

§79-3 Definitions

Sign, Identification.

A sign indicating the name of the occupant of the property, building, or leasable space. An Identification Sign does not list particular goods or services available, and does not include changeable copy signs or electronic message centers.

Sign, Incidental.

A sign, generally informational, that has a purpose secondary to the use of the zoning lot on which it is located, such as "no parking," "entrance," "loading only," "telephone" and other similar directives. No commercial message is allowed on an incidental sign except to the extent that a business name or logo is necessary for informational purposes.

Sign, Primary Identification Wall.

The main sign identifying the owner or business (See Sign, Identification) located on a building wall with the main entrance.

Sign, Secondary Identification Wall.

An Identification Sign subordinate to the Primary Sign in size and appearance. The Secondary Sign may not be located on the wall or façade with the Primary Identification Sign.

Wall Sign

A sign affixed or attached directly to the exterior wall of a building and extending 13 or fewer inches from the exterior wall of a building or structure. **See Sign, Primary Identification Wall and Sign, Secondary Identification Wall.**

§79-13 Signs allowed by permit.

C. Signs allowed in B-1 Business District, B-2 Business District, LI Light Industrial District, HI Heavy Industrial District and R-3 Multiple-Family dwelling zones.

(1) Type.

- (a) Wall signs. Total signage area allowed shall be determined according to Subsection C(3) below.
- (b) Ground signs. No ground sign shall exceed 200 square feet, and the ground sign shall contain the address number.
- (c) Awning, canopy and marquee signs.
- (d) Multiple-tenant identification signs. Where multiple tenants occupy a single parcel, total signage area allowed shall be determined according to Subsection C(3) below and shall be divided among the tenants.
- (e) Window signs. Temporary, non-illuminated window signs covering less than 25% of the window area shall be allowed. Business decals not exceeding 50% of the display area shall be allowed.
- (f) Changeable copy signs. No more than 33% of total sign area may consist of changeable copy.
- (g) Drop boxes, ATMs, vending machines and newspaper dispensers. If the lettering from any drop box, ATM, vending machine, newspaper dispenser or similar device is legible by a

person of ordinary eyesight from any distance off the zoning lot for which it is approved, the signage thereon shall count toward total signage area allowed on the zoned lot.

- (h) Outdoor menu boards. Outdoor menu boards are only allowed on lots that have previously been approved for drive-through-type business such as restaurants and car washes under the following conditions:
 - [1] Only one outdoor menu board shall be permitted per order window or wash bay, on a lot.
 - [2] Display surface area shall not exceed 40 square feet.
 - [3] If the sign is lighted, it may be lighted by internal illumination only and only during business hours.
 - [4] The outdoor menu board lettering may not be legible from any distance off the zoned lot for which it is approved.

~~(i) Off-premises signs including billboards. Off premises signs and billboards shall not be located within 200 feet of a residential district nor located closer than 1,000 feet from any other billboard or off-premises sign. The size and height of such signs shall not be subject to the standards applicable to other signage but may be limited by the Town Board after consideration of the following:~~

- ~~[1] Industry standards;~~
- ~~[2] The number of lanes and speed limit of the adjacent road or roads;~~
- ~~[3] The size of other signs, parcels and buildings in the vicinity of the proposed sign;~~
- ~~[4] The proximity of the proposed sign to other structures, uses or potential uses and the impact the proposed sign may have on sunlight and viewsheds;~~
- ~~[5] The impact of the proposed sign on the area viewsheds.~~

(2) Number.

(a) Ground Signs. There shall not be more than one ground sign for each parcel.

~~(b) Wall Signs. One (1) primary identification sign for the façade with the main entrance shall be permitted. For sites with frontage on multiple public roadways or where the main entrance is not visible from the public roadway, one (1) secondary identification sign shall be permitted.~~

(3) Size/Area.

~~(a)~~ Total sign area **of all wall signs** shall be determined by the length of the front facade of the principal building. When the parcel fronts two or more streets, the front facade shall be the side of the building where the main entrance is located. For parcels abutting Interstate 43, the regulations outlined in § 79-13F shall apply.

~~(b)~~ **Secondary identification wall signs, where allowed, shall be limited in area (SF) to 60-percent of the area (SF) of the primary identification sign.**

Length of Façade	Maximum Size (square feet) of All Signs	Length of Façade	Maximum Size (square feet) of All Signs
15 feet or less	40	85 feet or less	96
20 feet or less	44	90 feet or less	100
25 feet or less	48	95 feet or less	104
30 feet or less	52	100 feet or less	108
35 feet or less	56	105 feet or less	112
40 feet or less	60	110 feet or less	116

Length of Façade	Maximum Size (square feet) of All Signs	Length of Façade	Maximum Size (square feet) of All Signs
45 feet or less	64	115 feet or less	120
50 feet or less	68	120 feet or less	124
55 feet or less	72	125 feet or less	128
60 feet or less	76	150 feet or less	148
65 feet or less	80	175 feet or less	168
70 feet or less	84	200 feet or less	188
75 feet or less	88	225 feet of more	200
80 feet or less	92		

~~(2)~~(4) Location. A ground sign may not be located closer than 10 feet to any property line or driveway and at least the height of the sign plus two feet, but not less than five feet, to any right-of-way and out of the vision corner intersection.

~~(3)~~(5) Height. A wall sign shall not project higher than the parapet line of the wall to which the sign is to be affixed. A wall sign shall not exceed 20 feet in height from the base of the building wall to which the sign is affixed. A ground sign shall not project higher than eight feet, as measured from the natural grade at the base of the sign. A canopy or marquee sign shall not project higher than the top of the awning, canopy or marquee to which such sign is to be attached.