed 25 feet in height.

7-8-4B(3)(c)

Such sign shall be located a minimum of 50 feet from an adjacent residential lot line.

7-8-4B(3)(d)

Such sign shall not project over any public right-of-way or lot line.

7-8-4B(3)(e)

The pole support for such signs shall be fully encased or skirted. A sign with a single support shall have a minimum support width of 30 percent and a maximum support width of 50 percent of the width of the sign face. Each support for a sign with double supports shall be a minimum of 15 percent and a maximum of 25 percent of the width of the sign. [Amended 4-12-2010 by L.L. No. 2-2010]

7-8-4B(3)(f)

For a sign support that exceeds 50 percent of the width of the sign face, the sign shall be located a minimum of 25 feet from any nonresidential lot or 50 feet from any residential lot, 15 feet from a street right-of-way, and not within the clear vision triangle as described in Section 2-5-1.

7-8-4B(3)(g)

For properties with multiple non-local street frontage, one pole sign is permitted. A ground sign may be placed along each other non-local street frontage.

7-8-4B(3)(h)

At each location where motor vehicle fuels are sold at retail, 32 square feet of additional face area limited to advertising the brand name and price of the fuel shall be permitted. This area may be used for a separate ground sign or as an addition to the face area of a ground or pole sign otherwise permitted in this Section. In no event shall more than 16 square feet of this allowed area be displayed or added to any single face area.

7-8-4B(4)

Subdivision Identification Sign A sign indicating the name of the subdivision or residential development.



All Permitted Districts

7-8-4B(4)(a)

A subdivision or residential development identification sign shall be maintained in good repair by a homeowners association.

7-8-4B(4)(b)

Such sign shall be located on private property a minimum of 15 feet from any lot line and not in a clear vision triangle as described in Section 2-5-1. [Amended 2-4-2008 by L.L. No. 1-2008; 4-12-2010 by L.L. No. 2-2010]

Single-Family Districts

7-8-4B(4)(c)

One non-internally illuminated permanent subdivision identification sign may be permitted for each side of a subdivision or residential development entryway.

7-8-4B(4)(d)

Such sign shall not exceed 32 square feet in area and eight feet in height

Multifamily Districts

7-8-4B(4)(e)

One non-internally illuminated permanent identification sign may be permitted at each entrance to the development.

7-8-4B(4)(f)

Such sign shall not exceed 20 square feet in area and six feet in height.

7-8-4C **Miscellaneous Signs**

7-8-4C(1) **Directory Sign** A sign or group of signs attached to a building or freestanding which identifies or directs traffic to the business, owner, address, or occupation of a group of businesses.



- 7-8-4C(1)(a) Only one directory sign shall be permitted at each entrance, and one additional directional sign elsewhere on the premises, unless approved as part of a coordinated sign plan.
- 7-8-4C(1)(b) No such sign shall exceed 16 square feet in area and 8 feet in height.
- 7-8-4C(1)(c) Additional internal directory signs not visible from the street may be permitted as part of a master sign plan.
- 7-8-4C(1)(d) Such sign may contain business names with arrows or other directional information.

7-8-5 Sign Lighting Standards.

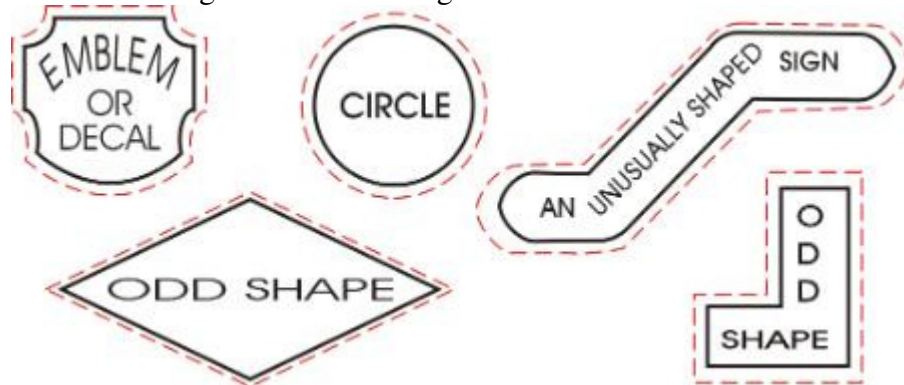
- 7-8-5A Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving light or lights.
- 7-8-5B In no event shall any illuminated sign or lighting device be placed so as to permit its beams and illumination to be directed upon a public street, highway, sidewalk or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.
- 7-8-5C The full number of illuminating elements of a sign shall be kept in working condition or immediately repaired or replaced.

7-8-6 Sign Area Computation. The following principles shall control the computation of sign area and sign height.

7-8-6A Computation of Area of Individual Signs.

7-8-6A(1)

The area of a sign face shall be computed as the area of the smallest square, circle, rectangle, or triangle that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color determined by the Commissioner of Building to form an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed. The supporting structure or bracing of a sign shall be omitted in measuring the area of the sign unless such structure or bracing is made part of the message or face of the sign.



7-8-6A(2)

Where a sign consists of individual letters, words or symbols attached to a surface, building, canopy, awning or wall, the sign area shall be the area of the smallest rectangle which completely encompasses all such letters, words or symbols and any accompanying background of a color different than the color of the wall.

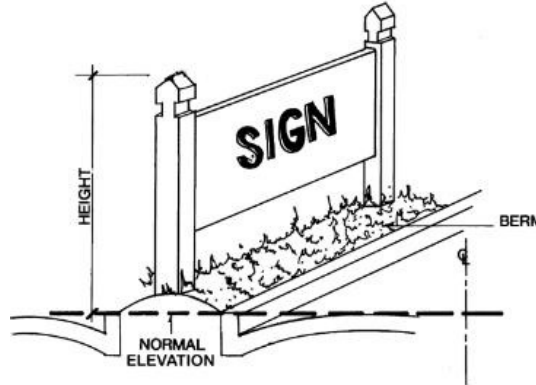


7-8-6B

Computation of Area of Multi-faced Signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces. When two identical sign faces are placed back to back, the size of any single face shall not exceed 50 percent of the total area permitted.

7-8-6C

Computation of Height. The height of a sign shall be computed as the mean distance from the base(s) of the sign at finished grade to the top of the highest attached component of the sign. Normal grade shall be construed to be the newly established grade after construction, exclusive of any filling, berming, mounding, or excavating solely for the purpose of locating the sign.



7-8-7 Permitted Signs Table.

Sign Type	Residential Districts	Business Districts*	Industrial Districts	All Other Districts
Address sign	✓	✓	✓	✓
Construction sign	✓	✓	✓	✓
Incidental sign		✓	✓	✓
Fuel pump sign		✓	✓	✓
Home occupation Sign	✓			✓
Political sign	✓	✓	✓	✓
Real estate sign	✓	✓	✓	✓
Window sign		✓	✓	✓
Signs Requiring a Permit				
Building Signs				
Awning sign		✓	✓	✓
Fascia sign		✓	✓	✓
Hanging sign		✓	✓	✓
Marquee sign		✓	✓	✓
Projecting sign		✓	✓	✓
Wall sign		✓	✓	✓
Menu Board		✓		
Freestanding signs				
Ground sign		✓	✓	✓
Message center sign [Amended 8-1-2011 by L.L. No. 19-2011]		***		***
Pole sign [Amended 8-1-2011 by L.L. No. 19-2011]		**		**
Subdivision identification sign	✓			
Miscellaneous Signs				
Directory sign		✓	✓	✓

- * In the SC district, in addition to the pole sign described in § 7-8-4, only wall, ground, hanging, fascia, and permanent changeable letter signs shall be permitted.
 - ** Pole signs are not permitted in the OB, NB, or TNB overlay districts.
 - *** Message center signs are not permitted in the –TNB, PRD, PDD or TND overlay districts or within 500 feet of a residential district. [Added 8-1-2011 by L.L. No. 19-2011]
- Ground, wall and awning signs only are permitted in the LW-1 District. [Added 6-4-2012 by L.L. No. 13-2012] See § 5-8-4C.

7-8-8 Permitted Sign Area.

7-8-8A All Signs. The maximum area of all signs, excluding those that are exempt, shall be related to the height of the building above the finished grade and the length of the wall of the building facing the nearest street. The total maximum face area for all signs shall not exceed X square feet per linear foot of building frontage where X equals the values in the following table. Lots fronting on two or more streets are allowed to calculate all street frontages into the allowable allocation. The allowance included in the prior sentence shall not be applicable to any Controlled Access Highway as detailed in § 120-5 of the Code of the Town of Amherst or any other street where vehicular access is not permitted including, but not limited to, the New York State Thruway (I-90), the Youngmann Expressway (I-290) and the Lockport Expressway (I-990). [Amended 12-12-2011 by L.L. No. 31-2011]

District	< 2 Stories	2 Stories	> 2 Stories
RD, ST, GI	1.00 sf/lf	1.25 sf/lf	1.50 sf/lf
GB, SC	2.00 sf/lf	2.00 sf/lf	2.00 sf/lf
MS, CS	1.50 sf/lf	1.75 sf/lf	2.00 sf/lf
NB, OB	0.75 sf/lf	1.00 sf/lf	1.25 sf/lf
CF	0.50 sf/lf	0.50 sf/lf	0.50 sf/lf
LW-1.(see § 5-8-4C)	12 sf max	12 sf max	12 sf max

7-8-8B Pole Signs. The maximum total face area for a pole sign shall be determined by the street frontage of the lot. Where the lot fronts on more than one street, the frontage shall be the length of the longest side. The size of any single face shall not exceed 50 percent of the total area permitted.

Street Frontage (feet)	Total Face Area (square feet)
Under 200	64
200 to 349	96
350 to 499	128
500 to 750	160
Over 750	192

7-8-8C A permitted public and civic use located in a residential district shall be allowed a maximum of 32 square feet of total sign area. Ground and wall signs shall be permitted and shall not contain a message center sign. Such signs shall be located a minimum of 25 feet from any lot line. [Amended 4-12-2010 by L.L. No. 2-2010]

7-8-9 Signs in Multiple Developments.

- 7-8-9A Coordinated Sign Plans shall be required for all existing and newly proposed multiple developments as defined in §2-4 and in accordance with §8-11.
- 7-8-9B All signs in a multiple development shall conform to the approved Coordinated Sign Plan on file with the Town. It shall be the responsibility of the owner of the development to ascertain that the most updated version is on file for purposes of this Ordinance.
- 7-8-9C Building permits for signs for individual businesses within multiple developments shall be approved by the Commissioner of Building, following Coordinated Sign Plan approval.
- 7-8-9D No owner, tenant or other user of a multiple development may erect, permit to be erected, or use any sign deviating from or not included within the approved coordinated sign plan.
-

7-8-10 Temporary Signs.

- 7-8-10A Exterior portable or temporary signs shall be limited to a maximum sign area of 32 square feet per face and erected, used or maintained only after obtaining a temporary building permit for a signs in accordance with §8-10. A temporary building permit for a sign shall be issued for the following purposes only:
- 7-8-10A(1) New business enterprises for a period not exceeding 30 days;
- 7-8-10A(2) Celebration of the first anniversary date of a new business enterprise for a period not exceeding 30 days;
- 7-8-10A(3) Business enterprises which have lost the use of an existing sign by reason of fire or other catastrophe, for a period not exceeding 30 days;
- 7-8-10A(4) To replace a conforming or legally nonconforming sign during construction activities related to public improvements that has been removed in order to improve the public right-of-way, the time limitation of which shall be established by the Commissioner of Building;
- 7-8-10A(5) Limited activities in connection with the principal use or activity on the premises, for a period not exceeding seven days; or
- 7-8-10A(6) Signs advertising the price of merchandise displayed outdoors, not exceeding 24 square feet in face area.
- 7-8-10B No more than two temporary building permits for signs shall be issued within any calendar year for any business on the premises. Temporary signs shall not be allowed within multiple developments as defined in §2-4, except as provided in 7-8-10A(1), (2) and (3).
[Amended 1-16-2007 by L.L. No. 2-2007]
-

7-8-11 Construction and Maintenance of Signs. Every sign shall at all times be in a safe and structurally sound condition and maintained by replacement of defective or worn parts, painting, repainting and cleaning. The Commissioner of Building shall require compliance with all standards of this Ordinance. If the sign does not comply with adequate safety standards, it shall be removed.

- 7-8-11A Abandoned Signs. Except as otherwise provided in this Ordinance, any sign which is located on property which becomes vacant and unoccupied for a period of three consecutive months or more, or any sign which pertains to a time, event or purpose which no longer applies, shall be deemed to have been abandoned. Permanent signs applicable to a business temporarily suspended because of a change of ownership or management of such business shall not be deemed abandoned unless the property remains vacant for a period of six months or more. An abandoned sign is prohibited and shall be removed by the owner of the sign or owner of the premises. Failure to remove an abandoned sign shall be a violation of this Ordinance.
- 7-8-11B Dangerous or Hazardous Signs.

- 7-8-11B(1) No person shall maintain or permit to be maintained on any premises owned, occupied or controlled by such person any sign which is either not structurally sound or creates an electrical hazard. Any such sign shall be removed or repaired by the owner or user of the sign or the owner of the premises.
- 7-8-11B(2) Overhead wires or exposed wires on a sign or its supporting members are prohibited.
- 7-8-11C Unlawful Signs. No person shall erect on any premises owned or controlled by such person or use any sign which does not comply with the provisions of this Ordinance.
- 7-8-11D Street Improvement Projects. Any sign projecting over a public right-of-way which was subject to removal or relocation at the owner's expense, pursuant to a permit or other ordinance of the town, shall be removed by the owner or altered at the owner's expense to comply with the regulation of this Ordinance if, as the result of or after completion of a street improvement project, the sign does not or would not comply with the provisions of this Section.

7-8-12 Coordinated Sign Plan.

- 7-8-12A The purpose of a Coordinated Sign Plan is to detail the standards for uniformity to which the development proposes to conform, and to state the manner in which the design criteria and standards for uniform signage are in compliance with these regulations.
- 7-8-12B Signs shall be designed to be integrated with the design and architectural character of the building and be compatible with the surroundings in which they are placed.
- 7-8-12C Sign panels and graphics shall relate to, be in proportion to and not cover architectural features. Raceway cabinets, where used as an element of building mounted signs, shall match the color at the location of the building where the sign is located.
- 7-8-12D Signs shall be appropriate to the types of activities they represent.
- 7-8-12E The layout of signs shall be orderly and graphics shall be of simple shape, such as rectangle, circle or oval and consistent throughout a multiple development.
- 7-8-12F The number of different fonts shall be kept to a minimum and should be selected to provide for clarity and artistic integrity. If a tenant does not have a company logo, the font used shall be consistent with the font common to the overall development.
- 7-8-12G The number of colors used for signs shall achieve a harmonious appearance throughout the development and be the minimum necessary to be consistent with the overall design.
- 7-8-12H The materials used in the composition of the signs should be compatible with building facades and should contribute to the legibility of the signs.
- 7-8-12I The illumination of signs shall be appropriate to the character of the sign, its surroundings and generally consistent throughout the development. Illumination shall be of constant intensity, duration, with the light source (excluding neon) shielded and where applicable directed solely onto the sign(s).
- 7-8-12J Groups of related signs shall express uniformity and create a sense of harmonious appearance.
- 7-8-12K The orientation of signs should be consistent throughout the development.
- 7-8-12L The number and content of signs shall be no more than is necessary to provide reasonable identification of the businesses within a multiple development.
- 7-8-12M The size, location, and type of signs shall be consistent on the facades of buildings and faces of free standing signs, except for:
 - 7-8-12M(1) Company logos; and

Designated anchors that may have signage that varies from secondary tenants provided that signage is generally consistent with the overall architecture and signage of the development.

8-11 Coordinated Sign Plan Review

8-11-1 Applicability. A coordinated sign plan shall be required for all signs requiring a building permit in a multiple development prior to issuance of said permit. For multiple developments in the PRD and PDD districts, the coordinated sign plan is required unless the sign regulations are superseded by the development agreement.

8-11-2 Application Requirements.

8-11-2A An application for a coordinated sign plan shall be submitted in accordance with § 8-2-2, Application Requirements.

8-11-2B All applications shall be complete in accordance with § 8-2-2D before the Planning Director is required to review the application.

8-11-2C The content of the coordinated sign plan application shall be approved by the Planning Director prior to filing.

8-11-3 Coordinated Sign Plan Review and Approval A Coordinated Sign Plan only requires Planning Director approval. At his discretion, the Planning Director may refer said coordinated sign plan to the Planning Board for their review and decision.

8-11-3A When reviewing a coordinated sign plan, the Planning Director shall consider the review criteria listed in § 7-8-12.

8-11-3B Within 30 days of receipt of a complete application, the Planning Director shall, after receiving recommendations from the Town's review agencies along with any appropriate outside agency, approve, approve with modifications, or deny the coordinated sign plan.

8-11-3C The Planning Director may grant coordinated sign plan approval with conditions only to the extent that such conditions specify the actions necessary to bring the application into complete compliance with applicable regulations or where additional conditions have been agreed to by the petitioner. If the proposed coordinated sign plan is determined to be consistent with all applicable regulations, the Planning Director shall approve the coordinated sign plan.

8-11-3D The Planning Director shall have sole authority in determining the compliance of a coordinated sign plan with the provisions of this Ordinance and its general consistency with the policies of the Comprehensive Plan.

8-11-3E The date the Planning Director signs the approved coordinated sign plan shall establish the date of approval for a coordinated sign plan.

8-11-3F Should questions arise regarding a sign's conformance with an approved coordinated sign plan, the Building Department shall refer said sign to the Planning Director for determination prior to the issuance of a building permit.