ARTICLE 7. ADVERTISING AND SIGNS

Section 7-l. Definitions

For the purposes of this chapter, the following words and phrases shall have the meanings respectively ascribed to them by this section:

A-Frame Sign: A freestanding, temporary and/or movable device usually constructed of two (2) separate wood or metal sign faces attached at the top.

Animated Sign: A sign with parts or sections which revolve or move or which has flashing or intermittent lights, but not including "time and temperature" signs or electronic message centers.

Awning or Canopy Sign. Any sign painted on or affixed to the sides or face of an awning . A sign erected upon or against a non-rigid awning.

Banner Sign: Any temporary sign of lightweight fabric or similar material. All such signs must be securely fastened to a solid flat surface except if displayed as special event signs by non-profit organizations. National, State, or municipal flags shall not be considered banners. (See Section 7-13)

Billboard: A structure which is erected by an advertising company for the purpose of the placement of a sign for hire. Each such space for hire shall be considered a separate billboard regardless of whether or not the face is incorporated into the same ground structure.

Directional Sign. A directional sign is an on-premise sign containing noncommercial messages, including, but not limited to, designation of rest rooms, telephone locations, restrictions on smoking and door openings. A directional sign may also be used for private traffic control.

Electronic Message Sign: Computer programmable sign capable of displaying words, symbols, figures or picture images that can be altered or re-arranged on the site or by remote means without altering the face or surface of the sign. (ADDED PER ORDINANCE 2013-03-01)

Reader Board Sign: Two types

1. Electronic Reader Board Sign: An electronic sign containing a changeable message which is intended to convey a message concerning products or services available on the premises on which the sign is located. Excluded from this definition are signs displaying the price of gasoline available on premise or announcements concerning health and safety. See also, Electronic Message Signs Section 7-23. (ADOPTED PER ORDINANCE 2013-03-01 AND AMENDED BY ORDINANCE 2026-08-02)

2. Non-Electronic Reader Board Sign: This is a non-digital reader board sign, also known as a changeable letter sign, designed for outdoor advertising and features horizontal tracks or grooved surfaces that provides the opportunity to quickly slide in plastic or vinyl letters, numbers and symbols to update messages. The non-electronic reader board sign may include: wall mounted, portable sidewalk signs, A- frame signs or free-standing signs placed inside the property line to provide visibility for drivers and pedestrians. Sign type and sign size regulations shall be applicable in the zoning district where the sign is located. (ADDED BY ORDINANCE 2026-08-02)

Flashing or Blinking: To give off light suddenly or in transient bursts; to move with great speed. (ADDED PER ORDINANCE 2013-03-01)

Flat Sign: Any sign erected against the wall of any building or display with the exposed face thereof in a plane parallel to the plane of the wall. Flat signs shall include any business or advertising matter painted directly upon the wall. For purposes of this definition roof surfaces constructed at an angle of 75 degrees or more from horizontal shall be considered wall space.

Ground Sign: A detached sign which shall include any sign supported by uprights, pylons, poles or braces placed upon, or in, or supported by the ground and not attached to any building.

Illuminated Sign: Any sign which has characters, letters, figures, designs, or outline illuminated by a light source.

Inflated Sign: Any advertising device which is supported by heated or forced air or lighter-than-air gases.

L.E.D.- Light Emitting Diode: Emits light when voltage is applied to it and is used especially in Electronic Message Signs and Reader Board Signs. (ADOPTED PER ORDINANCE 2013-03-01)

Master Sign Plan: A Master Sign Plan is associated with shopping centers, industrial parks and business parks. (ADDED BY ORDINANCE 2026-08-02)

Off-Premise Sign: A sign which advertises a business which is not located on the same premises as the off-premise sign. (ADDED BY ORDINANCE 2026-08-02)

Pedestal Sign: A movable sign supported by a column or columns and a base.

Pennant: Any lightweight plastic, fabric, or other material, whether or not it contains a message of any kind, suspended from a rope, wire, or string (or extending from a flexible support pole). Usually, but not necessarily, in series, designed to move in the wind. Pennant signs include feather flags. (AMENDED PER ORDINANCE 2009-05-01)

Portable Sign: Any sign not permanently attached to the ground or a building. The term "portable sign" includes, but is not limited to, signs mounted on trailers and signs mounted on frames placed on the surface of any lot.

Projecting Sign: A sign which is attached to and projects more than l2 inches from the face of a wall of a building.

Roof Sign: Any sign erected, constructed or maintained upon the roof of any building.

Sandwich/Sidewalk Sign: An "A-Frame" type sign which stands with self-supporting elements and is not permanently affixed to the ground. Sandwich signs may be used to communicate a specific message or information (e.g., lunch menus, special sales, promotional events) that is not found in a business' permanent signage.

Scrolling: To cause text or graphics on the display screen of the Electronic Message Sign or Reader Board Sign to move continuously. (ADOPTED PER ORDINANCE 2013-03-01)

Sign: Any device used to advertise or promote the interest of any person, group or business when the same is viewed by the public.

Sign Area: The entire surface area within a regular, geometric form or combination of regular, geometric forms comprising all the display area of the sign and including all of the elements of the matter displayed. Structural members not being advertising matter shall not be included in computation of surface area. In the case of those messages composed of individual letters using the wall as background the area shall be calculated by measuring the perimeter enclosing the letters and the encompassed area shall be considered the total sign area.

Suspended Sign: A sign attached to the underside of porch or eaves not exceeding four (4) square feet in area either perpendicular or parallel to the street.

Temporary Sign: Any sign, handbill, or poster which is placed to advertise or announce a specific event, or which pertains to a particular event or occurrence, or which is not designed or intended to be placed permanently. Examples of temporary signs include, but are not limited to, signs, handbills or posters relating to garage sales, political candidates or ballot measures, concerts, swap meets and the like.

Time and Temperature Sign: An electrically controlled sign alternately displaying time and temperature for public service information.

Wayfinding Sign: A sign which is designed to assist pedestrians and vehicular traffic to specific designations. (ADDED BY ORDINANCE 2026-08-02)

Section 7-2. General Regulations

1. No flashing or rotating signs, or tethered inflatable signs, such as soda cans, merchandise, logos, etc., shall be permitted in any district. Time and temperature signs may be permitted in the “GC”, “HC”, “LI” and “HI” districts.

2. No sign shall be fastened to, and supported by, or on the roof of a building; and no projecting sign shall extend over or above the roof or a parapet wall of a building.

3. Except as may otherwise be provided in this article, no sign shall project beyond a property line. (AMENDED BY ORDINANCE 2026-08-02)

4. All real estate signs advertising property for sale shall be removed within thirty (30) days following the sale of the property.

5. Public service and civic organization signs shall be permitted, provided:

   a. The signs are unlighted or indirectly lighted;

   b. The sign area is less than fifteen (15) square feet;

   c. The signs meet all applicable state and federal regulations.

6. Signs advertising a business shall be removed by the property owner if the business closes or is relocated. The Zoning Administrator may allow a sign to be covered in the “HC”, “LI” and “HI” districts for a period of up to 12 months.

7. No sign shall be placed in a public right-of-way or on public property or placed on or hung over a public sidewalk, except as outlined in Article 7. Signs. (AMENDED BY ORDINANCE 2026-08-02)

8. Temporary, portable, A-frame, pedestal, sandwich signs and the like shall maintain a six (6) foot clear zone for pedestrian movement.

9. Signs shall have good scale and proportion in its design and in its visual relationship to buildings and surroundings.

10. Signs shall be designed as an integral architectural element of the building and site to which it principally relates.

11. The colors, materials, and lighting of signs shall be restrained and harmonious with the building and site to which it principally relates.

12. The number of graphic elements on a sign shall be held to the minimum needed to convey the sign's major message and shall be composed in proportion to the sign face.

13. Signs shall be compatible with the signs on adjoining premises and shall not compete for attention.

14. Corporate identification signs of a prototype design and corporation logos shall conform to the criteria for all other signs.

15. The Zoning Administrator may permit one temporary ground sign in the "HC", "LI" and "HI" districts for a period of up to 12 months.

16. Sign permit applications shall be signed by the property owner(s), or lessee authorized to execute the permit application or owner agent authorized to execute the permit application.

17. Signs shall be constructed of rigid materials, such as wood, metal or plastic. Except for temporary banner signs, signs shall not be constructed of canvas, non-rigid plastic, or like materials.

18. Billboards are prohibited.

19. Roof signs are prohibited.

Section 7-3. Sign Ordinance Not Applicable to Certain Signs

The following classes of signs shall be exempt from the provisions of this Ordinance relating to registration, payment of permit fees and structural requirements; provided that such exemption shall not be construed so as to relieve the owner of the sign from responsibility for its erection and maintenance in a safe manner:

1. Signs advertising the name of the merchant and his business, when painted upon the windows of such establishment;

2. Signs erected on church property, giving the name of the church, the time of service and similar information;

3. Signs of charitable, benevolent or religious associations, or fraternal or non-profit associations, located on the premises or grounds of such associations;

4. Traffic or other municipal signs, legal notices, railroad crossing signs, danger and such temporary emergency or non-advertising signs as may be approved by the Zoning Administrator;

5. Memorial signs or tablets, names of buildings and the date of erection, when cut into any masonry surface or when constructed of bronze or any other incombustible material;

6. Special decorative displays used for holidays, public demonstrations or promotion of civic welfare or charitable purposes, when authorized by the Zoning Administrator when there is no commercial advertising, and such

signs shall be removed within ten days after the occurrence of the advertised event; and

7. One sign denoting the architect, engineer and contractors, when placed upon work under construction and when not exceeding twenty square feet in area. Such signs shall be removed within ten days after the completion of such construction.

8. An on-site directional sign unless the sign also includes advertising and/or logos for any business. The directional sign may be doubled faced and illuminated.

9. Flags of the United States of America, the State, the County, the Town, foreign nations having diplomatic relations with the United States, and any other flag adopted or sanctioned by Mayor and Commissioners.

Section 7-4. Permitted Signs

1. Flat signs shall not project more than one (1) foot from the building.

2. Signs in glass store fronts may be unlimited in size. Vending machines shall not be considered as signs.

3. Projecting signs shall be affixed to the building and are hung perpendicular to the building. Projecting signs shall be hung at a height with a minimum vertical clearance of eight (8) feet.

4. Suspended signs, not exceeding 4 square feet in area, attached to the underside of porch or eaves shall be permitted. Such signs may be perpendicular or parallel to the street, and shall be limited to one sign per occupancy. Such signs shall not be back-lit; shall be restricted to the name of the store or business, the owner's name, the nature of the business and/or a logo. The listing of products by trade name other than as part of the store name shall be prohibited.

5. Ground signs, as defined herein, shall be permitted only as specified in each zoning district. Ground signs shall be hung from independent posts; shall not be attached to the building; and may contain the owner's name, the nature of the business and/or a logo. Ground sign lighting shall be as specified in each zoning district but no flashing lights are permitted. The listing of products by trade name other than as part of the store name shall be prohibited.

6. Off Premise Signs: (AMENDED BY ORDINANCE 2026-08-02)

1. Off-Premise signs located in a commercial zoning district:

a. One off-premise sign per private property is permitted.
b. Advertising with an off-premise sign shall be limited to properties within the Town’s corporate limit.

c. The off-premise sign shall be located within a commercial zoning district.
d. Sign type and size regulations shall be applicable as noted in the zoning district where the off-premise sign is located.
e. Off-premise signs shall count toward the per property allowance of permitted signs in the zoning district where the sign is located.
f. Any off-premise sign approved under this section shall be subject to the permission of the property owner.

2. Off-Premise signs located in residential zoning districts:

a. A business which desires an off-premise sign to be located within a residential zoning district, may be permitted as a Special Exception by the Board of Appeals.
b. Both the business and the off-premise sign shall be located on private property and both shall be located within the Town's Corporate Limit.
c. Sign type and size regulations shall be applicable as noted in the zoning district where the off-premise sign is located.

7. Banner, flat, ground, and wall signs shall be permitted in the "R-O", Residential - Office District, provided same do not exceed either three (3) feet in height or width for a maximum of nine (9) square feet.

8. Billboards are prohibited.

9. One (1) identification sign not to exceed thirty-two (32) square feet in size shall be permitted at the entrance of a subdivision in a Residential District.

10. Awning and Canopy Sign. Awning or canopy signs where permitted shall comply with the following conditions:

a. No sign shall project from an awning and/or canopy.

b. Awning or canopy graphics shall be painted or affixed to the surface of the front or sides and shall indicate only the name and/or address of the enterprise or the premises.

c. The height of awning or canopy graphics/lettering shall be no more than one times the width of the front of sides of the awning or canopy.

11. A-frame, pedestal or sandwich board signs where permitted shall comply with the following standards, except as outlined in Article 7. Signs: (AMENDED BY ORDINANCE 2026-08-02)

a. Shall not exceed a 24" x 36" dimensions;

b. Shall be removed at the end of each day of business;

c. Shall not be placed in a public right-of-way or on public property or placed on or hung over a public sidewalk; and

d. Shall be located on the property of the business it advertises, shall not be placed any closer than six (6) feet to a main entrance and shall provide a minimum of six (6) feet of surrounding clear space for unobstructed pedestrian movement.

Section 7-5. Permitted Signs and Standards for the "R-1", "R-2", "R-3", "R-4" and "PRD" Districts. (AMENDED PER ORDINANCE 2007-08-01)

1. Identification Sign - One name plate not exceeding two (2) square feet in area which identifies the name and/or address of the occupant.

2. Real Estate Sign - One unlit real estate sign not exceeding six (6) square feet.

3. Home Occupation Sign - One unlighted or indirectly lighted sign per address not exceeding two (2) square feet in area either mounted flush with and on the front facade of the dwelling unit or hung on an independent post.

4. Apartment Identification Sign

   a. 15 or less units – One on-site sign indirectly illuminated flat or ground sign not exceeding six (6) square feet.

   b. Greater than 15 units – One on-site indirectly illuminated flat or ground sign not exceeding twelve (12) square feet in area.

5. Subdivision Sign - One on-site indirectly illuminated ground sign not exceeding thirty-two (32) square feet in area identifying an approved subdivision.

Section 7-6. Permitted Signs and Standards for the "RO" AND "VC" Districts. (AMENDED PER ORDINANCE 2007-08-01)

One sign shall be permitted per property as follows:

1. Identification Sign - One name plate not exceeding two (2) square feet in area which identifies the name and/or address of the occupant.

2. Real Estate Sign - One unlighted real estate sign not exceeding six (6) square feet in area.

3. Commercial Signs:

   "RO" District Only:

a. One indirectly illuminated ground sign not exceeding nine (9) square feet in area and not exceeding a maximum of three (3) feet in height and three (3) feet in width. The height of the ground/banner sign support pole or pylon shall be eight feet in height, or less, off of grade. (AMENDED BY ORDINANCE 2026-08-02)

"VC" District Only:

a. One indirectly illuminated ground sign not exceeding nine (9) square feet in area, with a maximum of three (3) feet in height and three (3) feet in width. The height of the ground/banner sign support pole or pylon shall be ten feet in height, or less, off of grade. (AMENDED BY ORDINANCE 2026-08-02)

b. One indirectly illuminated flat sign not exceeding nine (9) feet square feet in area and not exceeding a maximum of three in height and three feet in width; or

c. One indirectly illuminated projecting sign as per Section 7-4 and not exceeding a maximum of nine (9) square feet in area; or

d. One indirectly illuminated suspended sign as per Section 7-4; or

e. One awning or canopy sign.

Section 7-7. Permitted Signs and Standards for the "VM" District

1. Identification Sign - One name plate not exceeding two (2) square feet in area which identifies the name and/or address of the occupant.

2. Real Estate Sign - One unlighted real estate sign not exceeding six (6) square feet in area.

3. Directional Sign – One directional sign adjacent to the arterial road in which it is directing the public to for off-premise properties will be permitted subject to the following:

   (1) The sign shall not exceed two (2) square feet in area.
   (2) The sign shall identify the name of the business with one directional traffic control symbol.
   (3) The sign may not contain a logo.
   (4) A signed agreement from the property owner on which the sign is located. (ADDED PER ORDINANCE 2009-11-01)

4. Commercial Signs:

   a. One indirectly illuminated ground, flat or projecting sign advertising the business to street traffic not exceeding nine (9) square feet and not exceeding a maximum of three in height and three feet in width; or

   b. One suspended sign not exceeding four (4) square feet in area and in accordance with Section 7-4.

   c. One indirectly illuminated ground sign advertising businesses to water traffic not exceeding a maximum sign area of nine (9) square feet and not exceeding a maximum of three in height and three feet in width. The height of the ground/banner sign support pole or pylon shall be ten feet in height, or less, off of grade. (AMENDED BY ORDINANCE 2026-08-02)

   d. One flat sign advertising business from the water not exceeding one time the length of the building.

   e. One awning or canopy sign.

5. Wayfinding Signs: (ADDED BY ORDINANCE 2026-08-02)

   a. One (1) wayfinding sign per business is permitted within the public right of way for wayfinding purposes.
   b. The sign shall be located at a point reasonably intended to direct visitors to the business and shall be placed in the closest right of way to the principal entrance of the business it advertises;
   c. Wayfinding signs may be A-Frame, Pedestal or sandwich board sign,
   d. Sign size shall not exceed twenty-four (24) inches in width and thirty-six (36) inches in height;
   e. The sign may remain in place outside of business hours, provided the sign is weighted, anchored or otherwise secured in a manner that prevents displacement by ordinary weather conditions and does not create a hazard to pedestrians, motorists, bicyclists, or emergency responders.
   f. A minimum unobstructed pedestrian travel way of six (6) feet shall be maintained at all times;
   g. The wayfinding sign shall not obstruct curb ramps, crosswalks, entrances, exits, fire hydrants, utility facilities, benches, or other public amenities, nor impede visibility for motorists, bicyclists, or pedestrians;
   h. The sign shall be maintained in good condition by the property owner and shall not create a hazard to public health, safety or welfare.
   i. If the business ceases to exist, the owner of the sign shall remove the sign immediately.

j. The Zoning Administrator may require the temporary removal or relocation of the sign when necessary or public safety, emergency access, municipal operations, special events or maintenance activities.

Section 7-8. Permitted Signs and Standards for the "GC" District

1. Identification Sign - One name plate not exceeding two (2) square feet in area which identifies the name and/or address of the occupant.

2. Real Estate Sign - One unlighted real estate sign not exceeding six (6) square feet in area.

3. Commercial Signs:

a. Flat signs and projecting signs are permitted on all sides of the building provided:

(1) the sum of the area of all flat and projecting signs does not exceed an area equal to 10 percent of the front façade of the building or thirty-two (32) square feet whichever is less; and

(2) no projecting sign shall exceed twelve (12) square feet; and

(3) no flat sign shall extend beyond the edges of the building wall to which it is attached;

(4) flat and projecting signs may be illuminated.

b. One ground sign not exceeding a height of twenty (20) feet and limited to twelve (12) square feet in area. Ground signs may be illuminated.

c. One suspended sign in accordance Section 7-4.

d. One sandwich board, pedestal, or A-frame sign per business in accordance with Section 7-4.

d. One awning or canopy sign.

Section 7-9. Permitted Signs and Standards for the "LC", "HC" Districts and Commercial Uses in the RM-C District.
(AMENDED PER ORDINANCE 2007-01-01)
(AMENDED PER ORDINANCE 2025-12-01)

1. Real Estate Sign - One unlighted real estate sign not exceeding twenty-four (24) square feet in area.

2. Commercial Signs:

a. Flat signs not to exceed 1 x the width of the building may be placed on all sides of the building. Any flat sign may not exceed 64 square feet on any wall of the building. Flat signs may be illuminated.

b. Ground sign not exceeding eighty (80) square feet in area. Ground signs may be double faced and illuminated. Ground signs shall not exceed twenty-five (25) feet in height. (AMENDED BY ORDINANCE 2026-08-02)

c. Suspended signs in accordance with Section 7-4 and limited to one per business located on the premises.

d. One projecting sign not exceeding twelve (12) square feet. Projecting signs may be illuminated.

e. One awning or canopy sign.

f. See also Section 5-16. "HCOD" Highway Commercial Overlay District Regulations. Section 7. Architectural Review. Paragraph a. (8). Signs, permanent. (AMENDED BY ORDINANCE 2026-08-02)

Section 7-10. Permitted Signs and Standards for the "LI" Light Industrial District

1. All signs permitted in the "HC" Highway Commercial District.

Section 7-11. Permitted Signs and Standards for the "HI" Heavy Industrial District

1. All signs permitted in the "HC" Highway Commercial District.

2. Where signs are proposed for purposes of visibility from the interstate highway, the Planning Commission may allow one ground sign not exceeding four hundred (400) square feet and not exceeding a height of one hundred and twenty-five (125) feet.

Section 7-12. Master Sign Plan Standards for Mixed Use Business and Commercial (See also Section 5-16. Paragraph 7. Architectural Review. Sub-Paragraph (8). Signs, permanent.
(AMENDED BY ORDINANCE 2026-08-02)

1. Maximum sign limitations for shopping centers, industrial parks and business parks shall be established by the Planning Commission based on an approved Master Signage Plan.

2. The Master Sign Plan shall contain the following:

a. An accurate plot plan of the property or properties included, at such scale as the Zoning Administrator may reasonably require;

b. Location of buildings, parking lots, driveways, and landscaped areas on the site;

c. Computation of the maximum total sign area, the maximum area for individual signs, the height of signs and the number of freestanding signs proposed; and

d. An accurate indication on the plot plan of the proposed location of each present and future sign of any type, whether requiring a permit or not, except that incidental signs need not be shown.

3. The Master Signage Plan shall specify standards for consistency among all signs on properties affected by the Plan with regard to:

a. Color scheme;

b. Lettering or graphic style;

c. Lighting;

d. Location of each sign on the buildings;

e. Material; and

f. Sign proportions.

4. The Master Signage Plan, for all properties with multiple uses or multiple users, shall limit the number of freestanding signs to a total of one (1) for each street on which the properties included in the plan have frontage and shall provide for shared or common usage of such signs.

5. A Master Signage Plan shall be included in any development plan, site plan, planned unit development plan, or other official plan required for the proposed development and shall be processed simultaneously with such other plan.

6. A Master Signage Plan may be amended by filing a new Master Signage Plan that conforms with all requirements of the ordinance then in effect.

7. If any new or amended Master Signage Plan is filed for a property on which existing signs are located, it shall include a schedule for bringing into compliance, within three (3) years, all signs not conforming to the proposed amended plan or to the requirements of this ordinance in effect on the date of submission.

8. After approval of a Master Signage Plan, no sign shall be erected, placed, painted, or maintained, except in conformance with such plan, and such plan may be enforced in the same way as any provision of this ordinance.

Section 7-13. Temporary Signs

1. Grand Opening Signs

   a. A grand opening or grand re-opening is permitted to use banners, pennants or flags provided:

      (1) They are not displayed more three (3) weeks.

      (2) A permit must be obtained which would include number, and type of all banners as well as the date of the event.

   b. A grand opening or grand re-opening is permitted to display two (2) off-premise signs provided:

      (1) A permit must be obtained stating locations, date of event and wording on sign.

      (2) Signs may only indicate grand-opening or re-opening, name of business, merchandise available, date of event, location of business and owner's name. These signs shall not include prices.

      (3) Signs are not displayed more than three (3) weeks.

      (4) Signs shall not exceed thirty-two (32) square feet in area.

      (5) Authorization from the property owner where the off-premise sign is proposed shall be required. (ADDED BY ORDINANCE 2026-08-02)

2. Special Sales Signs, Special Events

   a. Banners, flags or pennants may be used to advertise a sale or special event, such as Christmas Tree sales, fireworks sales, carnivals, circuses, fairs, festivals, etc., in the “VC”, “VM”, “GC”, “HC” “LI” or “HI” districts provided:

      (1) One (1) banner may be displayed on the premises where the sale or special event takes place except that up to four (4) banners may be displayed at shopping centers located in the “HC”, “LI”, or “HI” district.

      (2) Banners for special sales or special event shall comply with the following:

         (a) Banners shall not exceed thirty-two (32) square feet in size.

(b) The banner is displayed no more than four (4) weeks in any one (1) event.

(c) Signs shall be removed within four (4) days following the last day of the sale or special event.

(d) Special sales are limited to four (4) per year.

(3) The Zoning Administrator may permit one off-premise sign on private property in any zoning district provided the land owner consents to the sign location and provided such sign does not exceed two (2) square feet.

(4) A sign permit is required for signs advertising special sales or special events as provided herein, however, payment of fees will not be required for non-commercial activities.

(5) Signs not in compliance with the provisions of this section shall be a violation of this Ordinance.

3. Help Wanted Signs

a. Banners may be used to advertise help wanted in the “HC”, “LI” and “HI” districts provided:

(1) The size of any banner shall not exceed twenty-four (24) square feet in area.

(2) The sign message is limited to "Help Wanted".

(3) The sign must be located on-site.

4. Additional Regulations for all Banners, Pennants and Flags

a. Banners and pennants may be indirectly lit during hours of operation only.

b. All signs should be securely attached to the support structure to prevent sagging or dropping of the pennants, banners or flags.

c. Such signs shall not be used in the calculation of permitted sign area for each use.

Section 7-14. Obtaining Permit and Revocation of Same

1. Permit - Required

No person shall erect a sign within the Town and no person shall repair, alter, or relocate or maintain any existing sign within the Town unless and

until a permit for such sign shall have been issued by the Zoning Administrator.

2. Same - Application

No permit required by this article shall be granted until after an application has been filed with the Zoning Administrator showing the plans and specifications of the proposed sign including dimensions, material and details of construction, and its proposed location with respect to property lines, nor until all the provisions of this article relating to such sign have been complied with. Each such application shall be accompanied by the required permit fee. The Zoning Administrator may prescribe suitable regulations not inconsistent with the provisions of this ordinance concerning the form and contents of all applications for the various types of permits required. The Zoning Administrator shall have the authority to assist applicants when structural barriers may prevent complete compliance with the requirements set forth in Article 7.

3. Same - Fees

A schedule of permit fees will be established by the Mayor and Commissioners of North East.

4. Same - Revocation

The Zoning Administrator may revoke any permit issued by him pursuant to this chapter upon failure of the holder thereof to comply with any of the provisions of this chapter in accordance with Section 9-23.

5. Expiration of Permit

If the work described in the sign authorization has not been completed within six (6) months from the date of issuance, said authorization shall be revoked in accordance with Section 9-23.

Section 7-15. Sign Illumination and Illuminated Signs; Flashing Signs Prohibited

1. Signs may be illuminated as discussed in this Article, but if located in the vicinity of a traffic control signal, no red illumination shall be used thereon.

2. All illuminated signs and sign illumination shall be subject to applicable provisions of this Code and of all laws and electrical and building codes which may be in force within Cecil County.

3. The application for a permit for the erection of a sign or other advertising structure in which wiring and connections are to be used shall be

submitted by the Zoning Administrator to such official or officials having inspection duties in connection therewith under this Code or any law, electrical code, ordinance or regulation in force in Cecil County, and the applicant shall pay any required inspection fee.

4. It shall be unlawful for any person to erect or maintain within the Town any sign the illumination of or for which alternately flashes on and off or which alternately increases and decreases in the intensity of illumination.

5. No sign within one hundred fifty (150) feet of a residential zone may be illuminated between the hours of midnight and 6 a.m. unless the impact of such lighting beyond the boundaries of the lot where it is located is entirely inconsequential.

6. Lighting directed toward a sign shall be shielded so that it illuminates only the face of the sign and does not shine directly into a public right-of-way or residential premises.

7. Except as provided in this Article, illuminated tubing's or strings of lights that outline property lines, sales areas, roof lines, doors, windows, or similar areas are prohibited.

8. Except as provided in this Article, no sign may contain or be illuminated by flashing or intermittent lights or lights of changing degrees of intensity, except signs indicating the time, date or weather conditions.

9. Sections 7-15 paragraphs 7 and 8 above do not apply to temporary signs erected in connection with the observance of holidays.

Section 7-16. Signs - Prohibited Practices

1. Obstruction of windows, doors, fire escapes, etc. prohibited.

   No sign of any description shall be installed, erected, constructed or maintained in such a manner as to obstruct any fire escape or any window or door, nor shall a sign be attached in any manner to any fire escape.

2. Obstruction of traffic and traffic signs prohibited.

   No sign or advertising structure shall be erected at or near the intersection of any streets in such a manner as to obstruct free and clear vision; or in any location where by reason of its position, shape or color it may interfere with or obstruct the view of, or be confused with, any authorized traffic sign, signal, or device. No sign shall make use of the words "stop," "look," "danger," or any other word or phrase of similar character in such manner as to interfere with, mislead or confuse traffic; no beacon ray or similar type lighting device shall be permitted.

3. Unauthorized affixing, etc. of signs, posters, etc. to building, posts, trees, etc., prohibited.

Tacking, painting, posting or otherwise affixing a sign or a poster of a miscellaneous character on the walls of buildings, barns, sheds, trees, posts, poles, fences, walls or other structures, except as provided for in this article, is prohibited.

4. Display of obscene, etc., or malicious matter prohibited.

   No person shall display upon any sign or other advertising structure any obscene, indecent or immoral matter, nor shall any sign or other advertising structure be permitted that is malicious, slanderous or degrading in any way to the Town or its image.

5. Any discernable advertising for cannabis, cannabis products, or cannabis appurtenances in a publicly visible location, except as outlined in Article 6. Section 6-38. (ADDED PER ORDINANCE 2024-04-01)

Section 7-17. Compliance with Zoning, etc., Regulations Required

This article shall not permit the erection or location of any sign upon any property except in accordance with the appropriate provisions of this Ordinance or any other ordinance of the Town. The erection or maintenance of any sign contrary to this Zoning Ordinance or regulations shall be a violation of this article.

Section 7-18. Existing Signs

All existing signs shall be maintained in good condition and a good state of repair.

A permit will be required in accordance with Section 7-14, prior to any existing sign being repaired and/or repainted for maintenance.

Existing signs may be renewed or refurbished so long as the same colors, lettering, punctuation and decoration are preserved but shall not be altered in any fashion, including paint color and lettering.

Where any sign does not comply with the provisions of this Ordinance, such sign and any supporting structures may be maintained as described above but shall not be replaced, reconstructed, moved, structurally altered, or relit except in compliance with the provisions of the Ordinance. Removal, replacement, reconstruction, moving or structural alteration for any cause whatsoever shall be considered as loss of nonconforming status. Supporting structures for nonconforming signs may continue in use for a conforming sign if said supporting structures comply in all respects to the applicable requirements of these regulations and other codes and ordinances. No permits for additional signs shall be issued for any premises on which there are any nonconforming signs.

Section 7-19. Enforcement of Chapter Generally

The Zoning Administrator shall cause to be taken down all signs which are unsafe, insecure or a menace to the public, or which have been constructed or erected or are being maintained in violation of the provisions of this article or are not registered with the Zoning Administrator, after having first given ten days' notice in writing to the owner of or person maintaining such sign by personally serving him with notice or by leaving such notice at the place of business in connection with which the sign is displayed; with some person found therein. In case such sign is maintained by a person engaged in the business of erecting and maintaining signs such notice may be served by addressing and mailing such notice to the last known address of such person.

The Zoning Administrator shall remove any sign of immediate danger or hazard to persons or property, without notice. No person shall maintain or permit to remain upon any premises owned, leased or occupied or used by him, with notice thereof, any unsafe or insecure sign liable to injure any person or property.

Section 7-20. Costs of Removing Signs; Lien Created

All expenses incurred by the Zoning Administrator in taking down or removing any sign under this article shall be charged to the person responsible for such sign and shall constitute a lien on the property upon which such sign was installed as well, which shall be enforceable as a lien for taxes. In the case of an off-premise sign, the person or persons granted the special exception approval by the Board of Appeals shall be responsible for the cost of removing the sign.

Section 7-21. Signs, Number and Surface Area

For the purpose of determining number of signs, a sign shall be considered to be a single display and composed to form a unit. Where matter is displayed in a random manner without organized relationship of elements, or where there is reasonable doubt about the relationship of elements, each element shall be considered to be a single sign.

The surface area of a sign shall be computed as including the entire area within a regular geometric form or combinations of regular geometric forms comprising all of the display area of the sign and including all of the elements of the matter displayed. Frames and structural members not bearing advertising matter shall not be included in computation of surface area.

Sign size is applicable regardless of the number of businesses or other enterprises which are located on each lot.

Section 7-22. Unlawful Cutting of Trees or Shrubs

No person may, for the purpose of increasing or enhancing the visibility of any sign, damage, trim, destroy, or remove any trees, shrubs, or other vegetation located:

1. Within the right-of-way of any public street or road, unless the work is done pursuant to the express written authorization for the work.

2. On property that is not under the ownership or control of the person doing or responsible for such work, unless the work is done pursuant to the express authorization of the person owning the property where such trees or shrubs are located.

3. In any area where such trees or shrubs are required to remain under a permit issued under this Ordinance.

Section 7-23 ELECTRONIC MESSAGE SIGNS AND ELECTRONIC READER BOARD SIGNS. (ADOPTED BY ORDINANCE 2013-03-01 and AMENDED BY ORDINANCE 2026-08-02)

1. Electronic Message Signs or Electronic Reader Board Signs shall be permitted in the following districts, subject to the regulations outlined in this Article: (AMENDED BY ORDINANCE 2026-08-02)

'HC' Highway Commercial District
'HI' Heavy Industrial District

a. Electronic Message Signs and Electronic Reader Board Signs shall be contained within the confines of a permanently affixed ground sign and shall be counted against the total permitted ground sign area: (AMENDED BY ORDINANCE 2026-08-02)

'HC' Highway Commercial District: 48 square feet.
(See section 7-9. 2.b.)
'HI' Heavy Industrial District: 400 square feet.
(See section 7-11. 2.)

b. No more than 50 percent of the display area of any sign may be devoted to an Electronic Message or Electronic Reader Board. (AMENDED BY ORDINANCE 2026-08-02)

c. Electronic Message Signs or Electronic Reader Board Signs shall not change messages more frequently than once every sixty (60) minutes with the exception of time and temperature indicators. (AMENDED BY ORDINANCE 2026-08-02)

d. Electronic Message Signs and Electronic Reader Board Signs shall be equipped with an automatic dimming photocell which adjusts the display's brightness based on ambient light conditions. (AMENDED BY ORDINANCE 2026-08-02)

e. The brightness levels of an electronic or reader board sign shall not increase by more than 0.3 foot candles (or 3.23 lumens per square meter or lux) (over ambient levels), measured within 100 feet of the sign.

f. Electronic Message Signs and Electronic Reader Board Signs located on a lot adjacent to any residential dwelling(s) shall be turned off between the hours of 10:00 p.m. and 6:00 a.m. Time and temperature displays are permitted 24 hours per day. (AMENDED BY ORDINANCE 2014-12-02 AND ORDINANCE 2026-08-02)

g. Prohibited Electronic Message Signs and Electronic Reader Board Sign components: Animations, motion picture or stereopticon mechanisms, transition effects in the changing of messages, flashing lights, blinking lights or similar effects utilized in the display of messages. (AMENDED BY ORDINANCE 2026-08-02)

2. Institutional Electronic Message Signs /Electronic Reader Board Signs: (AMENDED BY ORDINANCE 2026-08-02)

a. Institutional signs identify a place of worship, library, civic, social or fraternal club, schools public or private, municipal, County, State and Federal buildings, Emergency Services.

b. Institutional Electronic Message Signs and Institutional Electronic Reader Board Signs which are not located in the 'HC' Highway Commercial District or the 'HI' Heavy Industrial District may be permitted by the Board of Appeals with an approved Special Exception. (AMENDED BY ORDINANCE 2026-08-02)

c. Institutional Electronic Message Signs and Institutional Electronic Reader Board Signs shall be contained within the confines of a permanently affixed ground sign. (AMENDED BY ORDINANCE 2026-08-02)

d. Institutional Electronic Message Signs or Institutional Electronic Reader Board Signs shall adhere to the criteria outlined in Section 7-23. 1. d.e.f.g. (AMENDED BY ORDINANCE 2026-08-02)

e. Institutional Electronic Message Signs and Institutional Electronic Reader Board Signs shall be permitted to change messages no greater than once every 30 seconds. (AMENDED BY ORDINANCE 2014-12-02 AND ORDINANCE 2026-08-02)

f. Time and temperature displays are permitted 24 hours per day. If time and temperature displays are utilized within a residential district, the brightness level shall be reduced between the hours of 10:00 p.m. and 6:00 a.m., so as not to disturb adjoining residents. (AMENDED BY ORDINANCE 2014-12-02 AND ORDINANCE 2026-08-02)

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