

SIGNS

INTRODUCTION

Signs are publicly displayed boards whose purpose is to provide information, direction, or advertising. Signs may be pleasing or distracting, depending upon their design and location. A sign, in order to be effective, must attract attention; however, a message can be clear and distinct without being offensive. There are areas where signs are not desirable, but generally it is the design that is undesirable, not the sign itself.

POLICIES

1. Prohibit off-premise outdoor advertising signs in all shoreline areas.
2. Establish size, height, density and lighting limitations for signs.
3. Prevent degradation of vistas and viewpoints and impairment of visual access to the water from such vistas by the placement of signs.
4. Require, whenever feasible, that signs be constructed against existing buildings to minimize visual obstructions of the shorelines.

REGULATIONS

General

1. Off-premises, outdoor advertising signs shall not be permitted in any area subject to the jurisdiction of the Shoreline Management Act.
2. Animated signs are prohibited.
3. Freestanding signs shall not be allowed when they would significantly degrade a vista or viewpoint or impair the visual access to the water from such vistas.
4. Applications for freestanding signs shall demonstrate that it is infeasible or impracticable to mount the requested sign flush on the building. Failure to satisfactorily meet this requirement shall be sufficient grounds for denial of the application.
5. Sign limitations shall not apply to highway and railroad roadway signs, signs which are necessary for operation, safety, and direction, and real estate signs on the premise to be viewed, sold or leased.

Natural Environment

1. Signs shall be prohibited in the Natural Environment EXCEPT for signs, not to exceed four square feet per face, identifying public facilities.

Conservancy Environment

1. The maximum allowable height for all signs shall be five (5) feet from ground level to sign top. Flush mounted signs may be placed on a wall higher than five (5) feet above ground as long as the height of the sign itself does not exceed three (3) feet.

Rural Environment

1. The maximum allowable height for all signs shall be five (5) feet from ground level to sign top. Flush mounted signs may be placed on a wall higher than five (5) feet above ground as long as the height of the sign itself does not exceed three (3) feet.

Suburban Environment

1. The maximum allowable height for all signs shall be thirty-five (35) feet from ground level to sign top in areas dominated (more than 50% of land area within a 300-foot radius) by commercial uses.
2. The maximum allowable height for all signs shall be five (5) feet from ground level to sign top in areas dominated (more than 50% of land area within a 300-foot radius) by residential uses.

Exception to 1 and 2

Flush mounted signs may be placed on tall buildings so that the tops of the signs are above the height of the limits of 1 and 2, as long as the height of the sign itself is not more than fifteen (15) feet in industrial or commercial areas or three (3) feet in residential areas.

Urban Environment

1. The maximum allowable height for all signs shall be thirty-five (35) feet from ground level to sign top in areas dominated (more than 50% of land area within a 300-foot radius) by industrial or commercial uses.
2. The maximum allowable height for all signs shall be five (5) feet from ground level to sign top in areas dominated (more than 50% of land area within a 300-foot radius) by residential uses.

Exceptions to 1 and 2

Flush mounted signs may be placed on tall buildings so that the top of the sign is above the height of the limits of 1 and 2, as long as the height of the sign itself is not more than fifteen (15) feet in industrial or commercial areas or three (3) feet in residential areas.

3. Require, whenever feasible, that signs be constructed against existing buildings to minimize visual obstructions of the shoreline and water bodies.