

Proposed Draft Text Amendments Re: Signage

Proposed Text Amendment: **Bold red** text is proposed new language, ~~strikeouts~~ are proposed deletions.

Public Hearing to be held on: June 21, 2018 at 7:45 p.m.

Article II. Definitions

Illumination, Internal: refers to the illumination of a sign by electronic means wholly contained within the sign.

(note: also listed as Internal Illumination within list of definitions)

Sign, Animated: any sign or part thereof that changes physical position or light intensity by any movement or rotation or that gives the visual impression of such movement or rotation

Sign Area: the entire area within a contiguous perimeter, enclosing the extreme limits of sign display, including any frame, trim, molding or border, but not including the supporting structure. Curved, spherical, or any other shaped sign face shall be computed on the basis of the actual surface area. The calculation of a double-sided sign shall be the area of one face only. Double-faced signs shall be so constructed that the perimeters of both faces coincide and are parallel, and are not more than 24 inches apart.

Sign, Awning/canopy: a sign painted, stamped, perforated, or stitched, or otherwise applied on the valance of an awning.

Sign, Banner: A piece of flexible material bearing a design, motto, slogan, etc. used as a sign.

Sign, Billboard: A surface sign whereon advertising matter of a commercial or non-commercial nature is set in view conspicuously and which advertising of the activity, the service rendered or the commodity sold does not apply to the premises or any use of the premises whereupon it is displayed or posted.

Sign, Bulletin Board: a sign that identifies an institution or organization on whose premises the sign is located and that contains the name of the organization as well as changeable announcements of events or activities at the institution.

Sign, Cumulative Allowance: **the maximum square feet of the sum of all on-site, non-residential property signs that are free standing, window, building mounted, awning, canopy, or banner, and not including signs that are listed as being exempt.**

Sign, Directory: a ~~business~~ sign listing the tenants or occupants of a building, ~~with changeable text~~ along with ~~their~~ **the differentiated uses of said tenants or occupants** ~~professions or business activities~~

Sign, Electronic Message Board: any sign that uses changing lights to form messages wherein the sequence of the messages and the rate of change is electronically programmed and can be modified by

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electronic process.

Sign Enhancement Features: any portion of a sign or structure intended to improve the physical appearance of a sign or to cause it appear larger in mass, including roofs, moldings, railroad ties, lattice, or other decorative features. For the purposes of these Regulations, all sign enhancement features will be included in the square foot calculation used to determine sign sizes and limitations.

Sign, Flashing: any sign which, by any method or manner of illumination either direct or indirect, flashes on or off, winks, or blinks with a variety of light intensity, shows motion, or creates the illusion of motion or revolves in a manner to create the illusion of being on or off.

Sign: Illuminated (external): shielded light sources, which are mounted as to illuminate the face(s) of the sign.

Sign: Illuminated (internal): refers to the illumination of a sign by electronic means wholly contained within the sign.

Sign: Indirect Lighting: Illumination by reflected or diffused light.

Sign, Marquee: any sign made a part of a marquee and designed to have **manually** changeable copy, ~~either manually or electronically~~

Sign, Non-conforming: a sign lawfully erected prior to the adoption of the current Zoning Regulations that does not conform to the requirements of the current Regulations.

Signs, On-site Informational: a sign commonly associated with information and directions necessary or convenient for visitors coming on the property, including those which mark entrances and exits, parking areas, circulation areas, restrooms, and pickup/delivery areas.

Signs, Portable: any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including but not limited to signs to be transported on wheels, **and** sandwich board signs, ~~and not including~~ signs on balloons or table umbrellas.

Sign, Private Sale or Event: a temporary sign advertising ~~private sales of personal property, such as a home, garage sale, rummage sale, yard sale and similar events, or private not for profit events such as a picnic, carnival, bazaar, art show, craft show or holiday sales~~ **a short-term event occurring on the premises**

Sign, Roof-mounted: a sign that is mounted on the roof of a building or that is wholly dependent upon

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a building for support ~~and that projects above the top edge or of the roof line of a building with a flat roof, the eave line of a building with a gambrel, gable or hip roof, or the deck line of a building with a mansard roof.~~

Sign, Scoreboard: material on which a large area is used to post a score and other details of an athletic activity, the space being so designed as to allow for advertising or messages by entities other than the home sports team.

Sign, Searchlight: any use of lighting intended to attract the general public by the waving or moving of beams of light

Sign: any device or visual communication that is used for the purpose of bringing the subject thereof to the attention of the public.

Sign, Vending Machine: any sign, display, or other graphic attached to or a part of a cash-operated or **credit**/debit-card operated machine which dispenses food, beverages or other products

Sign, Window: a ~~permanent~~ sign that is painted, ~~or~~ mounted onto a windowpane, or is hung directly inside a window solely for the purpose or effect of identifying **and providing information regarding the interior use, including sales, events and advertising** ~~any premises~~ from the sidewalk or street; ~~or a temporary sign advertising special sales, events, or products or services~~

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Article V. Permit Requirements

A. 1. General

- c. Zoning Permits are required for, but not limited to new or modified:
 - v. Signs, **(signs that are a repair, repainted, resurfaced, or replaced for the same pre-existing tenant or occupant, providing it is the same size or smaller, or when included with another permit is exempt from needing a new permit).**

Article VI. Town-Wide Requirements / Standards

G. Signs

- 1. It is declared that the regulation of signs within the Town of Woodstock is necessary and in the public interest to:**
 - a. protect property values within the Town;**
 - b. preserve the beauty and the unique rural character of the Town;**
 - c. aesthetically complement the development which a sign identifies;**
 - d. promote a healthy and property designed business environment;**
 - e. safeguard the general public from damage and injury which may be caused by the faulty and uncontrolled construction of signs within the Town;**
 - f. protect against hazards to vehicular traffic movement through improper placement of signs;**
 - g. promote the public safety, welfare, convenience and enjoyment of travel and free flow of traffic within the town;**
 - h. prevent blight; and**
 - i. encourage free speech and expression.**

~~1. Signs permitted in all Districts~~

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~~The following signs are allowed, without permits, provided they conform with all applicable Regulations, and the standards set forth herein, and have no means by which they are illuminated from the interior or exterior, directly or indirectly, except by means of external, shielded, downward facing fixtures:~~

2. **Sign Standards for Non-Residential Use Signs Allowed by Permit in all Districts**

~~The following standards shall apply to permits for non-residential use signs to be utilized on the premises where the use is located, permitted and is a legally existing non-residential use.~~

a. Individual Property Sign Allowance

Each individual Non-Residential property may have a cumulative sign allowance of 160 SF with the exception of multi-tenant properties, which may have up to 120 SF per tenant.

b. The following standards apply to the Sign Categories shown below:

- i. Free Standing Signs
- ii. **Each of the signs** shall have a maximum area of thirty-two (32) square feet per sign face for up to two (2) sign faces, plus ten (10) square feet for each non-residential use establishment located thereon, up to a maximum total area of eighty (80) square feet.
- iii. The height of any such sign shall not exceed fourteen (14) feet.

c. Window Signs

- i. **Any sign(s) within the window of a non-residential use, whether for identification, informational or advertising purposes shall not exceed more than 20 square feet or 30% of the window surface, whichever is less, for each individual window.**
- ii. **These window signs may be internally illuminated.**

d. Building Mounted Signs

- i. Wall signs **that** shall be parallel to the building and shall not project more than twelve (12) inches from the face of the building **and have a maximum size of thirty-two (32) square feet.**
- ii. Hanging signs shall protrude perpendicularly from the front of the building and shall not exceed eight (8) square feet in area per tenant.

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- iii. Roof-mounted signs shall be allowed, not exceeding thirty-two (32) square feet in total area per tenant. The top of such signs shall not be set above the ridge line of the roof of the building on which it is located.
 - iv. **Awning/canopy sign shall be included in what is allowed for wall signs for an individual tenant.**
 - v. **Banners, depending on the location must either follow the standards as they may apply for free standing or building mounted signs.**
- e. Illumination standard for signs**
- i. **Refer to the Lighting section of these Regulations.**
 - ii. **Externally illuminated signs may be allowed as per the provisions of these Regulations.**
 - iii. **No more than one (1) internally illuminated sign of thirty-two (32) square foot maximum size, per tenant, may be allowed on the premises, excluding window signs, see above for applicable standards.**
- f. Other Signs, not included in the overall Sign Allowance:**
- i. Temporary Signs
 - a. **Shall be on private property and may be installed in a location that is visible from the road without infringing on the required sight line.**
 - b. **May be no more than 32 SF in area for each of the two allowed sign faces. The sign shall have no more than two faces.**
 - c. **May be put up 60 days before the event or topic it promotes and shall be removed within 2 weeks of closure of event or purpose of sign.**
 - d. **Portable Signs of no more than 12 SF.**
 - e. **For a single tenant property, no more than two (2) temporary signs; for multi-tenant property, no more than one (1) temporary sign per tenant.**
 - f. **Temporary signs shall not be internally illuminated.**
 - g. Signs located on the premises of Home Occupations
 - i. No more than one sign shall be permitted for each approved home occupation.

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- ii. The maximum size shall be twelve (12) square feet per sign face (maximum two sign faces).
 - iii. The sign shall be located on the same lot as the home occupation.
 - iv. The sign shall not be internally illuminated (painted and/or carved wooden sign preferred).
- h. Off-site Directional Signs
- i. Each sign shall not exceed 10 inches in height by 60 inches in width.
 - ii. Prior to issuance of said permit, the applicant shall provide satisfactory evidence of authorization from the owner of the premises upon which said sign (s) will be located.
 - iii. One off-site directional sign for non-agricultural use is allowed, but shall not be illuminated.**
 - iv. Up to four off-site directional signs for agricultural uses are allowed.**

3. Sign Exemptions

- a. Signage for municipal uses, traffic control or flow, and street identification are exempt from needing to have a sign permit and from having to comply with the Zoning Regulations pertaining to signs, other than those Regulations relating to positioning for safe traffic flow and sight lines.**
- b. Signage for on-site agricultural uses are exempt from needing to have a sign permit, but shall otherwise comply with the provisions of these sign regulations.**
- c. Election Signs are a type of temporary sign exempt from needing to have a sign permit, unless the size of such a sign otherwise requires a building permit, and shall comply with the following requirements. Election signs shall be displayed on private property, and not in any prohibited areas or on public property. They may be installed in a location that is visible from the road without infringing on the required sight line. Election signs may be put up 60 days before any federal, state, or municipal election, referendum, or ballot question, and shall be removed within 2 weeks afterward. There is no limitation as to the number or size of an election sign. The signs shall not be illuminated.**

4. Prohibitions

- a. All signs or electronic message boards with ~~internal illumination, simulated internal illumination,~~ flashing lights, neon, or LEDs shall be prohibited, **except as allowed in these**

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Regulations for window signs.

- b. All revolving or moving signs shall be prohibited, as are lighting or signs ~~which~~ **that** oscillate, flash, or pulsate. No **externally lit** sign may project light or a beam of light other than toward the face(s) of a sign.
- c. All signs located in or project over any Town Road right of way, except permitted street directional or off-site directional signs.
- d. All signs located or maintained in such a way that they pose ~~no a~~ hazard to pedestrians or vehicles; ~~do not~~ obstruct ~~motorists'~~ sight lines, ~~nor does their illumination or~~ create a hazardous glare off the premises **due to their illumination.**
- e. All off-site advertising signs other than directional signs **or sport scoreboards** are prohibited.