

To: Ordinance Review Committee and Planning Board
 From: Mark Eyerman
 Subject: PIC Sign Amendment for Directory Signs
 Date: February 24, 2022

I have taken the draft language dealing with increasing the size of ground-mounted directory signs and inserted it into the current sign regulations for the PIC District. The proposed additional language is shown in red underlined text below.

The action would be to:

098

Amend Section 10.24.6.5.13 of the Land Use Ordinance dealing with signs in the PIC District to read:

10.24.6.5.13 Signs Allowed in the Planned Industrial/Commercial (PIC) District

Planned Industrial/Commercial District			
	Nonresidential	Residential	Governmental
Maximum Total Sign Area per Lot	200 SF plus 120 SF for lots with frontage on two or more public streets	NA	100 SF
Permitted Signs			
Nonresidential Lots			
Sign Type	Maximum Number	Maximum Height	Maximum Size
Wall sign and/or channel letter sign	2 per building façade facing a street	NA	60 SF per individual sign 100 SF total area per facade
Projecting sign	2 per lot	12 feet	12 SF
Monument sign or ground-mounted sign or pylon sign	A total of 1 sign per street frontage that has a primary vehicle entrance	Monument sign – 6 feet Ground-mounted sign – 16 feet Pylon sign – 20 feet	60 SF
Hanging sign	1 sign per street frontage that has a primary vehicle entrance per lot	16 feet	12 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
Iconic sign	1 per lot	NA	Not more than 3 feet in any dimension
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	60 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	Yes	NA	Yes
Externally Illuminated	Yes	NA	Yes
Changeable Copy Signs			
	Nonresidential	Residential	Governmental
Electronic Message Board	Yes	NA	Yes
Readerboard	Yes	NA	Yes
Project or Subdivision Signs			
Nonresidential	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 pylon sign and shall conform to the requirements for the type of sign. <u>The size of a ground mounted directory sign that lists the individual nonresidential occupants of a development or subdivision may be increased to a maximum of one hundred sixty (160) square feet with a maximum height of twelve (12) feet provided that the sign for any individual occupant shall not exceed eight (8) square feet.</u> The project sign may incorporate an electronic message board with an area of not more than 24 square feet. 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%.		

