

Sign Zoning Workgroup

March 6, 2014 – Revisions by Stephan Deibel based on my prior comments (emailed February 3rd) and additional review. Mostly an attempt at getting related clauses into the sections they should be in and removing redundancy. Also fixed minor typos.

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Section 7.03 Signs

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A. General Regulations.

1. Signs are a permitted accessory use. Accessory Signs: Any sign related to a business or profession conducted, or to a commodity or service sold or offered, upon the premises where such sign is located. Signs are not permitted as principal uses (signs cannot be the most intensive use of the property).

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2. Except as otherwise provided below, a sign permit from the Village is required prior to the erection or relocation of any permanent sign. A single sign permit includes all the signs that a business can display including permanent, temporary, directional, and “off premise signs”. A sign permit is required for temporary signs only if a business has no permanent signs.

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3. Permanent off-premises signs are allowed with the written permission of the current property owner where the sign will be located. If a property changes ownership, the new owner and sign owner will have to draft a new agreement.

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4. No permanent signs may extend over the driving surface of any street or right-of-way, be attached to utility poles or the like, or be placed in a position that will obstruct or impair vision or traffic or in any manner create a hazard or disturbance to the health and welfare of the general public. This includes avoiding excessive or misdirected illumination and frequently changing displays placed in a position where they will distract drivers.

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5. No sign may extend over a property line.

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6. No permanent signs are allowed on rocks, fences, Village trees, or other parts of the natural landscape.

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7. If any part of any sign encroaches into any air space over Village property, and if such encroachment is permitted by the Village Board, the owner of such sign shall execute a hold-harmless agreement upon such forms as provided by the Village and shall also provide to the Village proof of liability insurance with a minimum of \$500,000 per occurrence.

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8. No permanent freestanding sign, projecting building sign, marquee sign, or any other sign or lighting device shall be erected or maintained on any municipal property or right-of-way unless erected by the proper municipal authorities.

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9. Only one face of a double-faced sign shall be included in computation of display area.

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10. The structure supporting a sign is not included in determining the display area unless the structure forms an integral background for the display.

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11. Signs shall be constructed of durable materials, of professional quality, and be consistent with the character of the building with which they are associated.

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12. Signs may be externally or internally illuminated. If internally illuminated, the illuminated portion of the sign must consist of the lettering and logos on a dark background. Illuminated signs must be properly maintained to avoid misdirecting external illumination into traffic, and must be turned off when the associated business is closed.

13. Digital or changing signs are allowed. However, these types of signs may only be used to display static (non-moving) images that comply with the requirements for internally illuminated signs. Digital signs may not display moving or animated graphical elements or video. At most two unique static images may be displayed within any given minute, and the sign may change between those two images at most once every 5 seconds.

14. All signs must be kept readable and in good repair.

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B. Exempt Signs

The following signs are permitted without a permit, provided that such signs comply with the general regulations of this chapter:

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1. Window signs and signs inside a business.

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2. Signs posted by governmental agencies or required by governmental law, order or regulations.

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3. Signs or bulletin boards customarily incidental to places of worship, libraries, museums, social clubs, societies, schools, or community centers, if such signs or bulletin boards do not exceed 10 square feet and are located on the premises.

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C. Permanent Projecting Signs - A sign other than a wall sign which projects from and is supported by a wall or roof of a building, structure or sign structure.

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1. Attachment. Signs shall be perpendicular to and securely attached to the building facade that faces the street or streets, or pedestrian walkways of the premises which they advertise.

2. Projection. Signs shall have a minimum projection of six inches and a maximum projection of three feet, six inches from the building face.

3. Clearance. Signs shall have a minimum clearance of eight feet from the ground, unless the sign with its structural components is entirely clear of pedestrian areas. All measurements of clearance are from the ground to the bottom of the sign. The top of the sign shall not extend over the roof line of the building it is attached to.

D. Permanent Freestanding signs - A sign principally supported by a structure affixed to the ground and not supported by a building, including signs supported by one or more columns, poles or braces placed in or above the ground. This definition also includes monument signs. This definition shall not include portable signs.

1. Freestanding signs shall not be permitted where the building is set less than ten (10) feet back from curb or edge of street.

2. Freestanding signs larger than eight (8) square feet are subject to the yard setback, see Appendix B Village Zoning Law Village Dimension Table

3. No freestanding sign shall be erected or maintained where any part of the sign is closer than five feet to any existing building.

4. No freestanding sign shall have a display area exceeding 24 square feet with a maximum dimension of 10 linear feet on any one side, height or width.

5. No freestanding sign or its support shall exceed 18 feet.

E. Wall signs - A sign permanently or temporarily attached or affixed to any exterior wall or Projection of a structure.

Total wall signage shall not exceed one and one-half (1.5) square feet per linear foot of building frontage, ten percent (10%) of the total area of the building façade, or twenty-five (25) square feet, whichever is less.

F. Awning Signs - An architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and /or fabric on a supporting framework that may be either permanent or retractable.

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a. Size. The maximum size of any projecting sign shall be five square feet.

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1. Lettering or graphics may be placed on the front, side panels, or slope of the awning.

G. Canopy Signs - Canopy: Attached and Freestanding. Attached - a multi-sided overhead structure or architectural projection supported by attachment to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. Freestanding - a multi-sided overhead structure supported by columns, but not enclosed by walls.

1. Lettering or graphics may be placed on the vertical face, not to exceed the size of the canopy's surface.

H. Temporary Signs - A Sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or a sign structure that is permanently embedded in the ground are considered temporary signs.

1. The sign shall be no more than 16 square feet with no single dimension greater than five feet.

2. Such signs shall not project more than 15 inches from the face of the building wall nor extend beyond the outer edge of the wall to which it is attached.

3. Each property, business, not for profit, charitable organization, religious organization, club, school, or community center site is allowed only one temporary sign at a time. Each such sign shall be affixed to the business property site of the property owner designated in the permit application.

4. A-frame-type signs (on or off premises) shall conform to the following:

- a. Display area no greater than nine (9) square feet per side;
- b. One per store front;
- c. Signs shall be set back at least six feet to a public curb line/street; and,
- d. Only displayed during open hours of business.

5. **Off-Premise Temporary Signs**

- a. All off premise signs must have the written permission of the property owner of the property where the sign is placed.
Off-premise temporary signs shall set back at least six feet to a public curb line/street.

6. **Signs for Events**

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<#>If a business is only using temporary signs then a permit is required. .
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- A. Off-premise temporary signs promoting or advertising an event sponsored by a not-for-profit organization are permitted. Only advertising for the event shall be permitted on the sign.
- B. The sign may be displayed for no more than 14 days.
- C. Organizations must have written permission from the owner of the property where the sign is placed.
- D. Organizations must have a permit (no fee) from the Village of Cambridge.

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I. Placement and number of permanent signs.

1. Businesses may be granted a permit for two signs, one freestanding double-faced sign and one sign attached to a building, or two signs attached to a building (wall or projecting).

2. Businesses located with frontage on more than one street or public highway will be permitted two signs, one freestanding double-faced sign and one sign attached to a building, or two signs attached to a building (wall or projecting), facing each street regardless of frontage.

3. With a permanent sign permit, a permit may be granted for the erection of directional signs, provided that each individual sign does not exceed three square feet in area and is limited to the text "entrance" or "exit." One directional sign shall be allowed for each curb cut or driveway associated with the business or parcel.

4. A business situated on two or more lots or parcels is not entitled to additional freestanding signs, regardless of whether such multiple lots or parcels are contiguous, whether ownership of such lots or parcels is the same, and whether they were created as two or more lots or parcels in one deed, multiple deeds, separate Tax Map parcels, or otherwise.

5. If two or more businesses are located upon one or more contiguous lots or parcels, only one freestanding sign pole is permitted, although the pole may have multiple signs.

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4. Sign permits should include all the

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J. Non-Conforming Signs. A non-conforming sign is a sign which is in conflict with the provisions of this article.

1. Non-conforming signs, existing either by variance previously granted or by conformance with the regulations existing when the original permit was granted, dated before the execution of this document, shall be removed or brought into conformance if not in good repair or if the sign is replaced. Any signs erected before 1950 are considered historical and are exempt from conforming to this article.

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K. Historical signs

Re-creation and/or restoration of a historical sign, or a historical sign or advertisement painted on a building, are exempt from these regulations. Historical signs are considered signs originally placed on or before 1950

L. Sign Removal.

1. Any sign which does not comply with the regulations established for the issuance of a permit pursuant to this Local Law or which permit is revoked; is deemed to be an abandoned sign; or is not maintained in good and complete condition with lettering and graphics clean, legible, and finishes in good repair, is prohibited and shall be brought into compliance.

2. The business, property and/or sign owner of any non-complying sign shall be in violation until such sign(s) is removed or repaired. The Village may, with thirty (30) days prior written notice to the property and/or sign owner(s), remove such sign without further notice or further proceedings at the expense of the property and/or sign owner. The expense may be recovered by the Village in an action instituted in a court having competent jurisdiction.

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Sign Zoning Workgroup 2014

Definitions:

Sign: Refers to a name, identification, display, announcement, declaration, device, demonstration or illustration which is affixed to or painted or represented directly or indirectly upon a *building*, *structure* or parcel of property which directs attention to an object, product, place, *person*, activity, institution, organization or business.

A. Abandoned Sign: Any *sign* which a) is located on a *building* which becomes vacant; or b) pertains to a time, event, or purpose that no longer applies; or, c) remains in place that no longer advertises a bona fide business or activity; or, d) pertains to a product or service other than the one offered on such *lot*, shall be deemed to have been abandoned.

B. Accessory Signs: Any *sign* related to a business or profession conducted, or to a commodity or service sold or offered, upon the premises where such *sign* is located.

C. Awning: an architectural projection or shelter projecting from and supported by the exterior wall of a building and composed of a covering of rigid or non-rigid materials and /or fabric on a supporting framework that may be either permanent or retractable.

D. Banner – A flexible substrate on which copy or graphics may be displayed. Banner Sign = A sign utilizing a banner as it's display surface.

E. Canopy: Attached and Freestanding. Attached- a multi-sided overhead structure or architectural projection supported by attachment to a building on one or more sides and either cantilevered from such building or also supported by columns at additional points. Freestanding - a multi-sided overhead structure supported by columns, but not enclosed by walls.

F. Display Area: That extent of surface which circumscribes the border of the *sign*.

G. Double-Faced Signs: Signs designed to be viewed from two directions and which at no point are thicker than 24 inches measured from the exterior surface of each *face*, and the two faces of the *sign* are either parallel or the angle between them is 30° or less.

H. Freestanding Sign: A sign principally supported by a structure affixed to the ground and not supported by a building, including signs supported by one or more columns, poles or braces placed in or above the ground. This definition also includes monument signs. This definition shall not include portable signs.

H. Front or Face: The outer surface of a *building*, which is visible from any private or public street, *pedestrian walkway* or highway. A *facade* or *façade* is generally

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one exterior side of a building, The word comes from the French language, literally meaning "frontage" or "face".

I. Illuminated Sign: Any *sign* illuminated by electricity, gas or other artificial light, including reflective or phosphorescent matter.

J. Lighting Device: Any light, string of lights or group of lights located or arranged so as to cast illumination on a *sign*.

K. Marquee: A permanent roofed *structure* attached to and supported by the *building*.

L. Neon Sign Lighting: Self-illuminated *sign* wherein the light source itself is shaped, and utilized to form all or part of the message.

M. Nonconforming Signs: A nonconforming *sign* is a sign which is in conflict with the provisions of this article.

N. Off-Premise Sign: A *sign* which advertises an establishment, products, services or entertainment, which are not present, sold or distributed on the *lot* where the *sign* is located.

O Person: Any *person*, firm, partnership, association, corporation, company, institution or organization of any kind.

P. Portable Freestanding and/or "A" Type Sign: A *sign* that is designed to be movable and is not structurally attached to the ground, a *building*, a *structure* or any other *sign*. Such *signs* may or may not be in the configuration of an "A."

Q. Projecting Signs: A *sign* other than a wall *sign* which *projects* from and is supported by a wall or roof of a *building*, *structure* or *sign structure*.

R. Roof Sign: A *sign* erected upon a roof or parapet of a *building* or *structure*.

S. Temporary Sign: A Sign intended to display either commercial or noncommercial messages of a transitory or temporary nature. Portable signs or any sign not permanently embedded in the ground, or not permanently affixed to a building or a sign structure that is permanently embedded in the ground are considered temporary signs.

T. Wall Sign: A *sign* permanently or temporarily attached or affixed to any exterior wall or Projection of a *structure*.

U. Window Sign: *Signs* maintained in or painted upon a window.

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