

7.5. On-Premise Signs-TC and MU Districts

A. Freestanding Identification Signs

1. Type.

The following types of *Freestanding Identification Signs* shall be permitted in the TC and MU Districts: *Ground Signs* and *Pylon Signs*.

Exception- *Freestanding Identification Signs* are not be permitted on the following *Lots* in the TC District: any *Lot* abutting Main Street (US 40) between East Street and Mill Street; any *Lot* abutting East Street or Mill Street; and any *Lot* located between East Street and Mill Street.

2. Number.

One (1) *Freestanding Identification Sign* shall be permitted for each *Street Frontage* of a *Lot*.

When a *Lot* has more than one (1) *Street Frontage*, one (1) *Freestanding Identification Sign* shall be permitted for each *Street Frontage* of the *Lot* provided that the separation between *Freestanding Identification Signs* on the *Lot*, regardless of the orientation of the *Freestanding Identification Signs*, is at least one hundred (100) feet.

3. Maximum Sign Surface Area.

The maximum *Sign Surface Area* for *Freestanding Identification Signs* shall apply individually to each *Street Frontage*. The maximum *Sign Surface Area* shall not exceed one (1) square foot for each one (1) lineal foot of *Street Frontage* to a maximum *Sign Surface Area* of sixty-four (64) square feet per *Street Frontage*.

4. Minimum Setback.

There shall be no required *Minimum Setback* for *Freestanding Identification Signs* however, such *Signs* may not encroach into a *Public Right-of-Way* unless allowed per Article 7.5.C Sidewalk Signs and may not interfere with a Vision Clearance Area as specified in Article 4.14.

5. Maximum Height.

The maximum height of *Freestanding Identification Signs* shall be determined by the location of the *Freestanding Identification Signs* in relation to the *Lot Lines* on the *Lots* on which the *Signs* are located.

Freestanding Identification Signs shall have a maximum height of up to six (6) feet above *Grade* when located at the *Lot Line*. The maximum height may be increased by one (1) foot in height for each additional one (1) foot of *Setback* from the *Lot Line* until the maximum height allowed for the applicable type of *Sign* structure is reached.

The maximum height for *Ground Signs* shall be six (6) feet in height above *Grade* and the maximum height for *Pylon Signs* shall be fifteen (15) feet in height above *Grade*.

B. Building Identification Signs

1. Type

The following types of *Building Identification Signs* shall be permitted: *Wall Signs* or *Projecting Signs*.

2. Maximum Sign Surface Area.

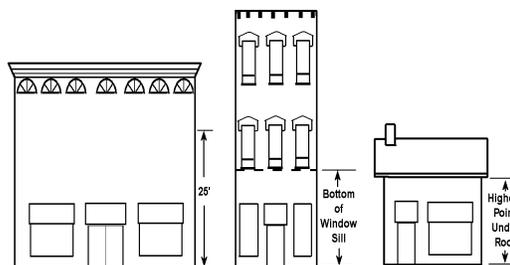
The total *Sign Surface Area* of all *Building Identification Signs* oriented to an individual facade shall not exceed:

- a. Front Façade – ten (10) percent of the total area of the lesser of the following calculations: the first twenty-five (25) feet of actual *Building* height; the height of the *Building* from *Grade* to the bottom of the window sills on the second story, if any; or the highest part of the *Building* under a roof or cornice line.

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- b. Side and Rear Facades – five (5) percent of the total area of a side or rear façade using the same method of calculation as set forth above for a front façade.

Provided, that for any *Building* which has more than one *Street Frontage*, the maximum *Sign Surface Area* of ten (10) percent shall apply to all facades on that *Building* with *Street Frontages*.



3. Height and Projection.

Projecting Signs and their *Sign Structures* shall not:

- Extend above the roof line of their supporting *Building*;
- Extend more than eight (8) feet from or beyond their supporting *Building*;
- Extend any closer to an imaginary perpendicular vertical plane located at the *Street* pavement line, curb or outside edge of sidewalk than three (3) feet; or
- Extend lower, as measured from their bottom edge, than ten (10) feet above Grade over a Walkway or fifteen (15) feet above Grade over a Driveway.

Projecting Signs in compliance with the above regulations may project into the air rights of a *Public Right-of-Way* if approval for such encroachment into the air rights of a *Public Right-of-Way* is obtained from the governmental authority having jurisdiction prior to the placement of the *Projecting Sign*.

C. Sidewalk Signs.

1. Type.

The following types of Sidewalk Signs shall be permitted: *A-Frame Signs* and *T-Frame Signs*.

2. Number.

One (1) *Sidewalk Sign* is permitted per business use on a property.

3. Maximum *Sign Surface Area*.

The maximum *Sign Surface Area* of *Sidewalk Signs* shall be eight (8) square feet. Additionally, *Sidewalk Signs* shall not exceed two (2) feet in width.

4. Maximum Height.

The maximum height of *Sidewalk Signs* shall be five (5) feet in height above *Grade*.

5. Location.

Sidewalk Signs may be located outside the main entrance of the business for which they are established provided that:

- They are located within ten (10) feet of the main entrance of the business;
- They are placed so that they leave at least a five (5) foot wide walking aisle on the sidewalk, between the business and the *Street* and parallel to the *Street*;
- The separation between *Sidewalk Signs* along the same *Street* is at least ten (10) feet; and
- They do not interfere with pedestrian movement or create a public safety hazard.

6. Special Regulations.

Sidewalk Signs must be removed from the *Public Right-of-Way* at the close of business.

D. Incidental Signs.

1. Type.
The following types of *Incidental Signs* shall be permitted: *Ground Signs* and *Wall Signs*.
2. Number.
 - a. If a *Lot* has one (1) *Driveway*, two (2) *Incidental Signs* shall be permitted at the *Driveway* entrance or exit;
 - b. If a *Lot* has more than one (1) *Driveway*, one (1) *Incidental Sign* shall be permitted for each *Driveway*; and,
 - c. One (1) *Incidental Sign* or shall be permitted at each critical turning point when required to safely direct pedestrian or vehicular traffic (e.g., to direct pedestrian or vehicular traffic to a drive-up window; a customer or employee *Parking Area*; or a delivery or *Loading Area*).
3. Maximum *Sign Surface Area*.
The maximum *Sign Surface Area* for *Incidental Signs* shall be six (6) square feet.
4. *Minimum Setback*.
There shall be no required *Minimum Setback* for *Incidental Ground Signs* however, such *Signs* may not encroach into a *Public Right-of-Way* and may not interfere with a Vision Clearance Area as specified in Article 4.14.
5. Maximum Height.
The maximum height for *Incidental Ground Sign* shall be four (4) feet in height above *Grade*.

E. Temporary Signs.

1. Type.
The following types of *Temporary Signs* shall be permitted: *Ground Signs* and *Window Signs*.
2. Number.
Two (2) *Temporary Signs* shall be permitted per *Lot*. However, no more than one (1) *Ground Sign* shall be permitted per *Street Frontage* of a *Lot*.
3. Maximum *Sign Surface Area*.
 - a. The maximum *Sign Surface Area* of *Ground Signs* shall be six (6) square feet.
 - b. The total *Sign Surface Area* of *Window Signs* shall not exceed the lesser of :
 - i. twenty-five (25) percent of the area of the window, provided, in the case of multi-pane windows the surface area of the window shall be the combined surface area the individual panes, or in the case of a glass curtain wall the surface area of the window shall be the combined surface area of the individual glass panels; or
 - ii. six (6) square feet in *Sign Surface Area*.
4. *Minimum Setback*.
There shall be no required *Minimum Setback* for *Temporary Signs* however, such *Signs* may not encroach into a *Public Right-of-Way* and may not interfere with a Vision Clearance Area as specified in Article 4.14.
5. Maximum Height.
The maximum height for *Ground Signs* shall be four (4) feet in height above *Grade*.
6. Special Regulation.
No *Temporary Sign* shall be permitted on any *Lot* without the prior authorization of the owner of that *Lot*.