

## Draft Outline

Below is a rough outline, intended to begin the discussion, about a replacement Sign Ordinance. The draft has been prepared with the following priorities:

1. *Reed* decision compliant;
2. Clear to enforce
3. User friendly
4. Import existing ordinance when appropriate

### Sec. 21-1-1. Purpose

- Statement should reference Protection of public health safety and welfare through traffic control and community aesthetics.
- Aesthetics may include minimize quantity of signage, and manage lighting
- Should reference studies that demonstrate proper signage promotes public safety
- Do you want to include "promote local businesses?"

### Sec. 21-1-2. Definitions

- You may want to defer review of this section until after a framework for regulation of signage is created below.
- Definitions should not reference sign content, except for traffic control signs.
- Delete: advertising sign, agricultural operations sign. Amend Open Flag to "Flag," Sandwich Board sign to "A-frame sign." Need to revisit "shopping center "sign.

### Sec. 21-2-1 Sign Location

- Regulation based on the location in the town
  - A. **Town wide signage**
    - These are signs that have one standard regulation throughout the town.
    - Traffic control signs (these signs can survive a strict scrutiny test)
    - Non-traffic control (private) Signs in road rights-of-way

**B. Signs in Residential and non-commercial zones (such as RP zones)**

**1. Signs on private property adjacent to Arterial, Collector and Rural Connector Roads**

- Sign regulation that differentiates by location is Reed compliant
- Each residential property allowed 32 sq. ft. of signage
- Temporary signage of a size and time frame

\$Provide for temporary added signage located on a property marketed for sale; located on a property holding a yard sale; located on a property undergoing construction;

\$Off premise signs?

**2. Signs on private property in other residential and non-commercial zone locations**

- Each residential property allowed 12 sq. ft. of signage, temporary or permanent
- Temporary signage of a size and time frame

\$Provide for temporary added signage located on a property marketed for sale; located on a property holding a yard sale; located on a property undergoing construction; located on a property offering agricultural products for sale

**C. Signs in the TC, BA, BB, and BC District**

- Regulate sign types as sizes per current ordinance. Assume anything can be displayed on a sign. Add a specific max sq. ft. of signage per lot?
- Wrap Shopping Center signage into this section, "multiple businesses on a single site signage"
- Wrap Gasoline station signage into this section, "commercial signage for business where fuel is sold from a pump with underground storage tanks to the general public"

**Sec. 21-2-2 Prohibited Signs**

- Prohibited based on location
- Prohibited based on sign features, such as lighting

**Sec. 21-3-1 Procedure for sign permit**

- Applicability, issuing authority, duration of permit, fee per schedule

**Sec. 21-4-1 Sign Maintenance**

**Sec. 21-5-1 Non-conforming signs**

- phased in compliance, tied to permanence/value of sign?

**Sec. 21-6-1 Administration**

**A. Enforcement/Penalties**

**B. Substitution**

- Any non-commercial message may be substituted on any permitted sign.

**C. Severability**

- If any portion of this ordinance is declared invalid by a court, the remaining ordinance provisions shall remain in effect.

Note: Remove existing Advertising at athletic field provisions from sign ordinance and relocate to Management of town owned property policies.