

# STAFF REPORT

## Amendments to the Unified Development Ordinance

April 8, 2025 Town Council Meeting



### Requested by East West Partners:

1. **Amendments to Sec. 8.7 Signs in order to add projecting signs as a permitted permanent sign type in all zoning districts and to set standards for such signage.**

Background: The applicant, East West Partners, is requesting amendments to the Unified Development Ordinance (UDO) to permit projecting signs as a permanent sign type for all uses in all zoning districts. This sign type is currently only permitted within the Small Town Character Overlay District. The applicant collaborated with Planning Staff on the proposed standards. These standards will provide an additional signage option for residential, commercial, industrial, and office/institutional uses.

During the Planning Board review of the amendment, a member asked a question regarding the number of signs in Sec. 8.7.1.A.20.d. The wording presented in that report was:

**Projecting signs shall be limited to one (1) per tenant with frontage on a street; or if on a corner lot, one (1) projecting sign per tenant per facade with street frontage.**

To address the concern, staff has amended the text as shown in the proposed text below. Staff reviewed this change with the applicant and they are in agreement.

#### **Originally Posted:**

**The number projecting signs shall be limited to one (1) per ground-floor public entrance with frontage on a street; or if on a corner lot, one (1) projecting sign per ground-floor public entrance per facade with street frontage.**

#### **REVISED**

**The number of projecting signs shall be limited to one (1) per ground-floor public entrance with frontage on a street; or if on a corner lot, one (1) projecting sign per ground-floor public entrance per facade with street frontage**

### 8.7 Signs

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#### 8.7.1 Permitted Signs: Location, Size, and Number

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Table 8.7.1

P = allowed with permit    X = not allowed    v = allowed without permit

| Sign Type             | Conditions        | Residential<br>Uses | Commercial<br>Uses | Industrial<br>Uses | Office &<br>Institutional Uses | Illumination <sup>1</sup> |
|-----------------------|-------------------|---------------------|--------------------|--------------------|--------------------------------|---------------------------|
| Permanent Sign Types  |                   |                     |                    |                    |                                |                           |
| ...                   |                   |                     |                    |                    |                                |                           |
| <b>20</b>             | <b>Projecting</b> | <b>8.7.1.A.20</b>   | <b>P</b>           | <b>P</b>           | <b>P</b>                       | <b>Yes</b>                |
| ...                   |                   |                     |                    |                    |                                |                           |
| Sign Design and Color |                   |                     |                    |                    |                                |                           |

<sup>1</sup>Subject to Sec. 8.7.4.C Uniform Color Scheme, 8.6 Exterior Lighting, and 8.7.6.B Sign illumination.

A) *Permanent Sign Types*

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**20) Projecting Signs**

A sign affixed to a building or wall in such a manner that its leading edge extends more than 12 inches beyond the surface of said building or wall and meets the conditions below:

- a) Projecting signs shall maintain a minimum vertical clearance of nine (9) feet and shall not project higher than the building height, roof line, or parapet wall.
- b) Projecting signs may only be used as an alternative to a wall sign. In no instance shall a single tenant have a projecting sign, and a wall sign located on the same building façade.
- c) The maximum sign area permitted for such sign shall be determined by the mounting height of the top of the sign as listed in Table 8.7.1.A.20 below.

Table 8.7.1.A.20

| <u>Projecting Sign Location</u>                 | <u>Maximum Sign Area</u> |
|---|--------------------------|
| <u>Ground Floor</u>                             | <u>12 square feet</u>    |
| <u>Between ground floor and secondary story</u> | <u>18 square feet</u>    |
| <u>Between second story and third story</u>     | <u>32 square feet</u>    |
| <u>Third story and above</u>                    | <u>48 square feet</u>    |

- d) Originally Posted:  
The number projecting signs shall be limited to one (1) per ground-floor public entrance with frontage on a street; or if on a corner lot, one (1) projecting sign per ground-floor public entrance per façade with street frontage.

**REVISED:**

The number of projecting signs shall be limited to one (1) per ground-floor public entrance with frontage on a street; or if on a corner lot, one (1) projecting sign per ground-floor public entrance per façade with street frontage

- e) The outside edge of the projecting sign shall not project more than five (5) feet beyond the façade of the building.
- f) Also subject to Sec. 8.7.3 Sign Area Measurement, Sec. 8.7.4 Sign Design and Color, 8.7.5 Master Sign Plan Requirement, and 8.7.6.B Sign Illumination.

- g) Projecting signs in compliance with the above regulations may project into the air rights of a public right-of-way if approval for such encroachment is obtained from the governmental authority having jurisdiction over improvements in the public right-of-way prior to the approval of the sign permit.



**Figure 8.7.1.A.20 Examples of projecting sign type.**

#### 8.7.6 Installation Requirements

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##### B) *Sign Illumination*

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- 4) *Style of internally illuminated signs.* Internally illuminated signs shall have individually illuminated letters and logos. Such letters shall have opaque sides, and the acrylic front shall be flush with the sides instead of held by a lip. **Provided, however, projecting signs shall be allowed to be internally illuminated only with the use of individual face or edge-lit halo letters, logos, and design forms with a maximum of one-half-inch visible acrylic on a common cabinet.**

#### **PLANNING STAFF RECOMMENDATION:**

Planning staff recommend approval of the proposed amendments.

#### **PLANNING BOARD RECOMMENDATION:**

The Planning Board reviewed these amendments at their March 10, 2025, meeting and unanimously recommended approval.