

**COUNCIL OF THE TOWN OF LA PLATA**

**Ordinance No. 10-1**

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**Introduced By:** Councilman Joseph W. Norris  
**Date Introduced:** February 23, 2010  
**Planning Commission Hearing:** April 6, 2010  
**Town Council Hearing:** April 27, 2010  
**Date Adopted:** May 25, 2010  
**Date Effective:** June 11, 2010

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1 **An Ordinance** concerning

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3 **Revision of Sign Regulations**

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5 **FOR** the purpose of comprehensively revising the Town's existing sign regulations; defining  
6 and altering the definition of certain terms; altering certain purposes of the regulations;  
7 altering provisions relating to the computation of sign area and height; altering provisions  
8 relating to prohibited signs and devices, altering signs exempt from sign permit  
9 requirements; altering provisions relating to sign design, construction and maintenance  
10 standards; altering provisions relating to non-conforming signs and devices; altering  
11 provisions relating to master sign plans; altering provisions relating to temporary sign  
12 permits; altering regulations relating to attached and detached signs in certain zoning  
13 districts in the Town; and generally related to the comprehensive revision of the Town's  
14 sign regulations.

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18 **BY** repealing and reenacting with amendments  
19 Chapter 191 – Zoning  
20 Article VII. Signs  
21 Sections 191-60.A, 191-61, 191-62, 191-63, 191-64, 191-65, 191-66, 191-67.E., 191-68,  
22 191-69.E., 191-70, 191-71, 191-72, 191-73, 191-74 and 191-75  
23 Code of the Town of La Plata  
24 (1998 Edition and Supplements)

25  
26 **SECTION 1: BE IT ENACTED BY THE COUNCIL OF THE TOWN OF LA**  
27 **PLATA**, That Article VII. Signs, Sections 191-60.A, 191-61, 191-62, 191-63, 191-64, 191-65,  
28 191-66, 191-67.E., 191-68, 191-69.E., 191-70, 191-71, 191-72, 191-73, 191-74 and 191-75 of  
29 the Code of the Town of La Plata (1998 Edition and supplements) be and they are hereby repealed  
30 and reenacted, with amendments, to read as follows:  
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ARTICLE VII. SIGNS

191-60 Purposes, applicability and effect.

A. Purposes. The purposes of these sign regulations are:

- (1) To ((encourage)) PROVIDE STANDARDS FOR the effective use of signs as a means of communication in the town;
- (2) To maintain and enhance the town's ability to attract sources of economic development and growth;
- (3) To improve pedestrian and ((traffic)) VEHICULAR safety;
- (4) To ensure conveyance of accurate information to the public;
- (5) ((To preserve and enhance property values;
- (6))) To minimize the distraction of signs to vehicular traffic;
- ((7))) (6) To provide for the proper installation and appropriate maintenance of signs;
- ((8))) (7) To minimize the possible adverse effects of signs on nearby public and private property;
- ((9))) (8) To implement relevant provisions of the comprehensive plan, as updated from time to time;
- ((10))) (9) To enable the fair and consistent enforcement of these sign regulations; and
- ((11))) (10) To maintain and enhance the aesthetic environment of the town IN A MANNER THAT WILL PROTECT PROPERTY VALUES AND CREATE A MORE ATTRACTIVE ECONOMIC AND BUSINESS CLIMATE.

191-61 Definitions.

A. Words and phrases used in this Article shall have the meanings set forth in this section. Words and phrases not defined in this section but defined elsewhere in the Town Code shall be given the meanings set forth there. Principles for computing sign area and sign height, AS WELL AS DETERMINING TYPE AND LOCATION, are given in Section 191-62. All other words and phrases shall be given their common, ordinary meanings, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this Article. Illustrations and "principles of interpretation" included in the Article shall be used in interpreting the relevant provisions, but where the text conflicts with an illustration or

79 "stated principle," the text shall control.

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81 B. The following words and terms have the meanings indicated:

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85 **((ATTENTION-ATTRACTING DEVICE:** Any device or object, visible from any  
86 public right-of-way which is primarily designed to attract the attention of the public to a  
87 business, institution, sign or activity through such means, including but not limited to  
88 illumination, color, size or location. Attention-attracting devices or objects oftentimes  
89 incorporate illumination, which may be stationary, moving, turning, blinking (including  
90 animation), flashing, or laser. Attention-attracting devices may or may not convey a  
91 message and can include, but are not limited to, search lights, beacons, strobe lights,  
92 internally illuminated translucent canopies or panels, streamers, pennants, propellers and  
93 inflatable objects (including clusters of balloons) or other device designed to attract  
94 attention. Any sign which emits a sound, odor, or visible matter is considered an  
95 attention-attracting device. Approved traffic-control devices are not considered to be  
96 attention-attracting devices.))

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100 CHANGEABLE COPY SIGN-- Any sign designed so that letters or numbers can be  
101 changed to indicate a different message, INCLUDING ELECTRONIC SIGNS.

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105 DISPLAY BOX--A wall sign enclosed in glass for the expressed purpose of displaying  
106 menus, current entertainment or other like items.

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108 DISTRACTING DEVICE-- A DEVICE OR OBJECT WHOSE PRIMARY EFFECT IS  
109 TO ATTRACT THE ATTENTION OF THE PUBLIC TO A BUSINESS,  
110 INSTITUTION OR ACTIVITY, WHICH IS VISIBLE FROM THE PUBLIC RIGHT OF  
111 WAY AND MAY POSE A HAZARDOUS DISTRACTION TO THE DRIVING  
112 PUBLIC. MEANS OF DISTRACTION INCLUDE MOVING, SPINNING, FLASHING,  
113 ANIMATION, BEACONS, STROBE LIGHTS, INFLATABLES, STREAMERS,  
114 SOUNDS OR ODORS. APPROVED TRAFFIC-CONTROL DEVICES ARE NOT  
115 CONSIDERED TO BE DISTRACTING DEVICES.

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117 ELECTRONIC SIGN-- SIGNS WITH ALPHABETIC, PICTOGRAPHIC, OR  
118 SYMBOLIC INFORMATIONAL CONTENT THAT CAN BE CHANGED OR  
119 ALTERED BY AN ELECTRONIC OR COMPUTERIZED PROCESS, ON A FIXED  
120 ELECTRICALLY ILLUMINATED DISPLAY SCREEN.

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124 GROUND SIGN--Any sign attached to the ground, as contrasted to a "building" sign.

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126 HEIGHT-- AS APPLIED TO A SIGN, THE COMBINED OVERALL DIMENSION OF  
127 THE ENTIRE SIGN STRUCTURE, INCLUDING THE SIGN MESSAGE AREA, AND  
128 ALL FOUNDATIONS, FRAMING, TRIM OR EMBELLISHMENTS, AS MEASURED  
129 FROM THE FINISHED GRADE OF THE SURROUNDING SITE IN THE  
130 IMMEDIATE VICINITY OF THE SIGN TO THE HIGHEST POINT OF THE  
131 STRUCTURE FROM THE GROUND.

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135 MARQUEE-- A ((roof)) CANOPY-like structure that cantilevers from the wall of a  
136 building over its principal entrance, that has no vertical supports other than the wall from  
137 which it cantilevers, and that provides a wall surface TYPICALLY USED FOR  
138 SIGNAGE SUPPORT.

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142 MENU BOARDS-- An accessory sign ON RESTAURANT SITES providing items and  
143 prices associated with drive-thru ((window)) OR WALK-UP WINDOW SERVICE.

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145 MONUMENT SIGN-- A FREE STANDING SIGN, THE BOTTOM OF WHICH IS  
146 USUALLY FLUSH WITH THE GROUND, SUPPORTED BY OR AFFIXED TO A  
147 WOOD, STONE, MASONRY OR BRICK WALL-LIKE BASE.

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149 NONCONFORMING SIGN--Any sign that met the requirements of the town at the time  
150 it was erected, but does not conform to the requirements of this Article.

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152 PEDESTAL SIGN-- A FREE STANDING SIGN MOUNTED ON OR SUPPORTED  
153 BY A WOOD, STONE, MASONRY OR BRICK COLUMN(S), THAT IS  
154 GENERALLY LESS THAN 4 FEET IN HEIGHT.

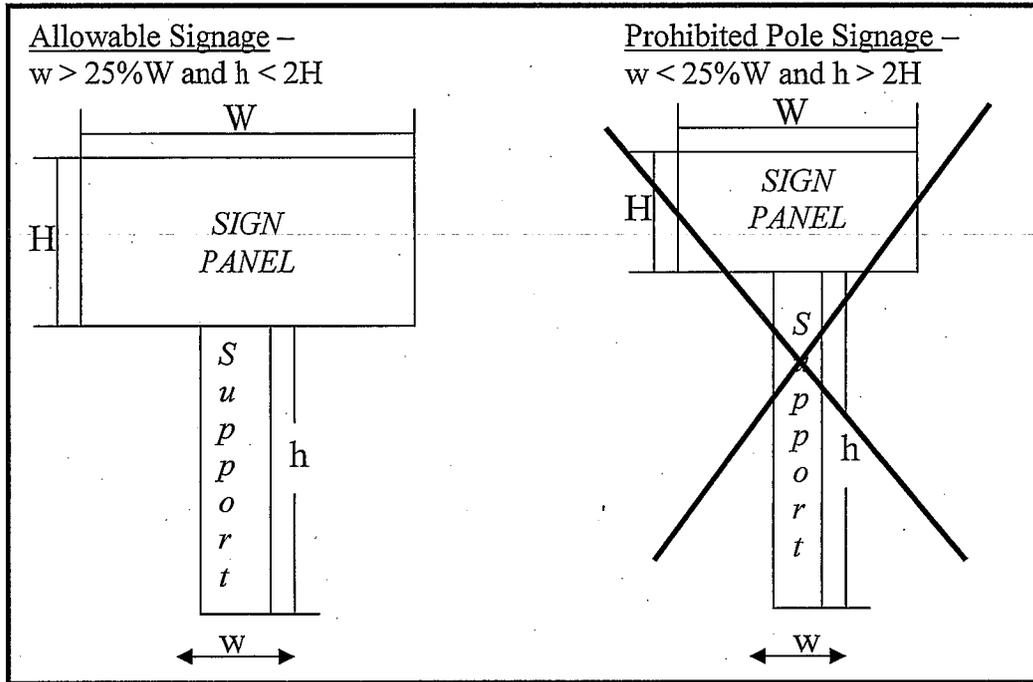
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156 PENNANT--Any lightweight plastic, fabric or other material, whether or not containing a  
157 message of any kind, which is suspended from a rope, wire, string or pole, usually in  
158 series, and which is designed to move in the wind.

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160 PERSON--Any individual, association, company, corporation, firm, organization or  
161 partnership, singular or plural, of any kind.

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**POLE SIGN-- ANY SIGN WHOLLY SUPPORTED BY A SINGLE VERTICAL UPRIGHT THAT MEASURES LESS THAN 25% OF THE WIDTH OF THE SIGN PANEL AND MORE THAN TWICE THE HEIGHT OF THE SIGN PANEL, AS DEPICTED BELOW.**



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**PORTABLE SIGN--** Any sign not permanently attached to the ground or other permanent structure THAT IS ((or a sign)) designed to be transported, ((including, but not limited to, signs designed to be transported by means of wheels; signs made as a-frames or t-frames; and balloons used as signs.)) BY HAND OR WITH WHEELS. PORTABLE SIGNS INCLUDE SIGNS CARRIED, WAVED, WORN, OR OTHERWISE DISPLAYED EITHER IN OR VISIBLE FROM THE PUBLIC RIGHT OF WAY FOR THE PURPOSE OF DRAWING ATTENTION TO A BUSINESS ENTITY FOR COMMERCIAL SALES.

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**PUBLIC EVENT SIGN--** Any sign or banner which announces an event ((generally)) open to the public, WHICH IS SCHEDULED FOR A PARTICULAR DATE AND TIME.

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**PYLON SIGN--** A FREE STANDING SIGN UP TO 20 FEET IN OVERALL HEIGHT, USUALLY WITH THE BOTTOM OF THE SIGN AREA ELEVATED AND SUPPORTED BY A WOOD, BRICK, MASONRY OR STONE TOWER-LIKE STRUCTURE OR COLUMNS, COMMONLY USED IN PLANNED SHOPPING

CENTERS FOR CENTRALIZED TENANT SIGNAGE.

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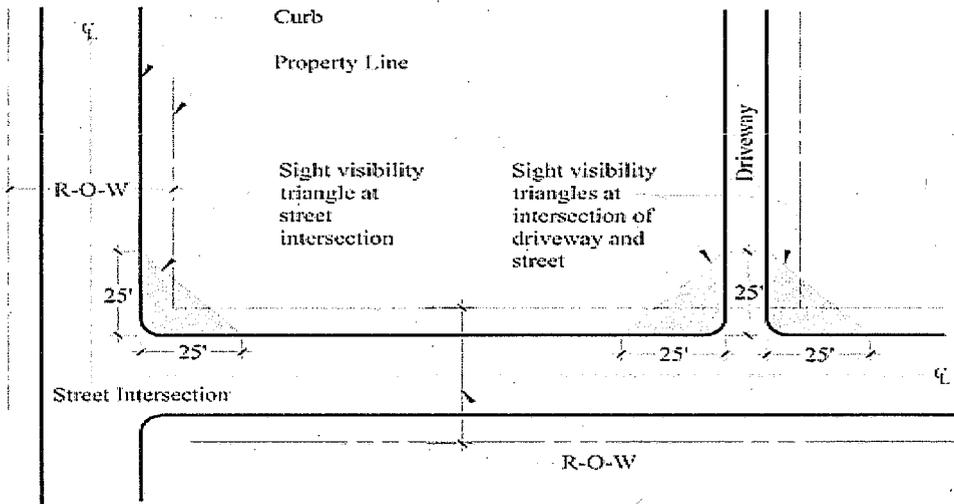
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SANDWICH BOARD-- A ((temporary a-frame)) PORTABLE sign ((, not permanently secured or attached to the ground or any building or structure,)) composed of a sign panel and supporting structure or ((one (1) or more)) **OF TWO (2) ANGLED** panels which form both the structure and sign ((face)) FACES IN AN A-FRAME DESIGN.

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SIGHT VISIBILITY TRIANGLE (OR HORIZONTAL SIGHT DISTANCE): ((The horizontal and vertical areas at the intersections of streets and/or driveways which must remain unobstructed in order to ensure that drivers can see traffic and pedestrians around the corner of the intersection, entrance or driveway.)) AS DEPICTED BELOW, THE TRIANGULAR SPACE PROVIDED ACROSS ALL PROPERTY CORNERS CREATED BY EITHER THE INTERSECTION OF TWO STREETS OR THE INTERSECTION OF A DRIVEWAY AND A STREET. THE SIGHT VISIBILITY TRIANGLE IS DETERMINED BY DRAWING A DIAGONAL LINE ACROSS THE CORNER OF THE LOT MEASURED FROM TWO POINTS DRAWN TWENTY-FIVE FEET BACK FROM THE STREET OR DRIVEWAY INTERSECTIONS WITH A STREET. THIS AREA MUST REMAIN UNOBSTRUCTED TO ENSURE THAT DRIVERS CAN SEE TRAFFIC AND PEDESTRIANS AROUND THE CORNER AT AN INTERSECTION, ENTRANCE, OR DRIVEWAY.

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SIGN--Any device, fixture, placard, painting, or structure, or portion thereof, that uses any color, form, graphic, illumination, symbol or writing to advertise, announce the purpose of, or identify the purpose of a person or entity, or to communicate information of any kind to the public.

SITE-- A lot, tract or parcel of land considered as one (1) land-unit for purposes of this

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Article. For a single-family residence, the site shall be the lot on which it is located. For multifamily projects, the site shall be all land occupied by the buildings in the project and adjoining such property and under common ownership with it. For vacant land, the site shall be all of the adjoining vacant land under single ownership. For single-occupancy, nonresidential properties, the site shall be the lot that is occupied. For PLANNED SHOPPING CENTERS OR multiple-occupancy properties, the site shall be all land included under the original "site plan" or "subdivision plan" approval or all land included under the original "Master Sign Plan" approval under this chapter or its predecessor, whichever land area is larger.

((PRINCIPLES OF INTERPRETATION

The intent of this definition is to treat as one (1) site an entire project as planned and developed together.

A single apartment complex shall be considered as occupying one (1) site.

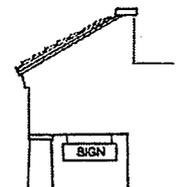
A shopping center, including out-parcels and separate buildings within it (regardless of whether ownership is common or separate) shall be considered as occupying one (1) site.

A group of office buildings, warehouses or industrial buildings under common ownership or management and approved within one (1) site plan with the town, shall be considered as occupying one (1) site.))

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SUSPENDED SIGN-- A NON-ILLUMINATED sign that is ((suspended)) HUNG from the underside of a ((plane surface and supported by such surface)) CANOPY, OR SUPPORTED BY/ATTACHED TO A BUILDING OR A POST.



Suspended Sign

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WALK-UP RESTAURANT MENU ((SIGN)) BOARD-- A sign providing items and prices associated with a walk-up restaurant.

\* \* \*

WINDBLOWN DEVICE-- ((Any pennant, spinner, streamer, propeller, disc, moored blimp or gas balloon that is designed to inform or attract attention, whether or not such device carries a message, all or part of which is set in motion by wind, mechanical, electrical or any other means.)) A DISTRACTING DEVICE ACTIVATED BY WIND.

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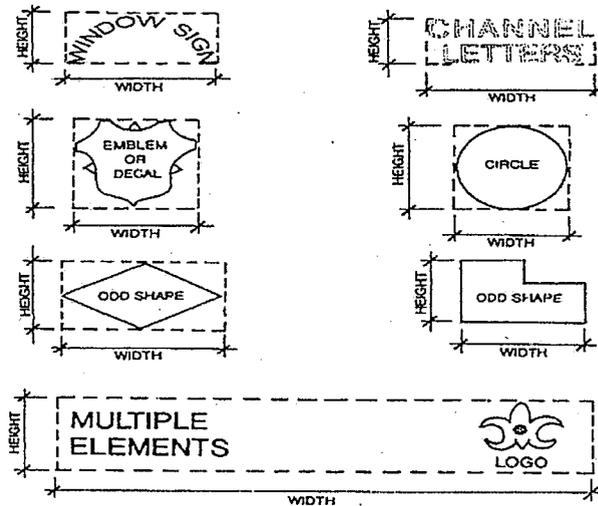
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**191-62 Computations.**

A. Area computation of individual signs. The area of a sign face (which is also the sign area of a wall sign or other sign with only one (1) face) shall be computed by means of the smallest rectangle that will encompass the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, base, bracing or decorative fence or wall when such fence or wall otherwise meets the regulations of this Article and is clearly incidental to the display itself.

For a single wall on a single-occupant building, all pieces of information or other graphic representations on that wall shall be measured as though part of one sign, encompassed within one rectangle, which may not exceed ten percent (10%) of the total wall area to which the sign is affixed. For a single wall on a multi-occupant building, the area of individual signs shall be computed using these principles and each individual sign shall not exceed ten percent (10%) of the total wall area to which the sign(s) is affixed.

Sign Area Computation



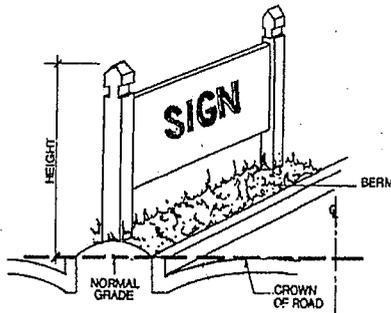
PRINCIPLES OF ((INTERPRETATION)) COMPUTATION

- A single wall shall mean the entire wall that shares the same architectural elevation as shown on the approved site plan. Architectural elevations are typically defined as the front, sides and rear of a building (alternatively called north, south, east and west elevations).
- Regardless of whether a single wall has wall sections that project, recess or otherwise vary from the predominant wall plane, the rectangle shall include all signs that appear on the same architectural elevation.
- For in-line tenants in a shopping center, or other building with a similar layout, all signs associated with a given occupant shall be arranged and enclosed within a single rectangle for purposes of calculating allowable sign area.
- For multi-occupant buildings where occupants are not aligned in a row (with each occupant having a separate outside entrance), all pieces of information or other graphic representations on that wall which relate to an individual occupant or business within the building shall be measured as though part of one sign. No one individual sign shall be allowed to occupy more space than ten percent (10%) of the total wall area to which the sign is affixed.

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((C. Sign Height Computation. The height of a sign shall be computed as the distance from the highest attached component of the sign to a point parallel to the elevation of the crown of the public street most adjacent to the sign location.))



Sign Height Computation

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**191-63 Prohibited signs and devices.**

All signs and devices not expressly permitted under this Article, or exempt from regulation under this Article, are prohibited. Such prohibited signs and devices include, but are not limited to:

- A. Any sign that copies or imitates an official sign or purports to have official status;

325 B. Any illuminated tubing or ((colored)) strings of lights, including, but not  
326 limited to, those outlining property lines, open sales areas, rooflines or the edges  
327 of walls except for perimeter down-lighting which ((is shielded to)) DOES NOT  
328 illuminate ((open sales areas but no)) land outside those areas AND ((except  
329 those)) strings of lights exempt under Section ((191-64)) 191-64.G. (HOLIDAY  
330 DECORATIONS).

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332 C. ((Beacons;

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334 D. Windblown devices;

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336 E.)) Portable signs, EXCEPT SANDWICH BOARD SIGNS;

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338 ((F. Animated signs;

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340 G. Pennants;

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342 H. Any other attention-attracting device, as defined in Section 191-61, except  
343 for those conforming to the dimensional, design, lighting and other standards  
344 applicable to a sign in the same location;

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346 I.)) D. Any sign that obstructs or substantially interferes with the sight  
347 VISIBILITY triangle or horizontal sight distance;

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349 ((J.)) E. Any sign that obstructs or substantially interferes with any window,  
350 door, fire escape, stairway, ladder or opening intended to provide light, air,  
351 ingress or egress to any building;

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353 ((K.)) F. Any sign that projects over any sidewalk, street, alley or other way  
354 open to pedestrian or vehicular circulation so as to present a safety hazard;

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356 ((L.)) G. Any sign attached to gas pumps or gas pump islands that can be read or  
357 understood from off the property, except for signs required by law;

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359 ((M.)) H. Any sign attached to a utility pole, light pole, telephone pole, ((stop  
360 sign,)) OR TRAFFIC CONTROL sign, etc., except for municipal decorative  
361 flags, utility identifications or similar pole identifications; ((and))

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363 ((N.)) I. Roof signs; ((and))

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365 ((O.)) J. ((Vehicle signs)) SIGNS ON VEHICLES, TRAILERS AND  
366 EQUIPMENT as follows:

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368 (1) ((Any vehicle or trailer that is parked on a public right-of-way or  
369 public property or on private property so as to be visible from a public  
370 right-of-way which has attached thereto or located thereon any sign or  
371 advertising device)) ANY SIGN OR DISTRACTING DEVICE

372 LOCATED ON A VEHICLE, TRAILER OR EQUIPMENT WHICH  
 373 HAS BEEN PARKED OR LOCATED SO AS TO BE SEEN FROM A  
 374 PUBLIC RIGHT OF WAY for the primary purpose of providing  
 375 advertisement of products or directing people to a business or activity  
 376 located on the same or nearby property.

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 378 (2) ((Vehicle)) NOTWITHSTANDING PARAGRAPH 1, signs are  
 379 allowed ON A VEHICLE, TRAILER AND EQUIPMENT providing the  
 380 following conditions are met:

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 382 (a) Primary purpose of such vehicle, TRAILER or equipment is  
 383 not the display of signs;

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 385 (b) Signs are painted upon or applied directly to an integral part  
 386 of the vehicle, TRAILER or equipment;

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 388 (c) ((Vehicle/)) THE VEHICLE, TRAILER OR equipment is in  
 389 operating condition, currently registered and licensed to operate on  
 390 public streets ((when)) WHERE applicable, and actively used in  
 391 the daily function of the business to which such signs relate; AND

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 393 (d) THE ((Vehicles)) VEHICLE, TRAILER and equipment  
 394 ((are)) IS not used primarily as A static ((displays)) DISPLAY  
 395 advertising a product or service, AND not utilized as A storage,  
 396 shelter or distribution ((points)) POINT for commercial products or  
 397 services for the general public.

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 399 (e) NOTWITHSTANDING OTHER PROVISIONS OF THIS  
 400 SUBSECTION O., SIGNS ARE ALLOWED ON ((Vehicles))  
 401 VEHICLES, TRAILERS and equipment engaged in active  
 402 construction projects and ((on-premise storage of)) ON  
 403 VEHICLES, TRAILERS AND equipment STORED ON-  
 404 PREMISES ((and vehicles offered)) FOR SALE to the general  
 405 public for sale, rent or lease ((shall not be subjected to this  
 406 condition));

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 408 K. POLE SIGNS; AND

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 410 L. INTERNALLY ILLUMINATED TRANSLUCENT CANOPIES.

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 412 **191-64 Signs exempt from ((regulation)) PERMIT REQUIREMENTS.**

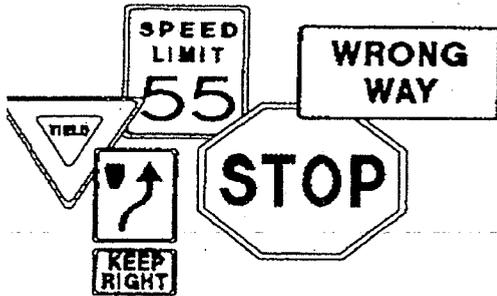
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 414 The following signs and devices shall be exempt from ((regulation)) OBTAINING A  
 415 PERMIT under SECTION 191-69 OF this Article:

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- 419 B. Flags or emblems of the United States of America ((and their flagpoles));
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- 421 C. Traffic **CONTROL** signs on private property, such as stop, yield and similar signs,
- 422 which meet government required standards and contain no commercial message;
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424 Traffic CONTROL Signs



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- 429 F. Works of art OR OTHER GRAPHIC DISPLAYS with no commercial message;

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- 434 I. Personal messages, such as the announcing of births, anniversaries, birthdays, lost
- 435 pets, TEAM SPIRIT AND SUPPORT, etc., not to exceed six (6) square feet PER LOT
- 436 OR SITE and displayed no longer than seven (7) days, PROVIDED THESE ARE NOT
- 437 ATTACHED TO ANY UTILITY POLE OR TRAFFIC CONTROL SIGN AS
- 438 DESCRIBED IN SECTION 191-63M.

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- 439 J. Political signs;

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- 441 K. Public event signs provided that:

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(1) Such signs shall contain no commercial messages, CORPORATE SPONSORS OR THEIR LOGOS;

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(2) Such signs shall not be attached to a light pole or other existing pole AS DESCRIBED IN SECTION 191-63M ((, without the permission of the-owner of the pole;)) and

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(3) Such signs shall be ((permitted)) ALLOWED only for public events and then only for a period beginning not more than fourteen (14) days before the event and ending not more than seven (7) days after the event;

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- 454 L. Yard sale signs provided that:

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(1) Only one (1) such sign ((shall be)) IS LOCATED on the lot where the yard sale WILL TAKE PLACE ((is located, plus)) AND no more than one (1)

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458 additional sign ((shall be)) IS located on a different private property, provided  
459 such property is not a private common area;

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461 (2) Such sign shall not exceed four (4) square feet in area per side ((and)) OR  
462 EXCEED forty-two (42) inches in height; ((and))  
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464 (3) Such sign shall remain in place only from 5:00 p.m. Friday until 8:00 a.m.  
465 Monday; AND  
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467 (4) SUCH SIGN SHALL NOT BE ATTACHED TO ANY UTILITY POLE OR  
468 TRAFFIC CONTROL SIGN  
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472 **191-65 Design, construction and maintenance standards.**  
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474 All signs shall be designed, constructed, ((and)) maintained AND OPERATED in  
475 accordance with the following standards:  
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479 B. Except for banners, sandwich boards, flags, temporary signs and window  
480 signs conforming in all respects with the requirements of this Article, all signs  
481 shall be constructed of permanent materials and shall be permanently AND  
482 DIRECTLY attached to the ground, a building, or another structure ((by direct  
483 attachment to a rigid wall, frame or structure)).  
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485 C. A sign shall not have weeds, trees, vines, or other vegetation growing upon it,  
486 or obscuring the view of the sign ((from the public right-of-way from which it is  
487 to be viewed)).  
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491 E. Signs shall be ((repainted repaired and maintained whenever its paint begins  
492 to fade, chip, or discolor)) MAINTAINED IN GOOD CONDITION AND  
493 REPAIRED WHENEVER DAMAGE TO THE SIGN, ITS STRUCTURE, OR  
494 ITS ILLUMINATION SOURCE OCCURS.  
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496 F. ((Sign posts shall be compatible with the treatment of the sign itself))  
497 ELECTRONIC SIGNS MAY BE OPERATED PROVIDED THAT:  
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499 (1) COMMERCIAL MESSAGES AND IMAGES CHANGE NO MORE  
500 THAN ONCE IN A 24-HOUR PERIOD;  
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502 (2) NO BLINKING, FLASHING, OR ANIMATION IS USED.  
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**191-66 ((Colors )) SIGN DESIGNS.**

Signs shall be architecturally compatible with the building and its surrounding environment.

**191-67 Nonconforming signs and devices.**

For purposes of this section, a nonconforming sign or device shall be defined as a sign or device lawfully existing on November 15, 2003 which could not be built, erected or installed under the CURRENT terms of this Article.

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E. Freestanding signs in the Commercial Highway District (C-H) existing prior to November 15, 2003 which list three (3) or more tenants are required to file a Master Sign Plan if during any three-month period more than forty percent (40%) of the ((existing)) TOTAL sign square footage BECOMES VACANT, is changed or IS replaced.

**191-68 Master sign plans.**

A. Any existing or new commercial ((, business, industrial or office)) site with three (3) or more tenants, ((site containing)) WITH two (2) or more parcels, or ((site)) with twenty-five thousand (25,000) or more gross square feet OF LEASABLE SPACE shall submit to the Design Review Board for approval a Master Sign Plan ((containing, but not limited to)) WHICH INCLUDES the following:

\* \* \*

(4) ((The plan may contain such other restrictions as the owners of the site may reasonably determine)) STANDARDS FOR IMPLEMENTATION OF ANY TEMPORARY SIGNAGE, IF SUCH IS ALLOWED BY THE OWNER OF THE SITE.

\* \* \*

(6) A sign permit is required for each ((sign requiring a permit in a)) TYPE OF SIGN FOR EACH BUSINESS UNDER THE CONTROL OF AN APPROVED Master Sign Plan;

\* \* \*

D. UP TO A MAXIMUM OF 100 SQ. FT. OF SIGNAGE MAY BE APPROVED FOR BUILDINGS IN EXCESS OF 25,000 SQ. FT. IN GROSS FLOOR AREA WHICH ARE OCCUPIED BY A SINGLE PRIMARY TENANT. FOR EVERY 250 LF. OF BUILDING FAÇADE THAT INCORPORATES A PUBLIC ENTRANCE, A TOTAL

552 OF 100 SQ. FT. OF SIGNAGE MAY BE ERECTED AT THE DISCRETION OF THE  
553 DESIGN REVIEW BOARD. THE SIGNAGE MAY TAKE THE FORM OF ONE OR  
554 MORE SIGNS, EXCEPT THAT MULTIPLE SIGNS MAY BE ERECTED ON A  
555 SINGLE FAÇADE ONLY IF NEEDED TO SERVE SECONDARY TENANTS WHO  
556 ARE OPERATING COMPLETELY FROM WITHIN THE PRIMARY TENANT'S  
557 FACILITY. EACH SIGN ERECTED MUST ALSO CONFORM TO THE  
558 STANDARDS OF CONSISTENCY ESTABLISHED IN AN APPROVED MASTER  
559 SIGN PLAN.

560

561 **191-69 Sign permits.**

562

563 E. Permits for temporary signs. Temporary signs on private property shall be allowed  
564 upon the issuance of a temporary sign permit, which shall be subject to the following  
565 terms:

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567 (1) A temporary sign permit shall allow the use of one (1) temporary sign limited  
568 to thirty-two (32) square feet for a specified ((twenty-one-day)) 30-DAY period;

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570 (2) ((Only six)) SIX (6) temporary sign permits ((shall be)) MAY BE issued to  
571 the same business on the same site ((for the same business)) in any calendar year,  
572 EXCEPT THAT ONLY ONE SIGN PER BUSINESS IS ALLOWED DURING  
573 ANY GIVEN PERMITTED 30-DAY PERIOD;

574

575 (3) Temporary sign permits do not require the approval of the Design Review  
576 Board UNLESS THEY ARE UNDER THE CONTROL OF AN APPROVED  
577 MASTER SIGN PLAN AS DESCRIBED IN SECTION 191-68 OF THIS  
578 CHAPTER((.));

579

580 (4) IN ADDITION TO THE SIX TEMPORARY SIGNS DESCRIBED IN  
581 SUBSECTION (E)(2) OF THIS SECTION, "GRAND OPENING", "COMING  
582 SOON", OR OTHER SIMILAR TEMPORARY SIGNS MAY BE ERECTED  
583 BY A NEW BUSINESS OR A BUSINESS UNDER NEW MANAGEMENT.  
584 SUCH A SIGN IS SUBJECT TO A MAXIMUM AREA OF 32 SQ. FT., AND  
585 MAY BE POSTED UP TO 14 DAYS PRIOR TO THE EVENT AND REMAIN  
586 UP FOR AS MANY AS 14 DAYS AFTER THE "OPENING".

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588 **191-70 Signage in Central Business District (C-B) and Central Business Transition**  
589 **District (CBT).**

590

591 The requirements and standards of this section shall apply to signs within the boundaries  
592 of the Central Business District and Central Business Transition District. Further interpretation  
593 may be provided in the Town of La Plata Community Design Guidelines, as revised from time to  
594 time.

595

596 A. **Attached signs.** Each business is allowed a total aggregate surface area of  
597 one (1) square foot for each linear foot of building frontage with a maximum  
598 allowance of fifty (50) square feet. However, depending on the size or nature of a

599 proposed project, the Design Review Board may increase the allowance to a  
600 maximum of seventy-five (75) square feet when considering a Master Sign Plan.  
601 Buildings located on a corner lot without a Master Sign Plan, are allowed a  
602 maximum sign surface area of one and one-half (1.5) square feet for every linear  
603 foot of building frontage with a maximum allowance of seventy-five (75) square  
604 feet. Buildings with multiple public entrances are allowed additional signage at  
605 the secondary public entrance not to exceed fifty percent (50%) of the business'  
606 total allowable sign area. This computation is considered the business' overall  
607 allowed sign area for attached signs.  
608

609 The following are considered attached signs:

610 \* \* \*

612 (3) Wall signs. ((In addition to wall surfaces, wall signs may be allowed  
613 on any part of the building except the roof.)) Wall signs shall be  
614 considered part of the business' overall allowed sign area. A MAXIMUM  
615 OF TWO (2) UPPER STORY WALL SIGNS ARE ALLOWED ON  
616 BUILDINGS THAT ARE A MINIMUM OF (4) STORIES IN HEIGHT,  
617 LIMITED TO (1) SIGN PER FAÇADE OR (1) SIGN PER 300' OF  
618 WALL LENGTH.  
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620 \* \* \*

622 (6) Display boxes. Restaurants are allowed one (1) display box for the  
623 purpose of displaying menus, current entertainment or other like items  
624 provided the display box is limited to a maximum of ((two (2))) FOUR (4)  
625 square feet in area. Display boxes shall not be considered part of the  
626 business' overall allowed sign area.  
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628 \* \* \*

631 (9) Suspended signs. Suspended signs shall be allowed ((under  
632 canopies)), provided that:  
633

634 \* \* \*

636 (10) Walk-up restaurant menu ((signs)) BOARDS. Walk-up restaurant  
637 menu ((signs)) BOARDS shall be allowed provided that:

639 (a) Such signs shall not exceed fifteen (15) square feet in area;

641 (b) Walk-up restaurant menu ((signs)) BOARDS shall not be  
642 considered part of the business' overall sign area.

644 B. Detached signs. Each site is allowed one (1) detached sign, limited to a  
645 maximum of thirty (30) square feet in area and twelve (12) feet in height.

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However, a corner lot may have two (2) detached signs, the combined area of those two (2) signs not to exceed thirty (30) square feet and twelve (12) feet in height. This is considered the business' overall allowed sign area for detached signs. The following are considered detached signs:

\* \* \*

(7) Real estate signs. Real estate signs containing the message that the real estate on which the sign is located (including buildings) is for sale, lease, or rent together with information identifying the owner or agent are allowed as follows:

\* \* \*

(c) Off-site real estate signs are limited to six (6) square feet and are allowed between twelve (12) noon Friday and twelve (12) noon Monday. OFF-SITE SIGNS FOR AN "OPEN HOUSE" EVENT ARE ALLOWED FROM 9 A.M. TO 5 P.M. ON THE DAY OF THE EVENT;

\* \* \*

(8) Sandwich board signs. One (1) sandwich board sign shall be allowed per business, per street frontage, as follows:

(a) The total area of the sign shall not exceed twelve (12) square feet with a maximum height of four (4) feet;

(b) The sign must be constructed of ((materials that present a finished appearance. Rough cut plywood is not acceptable. The sign lettering should be professionally painted or applied; a "yard sale" or "graffiti" look with hand painted or paint stenciled letters is not acceptable, however, a chalkboard sign shall be permitted)) DURABLE MATERIALS AND HAVE A NEAT AND FINISHED APPEARANCE;

(c) The sign ((shall be removed)) MAY BE DISPLAYED ONLY DURING THOSE HOURS IN WHICH THE BUSINESS IS OPEN TO THE PUBLIC AND SHALL BE BROUGHT INDOORS at the end of ((the)) EACH business day;

(d) The sign shall not impede the flow of pedestrian traffic ((or create a safety hazard)) AND ITS LOCATION MUST CONFORM TO THE ACCESSIBILITY REQUIREMENTS OF THE AMERICANS WITH DISABILITIES ACT.

(e) ((Any person erecting a sandwich board sign shall indemnify

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and hold harmless the Town and its officers, agents and employees from any claim arising out of the presence of the sign on Town property or rights-of-way; and)) THE SIGN SHALL NOT CREATE A SAFETY HAZARD, AND MUST BE LOCATED WITHIN TEN FEET (10') OF A PUBLIC ENTRANCE TO THE BUSINESS. AT NO TIME SHALL SUCH SIGN BE PLACED WITHIN THE PUBLIC RIGHT-OF-WAY OR IN A MANNER THAT RESTRICTS SIGHT DISTANCE AT AN ENTRANCE OR INTERSECTION.

(f) Sandwich board signs shall not be considered part of the business' overall allowed sign area and do not require a permit.

\* \* \*

((10) Grand opening signs. Grand opening signs shall be allowed as follows:

- (a) One (1) sign per site, limited to thirty-two (32) square feet for no more than fourteen (14) days;
- (b) Grand opening signs require a permit and are not considered part of the business' overall allowed sign area;
- (c) Grand opening signs do not require the approval of the Design Review Board.))

**191-71 Signage in Commercial Highway District (C-H).**

The requirements and standards of this section shall apply to signs within the boundaries of the Commercial Highway District. Further interpretation may be provided in the Town of La Plata Community Design Guidelines, as revised from time to time.

A. Attached signs. Each business is allowed a total aggregate surface area of one (1) square foot for each linear foot of building frontage with a maximum allowance of fifty (50) square feet. However, depending on the size or nature of a proposed project, the Design Review Board may increase the allowance to a maximum of seventy-five (75) square feet when considering a Master Sign Plan. Buildings with multiple public entrances are allowed additional signage at the secondary public entrance not to exceed fifty percent (50%) of the business' total allowable sign area. Buildings located on a corner lot without a Master Sign Plan, are allowed a maximum sign surface area of one and one-half (1.5) square feet for every linear foot of building frontage with a maximum allowance of seventy-five (75) square feet. This computation is considered the business' overall allowed sign area for attached signs.

The following are considered attached signs:

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(3) Wall signs. ((In addition to wall surfaces, wall signs may be allowed on any part of the building except the roof.)) Wall signs shall be considered part of the business' overall allowed sign area. A MAXIMUM OF TWO (2) UPPER STORY WALL SIGNS ARE ALLOWED ON BUILDINGS WHICH ARE A MINIMUM OF FOUR (4) STORIES IN HEIGHT, LIMITED TO (1) SIGN PER FACADE OR 300' OF WALL LENGTH.

\* \* \*

(10) Walk-up restaurant menu ((signs)) BOARDS. Walk-up restaurant menu ((signs)) BOARDS shall be allowed provided that:

(a) Such signs shall not exceed fifteen (15) square feet in area;

(b) Walk-up restaurant menu ((signs)) BOARDS shall not be considered part of the business' overall sign area.

B. Detached signs. Each site is allowed one (1) detached sign, limited to a maximum of seventy (70) square feet in area. ((and)) THE SIGN MAY NOT EXCEED twenty (20) feet in height, EXCEPT THAT THE DESIGN REVIEW BOARD MAY REQUIRE AND APPROVE A SIGN WITH A LOWER HEIGHT AS REASONABLY NECESSARY TO ENSURE COMPLIANCE OF THE SIGN WITH THE COMMERCIAL HIGHWAY DISTRICT COMMUNITY DESIGN GUIDELINES. ((A)) NOTWITHSTANDING THE FOREGOING, A corner lot may have two (2) detached signs, the combined area of those two (2) signs not to exceed seventy (70) square feet and twenty (20) feet in height, EXCEPT THAT THE DESIGN REVIEW BOARD MAY REQUIRE AND APPROVE A SIGN WITH A LOWER HEIGHT AS REASONABLY NECESSARY TO ENSURE COMPLIANCE OF THE SIGN WITH THE COMMERCIAL HIGHWAY DISTRICT COMMUNITY DESIGN GUIDELINES. ((However, the)) THE Design Review Board may extend the maximum TOTAL SIGNAGE AREA to one hundred (100) square feet ((in area)) with a Master Sign Plan. This is considered the business' overall allowed sign area for detached signs. The following are considered detached signs:

\* \* \*

(8) Real estate signs. Real estate signs containing the message that the real estate on which the sign is located (including buildings) is for sale, lease, or rent together with information identifying the owner or agent are allowed as follows:

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(c) Off-site real estate signs are limited to six (6) square feet and are allowed between twelve (12) noon Friday and twelve (12) noon Monday. OFF-SITE SIGNS FOR AN "OPEN HOUSE" EVENT ARE ALLOWED BETWEEN 9 A.M. AND 5 P.M. ON THE DAY OF THE EVENT;

\* \* \*

(9) Sandwich board signs. One (1) sandwich board sign shall be allowed per business, per street frontage, as follows:

(a) The total area of the sign shall not exceed twelve (12) square feet with a maximum height of four (4) feet;

(b) The sign must be constructed of ((materials that present a finished appearance. Rough cut plywood is not acceptable. The sign lettering should be professionally painted or applied; a "yard sale" or "graffiti" look with hand painted or paint stenciled letters is not acceptable, however, a chalkboard sign shall be permitted)) DURABLE MATERIALS AND HAVE A NEAT AND FINISHED APPEARANCE;

(c) The sign ((shall be removed)) MAY BE DISPLAYED ONLY DURING THE HOURS IN WHICH THE BUSINESS IS OPEN TO THE PUBLIC AND SHALL BE BROUGHT INDOORS at the end of ((the)) EACH business day;

(d) The sign shall not impede the flow of pedestrian traffic ((or create a safety hazard)) AND ITS LOCATION MUST CONFORM TO THE ACCESSIBILITY REQUIREMENTS OF THE AMERICAN WITH DISABILITIES ACT;

(e) ((Any person erecting a sandwich board sign shall indemnify and hold harmless the Town and its officers, agents and employees from any claim arising out of the presence of the sign on Town property or rights-of-way; and)) THE SIGN SHALL NOT CREATE A SAFETY HAZARD, AND MUST BE LOCATED WITHIN TEN FEET (10') OF A PUBLIC ENTRANCE TO THE BUSINESS. AT NO TIME SHALL SUCH SIGN BE PLACED WITHIN THE PUBLIC RIGHT-OF-WAY, OR IN A MANNER WHICH RESTRICTS SIGHT DISTANCE AT AN ENTRANCE OR INTERSECTION.

(f) Sandwich board signs shall not be considered part of the business' overall allowed sign area and do not require a permit.

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((11) Grand opening signs. Grand opening signs shall be allowed as follows:

(a) One (1) sign per site, limited to thirty-two (32) square feet for no more than fourteen (14) days;

(b) Grand opening signs require a permit and are not considered part of the business' overall allowed sign area;

(c) Grand opening signs do not require the approval of the Design Review Board.)

**191-72 Signage in residentially zoned districts and senior living communities.**

The requirements and standards of this section shall apply to all residentially zoned areas and senior living communities.

A. Attached signs. Each business is allowed a total aggregate surface area of one (1) square foot for each linear foot of building frontage with a maximum allowance of fifty (50) square feet. However, depending on the size or nature of a proposed project, the Design Review Board may increase the allowance to a maximum of seventy-five (75) square feet when considering a Master Sign Plan. Buildings with multiple public entrances are allowed additional signage at the secondary public entrance not to exceed fifty percent (50%) of the business' total allowable sign area. Buildings located on a corner lot without a Master Sign Plan, are allowed a maximum sign surface area of one and one-half (1.5) square feet for every linear foot of building frontage with a maximum allowance of seventy-five (75) square feet. This computation is considered the business' overall allowed sign area for attached signs.

The following are considered attached signs:

\* \* \*

(7) Suspended signs. Suspended signs shall be allowed ((under canopies,)) provided that:

(8) Walk-up restaurant menu ((signs)) BOARDS. Walk-up restaurant menu ((signs)) BOARDS shall be allowed provided that:

(a) Such signs shall not exceed fifteen (15) square feet in area;

(b) Walk-up restaurant menu ((signs)) BOARDS shall not be considered part of the business' overall sign area.

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B. Detached signs. Each site is allowed one (1) detached sign, limited to a maximum of thirty (30) square feet in area and twelve (12) feet in height. A corner lot may have two (2) detached signs, the combined area of those two (2) signs not to exceed thirty (30) square feet and twelve (12) feet in height. This is considered the business' overall allowed sign area for detached signs. The following are considered detached signs:

\* \* \*

(7) Real estate signs. Real estate signs containing the message that the real estate on which the sign is located (including buildings) is for sale, lease, or rent together with information identifying the owner or agent are allowed as follows:

\* \* \*

(c) Off-site real estate signs are limited to six (6) square feet and are allowed between twelve (12) noon Friday and twelve (12) noon Monday. OFF-SITE SIGNS FOR "OPEN HOUSE" EVENTS ARE ALLOWED BETWEEN THE HOURS OF 9 A.M. AND 5 P.M. ON THE DAY OF THE EVENT;

\* \* \*

(8) Sandwich board signs. One (1) sandwich board sign shall be allowed, per business, per street frontage, as follows:

(a) The total area of the sign shall not exceed twelve (12) square feet with a maximum height of four (4) feet;

(b) The sign must be constructed of ((materials that present a finished appearance. Rough cut plywood is not acceptable. The sign lettering should be professionally painted or applied; a "yard sale" or "graffiti" look with hand painted or paint stenciled letters is not acceptable, however, a chalkboard sign shall be permitted)) DURABLE MATERIALS AND HAVE A NEAT AND FINISHED APPEARANCE;

(c) The sign ((shall be removed) MAY BE DISPLAYED ONLY DURING THE HOURS IN WHICH THE BUSINESS IS OPEN TO THE PUBLIC AND SHALL BE BROUGHT INDOORS at the end of ((the)) EACH business day;

(d) The sign shall not impede the flow of pedestrian traffic ((or create a safety hazard)) AND ITS LOCATION MUST CONFORM TO THE ACCESSIBILITY REQUIREMENTS OF

928 THE AMERICANS WITH DISABILITIES ACT;

929  
930 (e) ((Any person erecting a sandwich board sign shall indemnify  
931 and hold harmless the Town and its officers, agents and employees  
932 from any claim arising out of the presence of the sign on Town  
933 property or rights-of-way)) THE SIGN SHALL NOT CREATE A  
934 SAFETY HAZARD, AND MUST BE LOCATED WITHIN 10'  
935 OF THE PUBLIC ENTRANCE TO THE BUSINESS. AT NO  
936 TIME SHALL SUCH SIGN BE PLACED WITHIN THE PUBLIC  
937 RIGHT-OF-WAY, OR IN SUCH A MANNER THAT  
938 RESTRICTS SIGN DISTANCE AT AN ENTRANCE OR  
939 INTERSECTION;

940  
941 (f) Sandwich board signs shall not be considered part of the  
942 business' overall allowed sign area and do not require a permit.

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945  
946 (((10) Grand opening signs. Grand opening signs shall be allowed as  
947 follows:

948  
949 (a) One (1) sign per site, limited to thirty-two (32) square feet for  
950 no more than fourteen (14) days;

951  
952 (b) Grand opening signs require a permit and are not considered  
953 part of the business' overall allowed sign area;

954  
955 (c) Grand opening signs do not require the approval of the Design  
956 Review Board.))

957  
958 **191-73 Signage in Floodplain District.**

959  
960 The requirements and standards of this section shall apply to the Floodplain District.  
961 Signage is prohibited in the floodplain district except for signs exempt from ((regulation))  
962 PERMIT REQUIREMENTS as set forth in § 191-64 of this Article.

963  
964 **191-74 Signage in Public Lands District (P-L).**

965  
966 The requirements and standards of this section shall apply to signs within the boundaries  
967 of Public Lands District.

968  
969 A. Attached signs. Each business is allowed a total aggregate surface area of  
970 one (1) square foot for each linear foot of building frontage with a maximum  
971 allowance of fifty (50) square feet. However, depending on the size or nature of a  
972 proposed project, the Design Review Board may increase the allowance to a  
973 maximum of seventy-five (75) square feet when considering a Master Sign Plan.  
974 Buildings with multiple public entrances are allowed additional signage at the

975 secondary public entrance not to exceed fifty percent (50%) of the business' total  
 976 allowable sign area. Buildings located on a corner lot without a Master Sign Plan,  
 977 are allowed a maximum sign surface area of one and one-half (1.5) square feet for  
 978 every linear foot of building frontage with a maximum allowance of seventy-five  
 979 (75) square feet. This computation is considered the business' overall allowed sign  
 980 area for attached signs.

981  
 982 The following are considered attached signs:

983  
 984 \* \* \*

985  
 986 (2) Wall signs. ((In addition to wall surfaces, wall signs may be allowed  
 987 on any part of the building except the roof.)) Wall signs shall be  
 988 considered part of the business' overall allowed sign area. A MAXIMUM  
 989 OF TWO (2) UPPER STORY WALL SIGNS ARE ALLOWED ON  
 990 BUILDINGS WHICH ARE A MINIMUM OF FOUR (4) STORIES IN  
 991 HEIGHT, LIMITED TO (1) SIGN PER FACADE OR 300' OF WALL  
 992 LENGTH.

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 996 (5) Suspended signs. Suspended signs shall be allowed ((under  
 997 canopies,)) provided that:

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 999 \* \* \*

1000  
 1001 (6) Walk-up restaurant menu ((signs)) BOARDS. Walk-up restaurant  
 1002 menu ((signs)) BOARDS shall be allowed provided that:

- 1003 (a) Such signs shall not exceed fifteen (15) square feet in area;
- 1004
- 1005 (b) Walk-up restaurant menu ((signs)) BOARDS shall not be
- 1006 considered part of the business' overall sign area.
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1009 B. Detached signs. Each site is allowed one (1) detached sign, limited to a  
 1010 maximum of thirty (30) square feet in area and twelve (12) feet in height. A  
 1011 corner lot may have two (2) detached signs, the combined area of those two (2)  
 1012 signs not to exceed thirty (30) square feet and twelve (12) feet in height. This is  
 1013 considered the business' overall allowed sign area for detached signs. The  
 1014 following are considered detached signs:

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 1016 \* \* \*

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 1018 (7) Real estate signs. Real estate signs containing the message that the  
 1019 real estate on which the sign is located (including buildings) is for sale,  
 1020 lease, or rent together with information identifying the owner or agent are  
 1021 allowed as follows:

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(c) Off-site real estate signs are limited to six (6) square feet and are allowed between twelve (12) noon Friday and twelve (12) noon Monday. OFF-SITE SIGNS FOR "OPEN HOUSE" EVENTS ARE ALLOWED BETWEEN THE HOURS OF 9 A.M. AND 5 P.M. ON THE DAY OF THE EVENT;

\* \* \*

(8) Sandwich board signs. One (1) sandwich board sign shall be allowed per business, per street frontage, as follows:

(a) The total area of the sign shall not exceed twelve (12) square feet with a maximum height of four (4) feet;

(b) The sign must be constructed of ((materials that present a finished appearance. Rough cut plywood is not acceptable. The sign lettering should be professionally painted or applied; a "yard sale" or "graffiti" look with hand painted or paint stenciled letters is not acceptable, however, a chalkboard sign shall be permitted)) DURABLE MATERIALS AND HAVE A NEAT AND FINISHED APPEARANCE;

(c) The sign ((shall be removed) MAY BE DISPLAYED ONLY DURING THE HOURS IN WHICH THE BUSINESS IS OPEN TO THE PUBLIC AND SHALL BE BROUGHT INDOORS at the end of ((the)) EACH business day;

(d) The sign shall not impede the flow of pedestrian traffic ((or create a safety hazard)) AND ITS LOCATION MUST CONFORM TO THE ACCESSIBILITY REQUIREMENTS OF THE AMERICANS WITH DISABILITIES ACT;

(e) ((Any person erecting a sandwich board sign shall indemnify and hold harmless the Town and its officers, agents and employees from any claim arising out of the presence of the sign on Town property or rights-of-way)) THE SIGN SHALL NOT CREATE A SAFETY HAZARD, AND MUST BE LOCATED WITHIN 10' OF THE PUBLIC ENTRANCE TO THE BUSINESS. AT NO TIME SHALL SUCH SIGN BE PLACED WITHIN THE PUBLIC RIGHT-OF-WAY, OR IN SUCH A MANNER THAT RESTRICTS SIGN DISTANCE AT AN ENTRANCE OR INTERSECTION;

(f) Sandwich board signs shall not be considered part of the

1069 business' overall allowed sign area and do not require a permit.

1070  
1071 (((9) Grand opening signs. Grand opening signs shall be allowed as  
1072 follows:

1073  
1074 (a) One (1) sign per site, limited to thirty-two (32) square feet for  
1075 no more than fourteen (14) days;

1076  
1077 (b) Grand opening signs require a permit and are not considered  
1078 part of the business' overall allowed sign area;

1079  
1080 (c) Grand opening signs do not require the approval of the Design  
1081 Review Board.))

1082  
1083 **191-75 Signage in Industrial Districts.**

1084  
1085 The requirements and standards of this section shall apply to signs within the boundaries  
1086 of the Industrial Districts.

1087  
1088 A. Attached signs. Each business is allowed a total aggregate surface area of one  
1089 (1) square foot for each linear foot of building frontage with a maximum  
1090 allowance of fifty (50) square feet. However, depending on the size or nature of a  
1091 proposed project, the Design Review Board may increase the allowance to a  
1092 maximum of seventy-five (75) square feet when considering a Master Sign Plan.  
1093 Buildings with multiple public entrances are allowed additional signage at the  
1094 secondary public entrance not to exceed fifty percent (50%) of the business' total  
1095 allowable sign area. Buildings located on a corner lot without a Master Sign Plan,  
1096 are allowed a maximum sign surface area of one and one-half (1.5) square feet for  
1097 every linear foot of building frontage with a maximum allowance of seventy-five  
1098 (75) square feet. This computation is considered the business' overall allowed sign  
1099 area for attached signs.

1100  
1101 The following are considered attached signs:

1102  
1103 \* \* \*

1104  
1105 (2) Wall signs. Wall signs. ((In addition to wall surfaces, wall signs may  
1106 be allowed on any part of the building except the roof.)) Wall signs shall  
1107 be considered part of the business' overall allowed sign area. A  
1108 MAXIMUM OF TWO (2) UPPER STORY WALL SIGNS ARE  
1109 ALLOWED ON BUILDINGS WHICH ARE A MINIMUM OF FOUR  
1110 (4) STORIES IN HEIGHT, LIMITED TO (1) SIGN PER FACADE OR  
1111 300' OF WALL LENGTH.

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1113 (5) Suspended signs. Suspended signs shall be allowed ((under  
1114 canopies,)) provided that:

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(6) Walk-up restaurant menu ((signs)) BOARDS. Walk-up restaurant menu ((signs)) BOARDS shall be allowed provided that:

(a) Such signs shall not exceed fifteen (15) square feet in area;

(b) Walk-up restaurant menu ((signs)) BOARDS shall not be considered part of the business' overall sign area.

B. Detached signs. Each site is allowed one (1) detached sign, limited to a maximum of fifty (50) square feet in area and twelve (12) feet in height. A corner lot may have two (2) detached signs, the combined area of those two (2) signs not to exceed fifty (50) square feet and twelve (12) feet in height. However, the Design Review Board may extend the height to a maximum of sixteen (16) feet in height with a Master Sign Plan. This is considered the business' overall allowed sign area for detached signs. The following are considered detached signs.

\* \* \*

(7) Real estate signs. Real estate signs containing the message that the real estate on which the sign is located (including buildings) is for sale, lease, or rent together with information identifying the owner or agent are allowed as follows:

\* \* \*

(c) Off-site real estate signs are limited to six (6) square feet and are allowed between twelve (12) noon Friday and twelve (12) noon Monday. OFF-SITE SIGNS FOR "OPEN HOUSE" EVENTS ARE ALLOWED BETWEEN THE HOURS OF 9 A.M. AND 5 P.M. ON THE DAY OF THE EVENT;

\* \* \*

(8) Sandwich board signs. One (1) sandwich board sign shall be allowed per business, per street frontage, as follows:

(a) The total area of the sign shall not exceed twelve (12) square feet with a maximum height of four (4) feet;

(b) The sign must be constructed of ((materials that present a finished appearance. Rough cut plywood is not acceptable. The sign lettering should be professionally painted or applied; a "yard sale" or "graffiti" look with hand painted or paint stenciled letters is not acceptable, however, a chalkboard sign shall be permitted)) DURABLE MATERIALS AND HAVE A NEAT AND

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FINISHED APPEARANCE;

(c) The sign ((shall be removed) MAY BE DISPLAYED ONLY DURING THE HOURS IN WHICH THE BUSINESS IS OPEN TO THE PUBLIC AND SHALL BE BROUGHT INDOORS at the end of ((the)) EACH business day;

(d) The sign shall not impede the flow of pedestrian traffic ((or create a safety hazard)) AND ITS LOCATION MUST CONFORM TO THE ACCESSIBILITY REQUIREMENTS OF THE AMERICANS WITH DISABILITIES ACT;

(e) ((Any person erecting a sandwich board sign shall indemnify and hold harmless the Town and its officers, agents and employees from any claim arising out of the presence of the sign on Town property or rights-of-way)) THE SIGN SHALL NOT CREATE A SAFETY HAZARD, AND MUST BE LOCATED WITHIN 10' OF THE PUBLIC ENTRANCE TO THE BUSINESS. AT NO TIME SHALL SUCH SIGN BE PLACED WITHIN THE PUBLIC RIGHT-OF-WAY, OR IN SUCH A MANNER THAT RESTRICTS SIGN DISTANCE AT AN ENTRANCE OR INTERSECTION;

(f) Sandwich board signs shall not be considered part of the business' overall allowed sign area and do not require a permit.

((9) Grand opening signs. Grand opening signs shall be allowed as follows:

(a) One (1) sign per site, limited to thirty-two (32) square feet for no more than fourteen (14) days;

(b) Grand opening signs require a permit and are not considered part of the business' overall allowed sign area;

(c) Grand opening signs do not require the approval of the Design Review Board.))

**SECTION 2. AND BE IT FURTHER ENACTED,** That if any provision of this Ordinance, or the application thereof to any person or circumstance is held invalid for any reason, such invalidity shall not affect the other provisions or any other application of this Ordinance which can be given effect without the invalid provisions or application, and to this end, all the provisions of this Ordinance are hereby declared to be severable.

**SECTION 3: AND BE IT FURTHER ENACTED,** that this Ordinance shall become effective at the expiration of fifteen (15) calendar days after its approval by the Council.

ADOPTED this 25 of May, 2010

SEAL:

COUNCIL OF THE TOWN OF LA PLATA

Roy G. Hale  
Roy G. Hale, Mayor

R. Wayne Winkler  
R. Wayne Winkler, Councilman

C. Keith Back  
C. Keith Back, Councilman

Paretta D. Mudd  
Paretta D. Mudd, Councilwoman

ATTEST:

Danielle Mandley  
Danielle Mandley, Town Clerk  
Date: 5/25/10

Joseph W. Norris  
Joseph W. Norris, Councilman

\*\*\*\*\*

<p align="center"><b>EXPLANATION:</b></p> <p>CAPITALS INDICATE MATTER ADDED TO EXISTING LAW</p> <p>((Double Parenthesis)) indicate matter deleted from existing law.</p> <p>* * * indicates existing law not depicted in bill and not being altered by bill</p> <p><u>Underlining</u> indicates amendments to bill.</p> <p><del>Strike Out</del> indicates matter stricken from bill by amendment or deleted from the law by amendment.</p>
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