

10.24.6.5.7 Signs Allowed in the Traditional Downtown (TD) District

Traditional Downtown District			
Maximum Total Sign Area per Lot	Nonresidential	Residential	Governmental
	None	6 SF per building	None
Permitted Signs			
Nonresidential Lots			
Sign Type	Maximum Number	Maximum Height	Maximum Size
Wall sign – First floor	1 per building façade facing a street plus 1 on the side or rear façade if there is a public entrance on the facade	NA	Not more than ten percent (10%) of the area of the wall on which it is located
Wall sign – Upper floors (see Note A and C)	1 per business located on an upper floor but only if there is no projecting sign located at the public entrance to the upper floors	NA	6 SF
Projecting sign – First floor	1 per public building entrance facing a street plus 1 on the side or rear façade if there is a public entrance on the facade	12 feet	12 SF
Projecting sign – Upper floors (see Note B)	1 per public building entrance that provides access to a nonresidential use on an upper floor	12 feet	6 SF
Pole sign	4 per street frontage with a primary vehicle access	3 feet	2 SF
Awning sign	Only on the valance directly over an entrance	NA	Lettering or graphics shall not be more than 12" high

Marquee sign	Only on the front and sides of a marquee directly over an entrance	NA	Lettering or graphics shall not be more than 12" high
Window sign	No limit	NA	Not more than 20% of the window area
Iconic sign	1 per lot	8 feet	A maximum of 3 feet in any dimension
Monument sign	A total of 1 sign per street frontage that has a primary vehicle entrance	4 feet	36 SF
Residential Lots			
Sign Type	Maximum Number	Maximum Height	Maximum Size
Wall sign or projecting sign	1 sign per building façade facing a street	12 feet	6 SF
Governmental Lots			
Sign Type	Maximum Number	Maximum Height	Maximum Size
Wall sign	1 per building façade facing a street	NA	60 SF
Monument sign or ground-mounted sign or hanging sign	A total of 1 sign per lot	Monument sign – 4 feet Ground-mounted or hanging sign – 8 feet	36 SF
Pole signs	4 per street frontage with a vehicle access	3 feet	2 SF
Illumination of Signs			
Type of Illumination	Nonresidential	Residential	Governmental
Internally Illuminated	No	No	No
Externally Illuminated	Yes	Yes	Yes
Changeable Copy Signs			
	Nonresidential	Residential	Governmental
Electronic Message Board	No	No	No
Readerboard	Yes	No	Yes
Project or Subdivision Signs			
Nonresidential	One project sign is permitted at each vehicle entrance to the development or subdivision from a street or to a parking lot serving one or more lots. The project sign may be a monument sign, ground mounted sign or hanging sign and shall conform to the requirements for the type of sign. The Maximum Total Sign Area for a lot located within a nonresidential subdivision or development that has a project or subdivision sign shall be reduced by 20%.		

Residential	One project sign is permitted at each vehicle entrance to the development or subdivision from a street. The project sign may be a monument sign, ground mounted sign or hanging sign and shall have a maximum area of 24 SF. A monument sign shall have a maximum height of 4 feet and a ground mounted or hanging sign shall have a maximum height of 8 feet. The Maximum Total Sign Area for a lot located within a residential subdivision or development that has a project or subdivision sign shall be reduced by 20%.
Notes	
<p>A. The property owner or manager shall be responsible for determining the number, size, and location of wall signs on each façade in accordance with a Master Sign Plan submitted to the Code Enforcement Officer with approval by the Historic District Commission if the property is located within the historic district.</p> <p>B. When there are multiple public entrances in a façade, the property owner or manager shall be responsible for determining the number, size and location of projecting signs. When entrances are close together, the signs shall be placed close to the entrances but shall be located to provide separation between signs to the extent feasible.</p> <p>C. Properties not in a Historic District, may use first floor Wall Sign dimensions for a second floor wall sign as long as the first floor commercial space occupies both floors.</p>	