

RECOMMENDATION FROM THE DANVILLE-BOYLE COUNTY PLANNING AND ZONING COMMISSION TO THE DANVILLE CITY COMMISSION FOR APPROVAL OF TEXT AMENDMENTS TO THE ZONING ORDINANCE FOR BOYLE COUNTY, DANVILLE AND PERRYVILLE

At public hearings held on October 5, 2011 and January 18, 2012, the Danville-Boyle County Planning and Zoning Commission heard public comments and evidence and made certain recommendations, which under law are hereby presented to the Danville City Commission for its approval.

On January 18, 2012, Commissioner White made a motion to recommend to the Danville City Commission for approval the text amendments to Article 2 (Definitions and Relationship to Comprehensive Plan) and Article 13 (Signs), as shown in the attached amendment. Commissioner Knetsche seconded the motion and it unanimously carried.

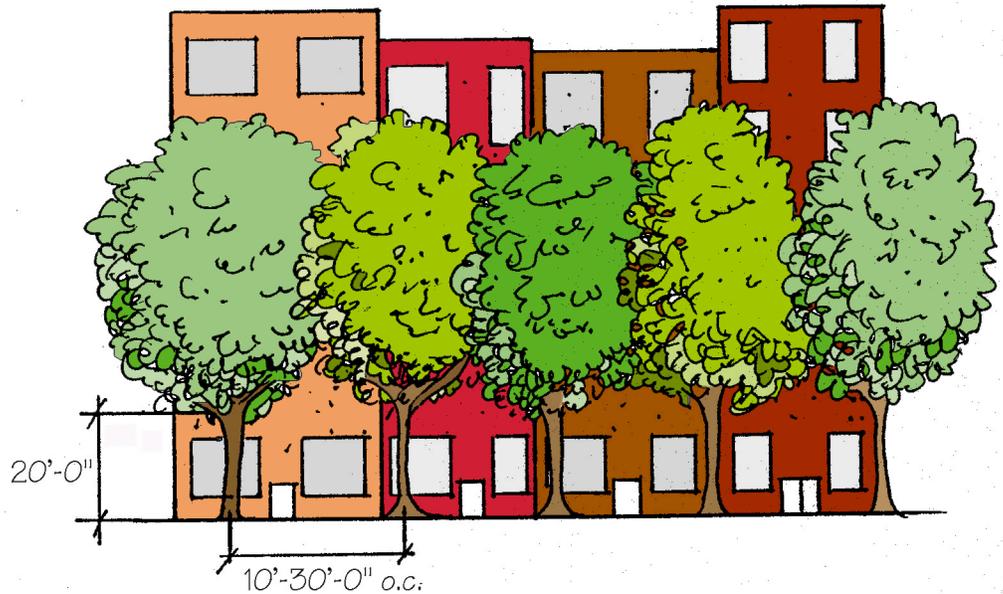
Therefore, the Danville-Boyle County Planning and Zoning Commission does herewith recommend to the Danville City Commission that Article 2 and Article 13 be amended, as shown, in the Zoning Ordinance for Boyle County, Danville and Perryville.

Respectfully submitted,

JERRY LEBER
CHAIRMAN
1/19/12

DANVILLE-BOYLE COUNTY PLANNING AND ZONING COMMISSION

ZONING ORDINANCE FOR BOYLE COUNTY *AND* THE CITIES OF DANVILLE, *AND* PERRYVILLE



DANVILLE
ZONING ORDINANCE TEXT AMENDMENTS
ARTICLE 2 - DEFINITIONS & ARTICLE 13 - SIGNS
PLANNING AND ZONING COMMISSION - JANUARY 18, 2012

Danville, Perryville, and Boyle County Zoning Ordinance

ARTICLE 2

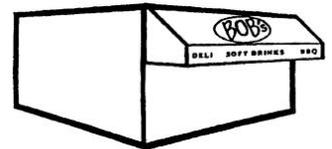
DEFINITIONS AND RELATIONSHIP TO COMPREHENSIVE PLAN

A-FRAME or SANDWICH BOARD - A free-standing, movable sign, not secured or attached to the ground or any building or structure, composed of a sign panel and supporting structure or one or more panels which form both the structure and sign face, and which is intended to be placed in a sidewalk or pedestrian way. A-frame signs shall not include trailer signs with or without wheels affixed.



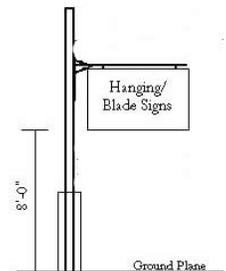
ANIMATION – The use of movement or some element thereof, to depict action or create a special effect or scene.

AWNING SIGN - A sign painted on or printed on, or attached flat against, the surface of an awning. As used in this Article, awning shall be defined as a shelter supported entirely from an exterior wall of a building consisting of cloth or other similar non-rigid material supported by a frame.



BANNER SIGN - A temporary sign made of cloth, plastic, or other soft material.

BLADE SIGN - A type of projecting sign mounted such that the face of the sign is perpendicular to the normal flow of traffic. Oriented to serve pedestrian traffic.



CANOPY SIGN - For the purpose of this document, a small sign attached to and suspended from the underside of a canopy or awning and having a clearance of not less than eight (8) feet.



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CHANNEL LETTERS – Individual letters used in groups mounted to the wall of a building.

CONSTRUCTION SIGN - A temporary sign identifying the project name, the architect, engineer, contractor, financing company, material supplier, or others engaged in work on the construction site on which the sign is located. Leasing information, renderings and similar copy shall also be permitted.

DIMENSIONAL LETTERING – Signage with dimensional letters that are mounted individually by screws or pins. Pin letter signs are not internally illuminated.

DIRECTIONAL SIGN - A non-commercial sign of an instructional nature, such as "parking," "exit" or "entrance," displayed solely for the convenience of the public, no more than twenty-five percent (25%) of such sign being devoted to the name or logo of the property, business or profession on the site and containing no business advertising, or product trade name identification or listing of any product sold or offered on the premises.

DIRECTORY SIGN - A building or freestanding sign which lists the names of the occupants of a multiple occupancy building or site.



ELECTRONIC MESSAGE DISPLAY SIGN - An on-premise sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means.



FLASHING - A pattern of changing light illumination where the sign illumination alternates at an interval of 15 seconds or less between fully illuminated and fully non-illuminated for the purpose of drawing attention to the sign.

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FOOT CANDLE (LUX) METER – A device used to measure the illuminance of a lit object.

FRAME EFFECT - A visual effect on an electronic message display applied to a single frame to transition from one message to the next.

FREE-STANDING SIGN - A sign, not attached to any building, and attached to the ground by poles, braces, or other means.



GOVERNMENT SIGN - A temporary or permanent sign erected by any government body for traffic direction, or for designation or direction to any school, hospital, park, historic site or other service, property or facility; provided that such signs not contain business advertising of any kind.

IDENTIFICATION SIGN - A sign which establishes the identity of a building or building complex by name or symbol or combines name, street address, and/or management and has no direct advertising value.

MENU BOARD - A wall-mounted sign primarily designed for the display of menu items and prices.

MOBILE SIGN - A mobile sign is a sign that is affixed to a frame having wheels or is capable of being carried, or otherwise portable; does not have a permanent foundation; cannot withstand the stress and wind loads of the Building Code; and is designed to stand free from a building or other structure. Signs designed to be affixed to the surface of real estate shall be deemed free standing signs and not mobile signs, but the mere removal of wheels or temporary securing of a sign to the surface of real estate shall not prevent its being a mobile sign within this definition.

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NONCONFORMING SIGNS – Any sign that was legally permitted at the time of its erection, but does not comply with the provision of this Ordinance.

OFF-PREMISE SIGN - A sign which directs attention to a business, product, service or activity generally conducted, sold or offered elsewhere than on the premises where such sign is located.

ON-PREMISE (BUSINESS) SIGN - A sign which directs attention to a business, profession, product, activity, or entertainment, sold or offered upon the premises where such sign is located, and may include information as for an identification sign.

PAINTED SIGN - Any sign which is applied with paint or similar substance directly to a wall or other surface. Any painted sign shall be subject to the regulations of the zone in which it is located.

POLITICAL SIGN - A temporary sign supporting the candidacy for office or urging action on any other matter on the ballot of a state, local or national election or referendum.

PROJECTING (BLADE) SIGN - A sign which is attached directly to a canopy, or wall of a building and which extends horizontally outward from such canopy or wall more than twenty-four (24) inches.

REAL ESTATE SIGN - A temporary sign indicating only sale, lease or rental of property or buildings on which the sign is erected.

SECOND TIER DEVELOPMENT – A development that does not front on an arterial or collector street.

SIGN - Any writing, pictorial representation, form, emblem, trademark, flag, banner, decoration (including material used to differentiate the sign copy from the back-ground) or any figure which is written, printed, projected, painted, constructed, or otherwise displayed upon or designed into a building, board, plate, canopy, awning, window, vehicle, or upon any object or device which by reason of its form, color, wording, symbol, design, illumination, motion or other characteristic is designed to attract attention to the subject thereof or is used as a means of identification, advertisement, announcement, or of illustrating products.



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SIGN, ABANDONED – A sign and/or supporting structure which no longer identifies a business conducted or product sold on the premises; any advertising sign which no longer directs attention to a bona fide business conducted, product sold, or activity or campaign being conducted. A sign shall be deemed abandoned when the conditions described above have been in evidence for a period exceeding one hundred eighty (180) days. For the purposes of this definition, an advertising sign shall not be deemed abandoned solely because the sign has contained no copy for a period exceeding one hundred eighty (180) days.

TEMPORARY SIGN - Any sign or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard, plywood, or other light materials, with or without frames, and/or intended to be displayed for a limited period of time only.

WALL SIGN - A sign attached parallel to and extending not more than twenty-four (24) inches from the wall of the building; and includes painted, individual letter and cabinet signs, signs on a mansard, or on a parapet not exceeding six (6) feet in height; and provided the parapet extends on at least three sides of a building and signs erected on or against the side of a roof but not projecting above the roof line. No copy shall be permitted to be displayed on the sides of the sign which are perpendicular to the wall face.



UNDER-AWNING OR UNDER-CANOPY SIGN - A small sign, attached to and suspended from the underside of a canopy or awning and having a clearance of not less than eight (8) feet.

WINDOW SIGN - A sign which is painted on, or applied or attached to, the interior of a window or located within three (3) feet of the interior of a window, and which can be seen through the window from the exterior of the structure. Merchandise which is included in a window display shall not be included as a part of a window sign.

ARTICLE 13 SIGNS

13.1

PURPOSE

The purpose of this Article is to:

- A. Protect each person's Constitutional right to freedom of speech;
- B. Protect the public health, safety, convenience, comfort, and general welfare

13.2

INTENT

This Article regulates the time, place, and manner in which signs are displayed to achieve the following:

- A. Protect property values and create a more attractive economic and business climate;
- B. Enhance and protect the physical appearance of the community;
- C. Preserve the scenic and natural beauty of designated areas;
- D. Limit distractions and obstructions that may hinder vehicular and pedestrian safety;
- E. Reduce hazards that may be caused by signs overhanging or projecting over the public rights-of-way in a potentially hazardous manner;
- F. Provide more open space;
- G. Curb the deterioration of the natural environment and enhance community development.

H. Enhance marketing abilities of business

13.3

EXEMPT SIGNS

The following signs shall be exempt on the basis that they implement a compelling government community interest in protecting and promoting the health, safety, and welfare of persons and property, and shall not require permits:

- A. Temporary or permanent signs erected and maintained by a city, county, state, or federal government or official agency thereof for traffic direction or for direction to or identification of a government facility or event.

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- B. Any official sign of a governmental agency pertaining to the general health, safety, or welfare of the public, or any other sign required by law, ordinance or governmental regulation.
- C. Historical markers and other signs of a similar purpose.
- D. One (1) sign denoting the name and address of the occupants of the premises, not to exceed two (2) square feet in size, or in the case of a farm or estate ~~or residential community~~, not to exceed twenty (20) square feet.
- ~~E. Identification sign containing the names of various civic organizations.~~
- E. Signs directing and guiding traffic and parking on private property, not exceeding two (2) square feet and bearing no advertising material. Two (2) such signs are permitted per entrance or exit. Signs shall not be placed within the right-of-way of any street. ~~Such signs may either be freestanding or wall~~, and ~~may be~~ used by businesses occupying the premises and may include the business name, address and logo.

EXCEPTION: signs directing and guiding traffic for hospitals (as defined in Article 2) may exceed the size and number provisions set forth herein, so long as the signs do not obstruct traffic views or constitute other similar traffic hazards.
- F. One (1) business sign for a permitted home occupation; non-illuminated, not exceeding two (2) square feet in size and mounted flat against the principle building. (See Section 7.2.4 (E)).
- G. Flags, emblems and insignias of national, state or local political subdivisions. Flags which are considered to be home flags that are placed to show spirit, pride, or some type of season or activity. (NOTE: pennants and streamers are not included in this subsection).
- H. Beacons and searchlights for emergency health or safety purposes.
- I. One (1) sign advertising the sale, lease, or rental of the premises upon which the sign is located. Such a sign shall not exceed ~~ten (10)~~ ~~sixteen~~ ~~(16)~~ square feet. ~~in size, except in all residential districts (GR, NCR, TND), where the size of the sign shall not be more than six (6) square feet.~~ Such signs shall not be subject to other temporary sign regulations set forth in this Ordinance, ~~nor shall they require a sign or building permit.~~
- J. An owner or agent of an existing, conforming sign may alter the content of the sign without obtaining a new sign permit, so long as the alterations do not materially alter the physical structure of the sign. Material alterations shall include any alterations that add more than one (1) foot in height to the originally permitted sign, more than one (1) square foot of area to the originally permitted sign face, and/or any alteration to the sign, sign

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structure, or sign location, including illumination and lighting elements or additional sign faces.

- ~~K.~~ Temporary signs, ~~(as defined herein)~~, advocating a political candidate, political party, or other ballot issue for an upcoming primary, general, runoff, or special election provided no such sign partially or wholly obstructs traffic or other public safety signs, ~~as defined herein~~. Temporary signs permitted under this section shall be placed no more than 60 days prior to the election and shall be removed within seven (7) days following the election, and if not removed, shall be subject to removal and disposition by the Planning and Zoning staff.
- L. Off-premise signs may be located on private property announcing or relating to a campaign, drive, or event of a civic, philanthropic, educational or religious organization providing that they are non-profit (501 (c)3) agencies. All signs permitted under this section shall be no more than four (4) square feet in size (no more than three (3) banner type signs per event shall be permitted) and shall not be erected or otherwise installed any more than 21 days in advance of the event or conclusion of the particular campaign or drive and shall be removed within three (3) days after the event or conclusion of particular campaign or drive. Prior to placement of signs for any of the above listed groups, a sign placement application form shall be submitted to Planning & Zoning. Failure to submit a sign placement application form shall result in immediate removal of signs. Also any signs not removed by the deadline are subject to immediate removal by Planning and Zoning.
- M. A banner sign is limited to two per business and is any cloth, plastic, corrugated plastic, paper or similar lightweight material used for advertising purposes mounted to the building where the business it advertises is conducted and shall not exceed twenty-four (24) square feet, except a maximum of one banner not to exceed forty-eight (48) square feet may be an alternate option, except for the Downtown Historic Overlay District where banners are prohibited. Banners shall be maintained free from deterioration, disrepair or other condition that would create a nuisance. This provision shall not affect Municipal Order 03.14.01.2011.
- N. Off-premise signs indicating an open house for the purpose of showing real estate for sale, rent or lease may be located at roadway intersections leading to the property for sale, rent or lease. Such signs are for directional purposes only, shall not exceed three (3) square feet in size, shall be displayed no sooner than one day immediately preceding the open house and must be removed immediately after the open house. Only one (1) sign of this type is allowed per intersection and may only be located on property with the owner's permission.

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- O. One on-premise sign advertising the auction of real and/or personal property, provided the sign is limited to thirty-two (32) square feet in size per sign face with two (2) sign faces maximum; and, in addition thereto, off-premise signs providing the time, date, and location of the auction, which signs may be located at roadway intersections in the area leading to the auction site. Only one (1) of the latter type, which shall not exceed five (5) square feet in size shall be permitted at each intersection and may only be located on property with the owner's permission. The on-premise auction sign shall be displayed no more than fourteen (14) calendar days immediately preceding the auction date and the off-premise auction signs shall be displayed no more than fourteen (14) days preceding the auction date. All auction signs shall be removed on the day the auction is held.
- P. One temporary, off-premise yard sale sign, not to exceed three (3) square feet in area, which may be placed or erected on the property with the owner's permission. Such sign shall not be in place more than one (1) day in advance of the sale and shall be removed immediately after the conclusion of the sale.

13.4

PROHIBITED PERMANENT AND TEMPORARY SIGNS

The regulations contained in this Section shall apply to all use districts. Prohibited permanent and temporary signs include:

- A. Any sign which constitutes a traffic hazard or a detriment to public safety, or may be confused with a traffic control signal or device or the light of an emergency or road equipment vehicle.
- B. Signs which make use of words, symbols, phrases or characters in such a manner as to interfere with mislead or confuse traffic.
- C. Any sign which obstructs the view of vehicular traffic.
- D. Signs located in the sight triangle.
- E. Mobile or portable signs except A-frame or sandwich board signs.
- F. Off-premise signs, including billboards.

EXCEPTION: Upon application and approval, an off-premise sign(s) may be permitted for a specified period of limited duration, not more than sixty (60) consecutive days. Except as provided in this article, Section 13.3.M, exempt signs

- G. Signs attached to any tree or utility pole.
- H. Any sign located in a public right-of-way, except those listed in Section 13.3 (A-C)
- Q. Signs, except for safety purposes, attached to a fire escape or any door or window giving access to any fire escape.

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- R. ~~Blinking, flashing, or intermittent lighting signs, excluding time and temperature signs.~~ Flashing signs, including the use of flashing on electronic message display signs. For the purpose of this ordinance flashing shall mean a pattern of changing light illumination where the sign illumination alternates at an interval of 15 seconds or less between fully illuminated and fully non-illuminated for the purpose of drawing attention to the sign.
- S. Window signs (including approved temporary signs and signs drawn or painted directly on a window surface) visible from any public or private street or highway that occupies more than twenty (~~20~~ 25%) percent of the window surface.
- L. Streamers, tag signs, banners, posters, pennants, ribbons, spinners, beacons, searchlights, promotional inflatables, except as permitted in Section 13.6.2 G.4 or other similar devices shall not be permitted or attached to any other sign except in accordance with Section 13.3.H. (Exempt Signs).
- T. ~~Signs attached to the face of accessory buildings, except those attached to automatic teller machines or similar structures.~~
- U. Signs advertising businesses that are no longer open shall be removed or covered (may cover with a 'For Lease' banner) no later than 90 days after the closing of the business.

13.5

GENERAL PROVISIONS

The regulations contained in this section shall apply to all signs (temporary and permanent) and all use districts, unless otherwise indicated.

- A. A sign permit shall be required for the construction, erection, relocation or alteration of any sign, unless specifically exempted in this Ordinance.
- B. All wiring, fittings, and materials used in construction, connection, and operation of electrically illuminated signs shall be in accordance with the provisions of the National Electric Code.
- C. All signs pertaining to the election of political officials or ballot issues shall be removed within ~~three (3) weeks~~ seven (7) days following election day by the candidates, their campaign committees, or other persons responsible for the posting of campaign material.
- D. ~~A business may use to advertise, where otherwise permitted, not more than one free standing sign (per right of way per premise) and two wall mounted signs on the building (per business) shall be used to advertise, where permitted, limited to one sign per side of building. Advertising shall be restricted to the same premises at which a business is located.~~ Neon lighting and tubing, or lighting that simulates the appearance of neon

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tubing, may be used on or as permitted in all areas except the downtown historic district overlay.

- G. In a building, grouping of buildings or premises with multiple business occupants, signage should be apportioned on the basis of square footage of building space occupied or other suitable method of equitable apportionment. Failure to satisfactorily apportion available signage between tenant(s) shall not be considered a hardship reason for requesting a variance to allow additional signage on a premises. Every sign, whether requiring a permit or not, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of parts and painting and cleaning of said sign and related structures.
- F. Neon lighting and tubing may be used on or as permitted signs, but not to outline buildings or structures or ornamental features by use of exposed neon tubing. The administrative official or an appointed designee may immediately cause to be removed any sign or sign structure deemed to be a danger or defective or which may, in the opinion of the administrative official, is dangerous to persons or property
- G. Every sign, whether requiring a permit or not, shall be maintained in a safe, presentable and good structural condition at all times, including replacement of parts and painting and cleaning of said sign and related structures, such as poles. Except in the Downtown Historic District Overlay, all signs which are attached to buildings shall be affixed in such a way that no part of the sign shall extend more than twelve (12) inches away from the surface of the building in any direction and shall be securely attached to said building, except for signs attached to a mansard roof which shall not extend more than twelve (12) inches above the parapet line of the building and the outermost horizontal point of the roof.
- H. The administrative official or an appointed designee may immediately cause to be removed any sign or sign structure deemed to be a danger or defective or which may, in the opinion of the administrative official, be dangerous to persons or property. Awning signs may be used in lieu of, but not in addition to, wall signs for an individual establishment. If illuminated, such awning sign shall have lighting concealed from view.
- I. All signs which are attached to buildings shall be affixed in such a way that no part of the sign shall extend more than twelve (12) inches away from the surface of the building in any direction and shall be securely attached to said building, except for signs attached to a mansard roof which shall not extend more than twelve (12) inches above the parapet line of the building and the outermost horizontal point of the roof. If illuminated, signs shall be illuminated only by the following means, unless otherwise stated in this ordinance.

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1. In no event shall an illuminated sign or lighting device be placed or directed so as to permit the beams and illumination therefrom to be directed or beamed upon a public street, highway, sidewalk, or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance
 2. By steady stationary light of reasonable intensity. This provision shall not prohibit the use of electronic message displays operating in accordance with this Ordinance.
 3. External light sources to illuminate signs shall be shielded from all adjacent residential buildings and streets and shall not be of such brightness as to cause a glare to pedestrians or vehicle drivers or so as to create a nuisance.
 4. Internal illumination is permitted so long as such illumination does not cause a glare to pedestrians or vehicle drivers or so as to create a nuisance.
 5. All illuminated signs shall be in accordance with the provisions of the National Electric Code.
- J. Awning signs may be used in lieu of, but not in addition to, wall signs for an individual establishment. If illuminated, such awning sign shall have lighting concealed from view. Signs containing noncommercial speech are permitted anywhere that advertising or business signs are permitted, subject to the same regulations applicable to such signs.
- K. ~~In no event shall an illuminated sign or lighting device be placed or directed so as to permit the beams and illumination therefrom to be directed or beamed upon a public street, highway, sidewalk, or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance.~~ Signs for businesses may exceed the number provisions set forth herein, so long as the signs are located on separate streets that do not intersect, are not visible from either sign, are at least 300 linear feet apart and a maximum of one sign is located on each street frontage and is placed on the premises.
- L. All real estate signs shall be removed within fourteen (14) days after completion of the sales, rental or lease activities in connection with the property to which they pertain.
- M. OFF PREMISE SIGNAGE is not permitted with the exception of directional signage for a “second-tier” development. Second Tier Developments shall be permitted one sign per intersection and located on private property with the property owner’s written permission. Second-tier businesses shall be permitted a maximum sign size of three (3) square feet per business on one sign structure per intersection, not to exceed 32

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square feet (32 sf) and 10 feet in height. Each sign face on the sign structure shall be of uniform size and print type and include only the business name and directional arrow. Such signs shall be located at the closest intersection or public access and shall not be located further than one thousand (1,000) feet from the business for which they advertise.

13.6

PERMITTED TEMPORARY SIGNS

13.6.1

DURATION

Temporary signs as permitted by this Ordinance may be erected for a period not to exceed sixty (60) consecutive days, except as otherwise dictated in this Article. A single extension for up to an additional sixty (60) consecutive days may be permitted by the Planning Director upon application and demonstration of reasonable justification by the agent or owner of the temporary sign. No materially similar sign may be granted to the same applicant for one (1) year, dated from the time the original temporary permit is issued, except as otherwise noted in this Ordinance.

13.6.2

TEMPORARY SIGN PROVISIONS

Temporary signs allowed by this Ordinance are listed below, subject to the following requirements:

- A. The area of each non-portable temporary sign shall be no greater than fifty (50) square feet nor more than fifteen (15) feet above ground.
- B. A temporary sign permit and payment in full of any associated fees shall be required prior to the placement of each temporary sign.
- C. The sign must be located on the premises to which the advertisement relates, except where noted elsewhere in this Article. This includes construction signs and commercial real estate signs.
- D. No more than two (2) temporary signs shall be simultaneously allowed per premise.
- E. The administrative official shall maintain a record of all temporary sign permits. The sign owner or agent shall remove the approved temporary signage within ten (10) days of the end of the total display period.
- F. Temporary on-premises signs shall not be located within five (5) feet of dedicated rights-of-way nor within fifty (50) feet of all intersection streets rights-of-way and meet all other setback requirements of the zone in which the sign is located.
- G. The following shall be considered temporary on-premises signs:
 1. Temporary sign announcing or relating to sales campaigns, drives, or events of a civic, philanthropic, educational or religious organization.

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2. Temporary sign relating to the future tenants of the premises where the sign is located. Total display period shall not exceed six (6) months in one (1) calendar year.
3. Temporary sign that contains a message relating to construction work in progress or upcoming on-site where sign is located, including identification of persons or businesses engaged in the development or construction of the site. Total display period shall not exceed sixty (60) days plus the construction period.
4. Promotional inflatables shall be permitted as temporary signage and shall have a maximum height of 20' and shall be permitted for a maximum of 30 days and in a calendar year per business.

13.7

MEASUREMENT OF SIGN AREA

1. The size of the sign shall be computed by multiplying the vertical length and horizontal length of the frame(s). Structural members not used for advertising shall not be included in computation.
2. For a wall sign comprised of individual letters, figures or elements on a wall or similar surface of the building or structure, the area and dimensions of the sign shall encompass a regular geometric shape (rectangle, circle, trapezoid, triangle, etc.), or a combination of regular geometric shapes, which form, or approximate, the perimeter of all elements in the display, the frame, and any applied background that is not part of the architecture of the building. When separate elements are organized to form a single sign, but are separated by open space, the sign area and dimensions shall be calculated by determining the geometric form, or combination of forms, which comprises all of the display areas, including the space between different elements.

13.8

SIGN SETBACK REQUIREMENT

Signs and outdoor advertising structures, where permitted, shall be set back from the establishment right-of-way line of any street or highway at least five (5) feet, except for the following modifications:

- A. For every square foot by which such a sign or outdoor advertising structure exceeds fifty (50) square feet of sign area, the setback shall be increased by one (1) foot but need not exceed fifty (50) additional feet.
- B. At the intersection of any state or federal highway with an arterial or collector street, the setback of any sign or outdoor advertising structure shall not be less than fifty (50) feet from the establishment right-of-way of each highway or street.

13.9

SPECIAL YARD PROVISIONS

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Signs and advertising structures, where permitted, shall be erected or placed in conformity with the side and rear yard requirements of the district in which located. Exception: no sign or advertising structure shall be erected or placed closer than fifty (50) feet of a side or rear lot line in any residential district.

13.10 NO SIGNS IN EASEMENTS

No sign is permitted in any easement without written consent from all applicable utility companies.

13.11 VIOLATIONS - SIGNS

Any sign installed, erected or maintained in violation of this Ordinance, the administrative official or a duly appointed designee shall notify the owner, agent or person having beneficial use of the building, structure, or lot upon which the sign may be found, in writing, to alter such sign and sign structure so as to comply with this Ordinance within seven (7) days. Upon failure to comply with such notice within the time specified, the administrative official is hereby authorized to cause removal of such sign and sign structure (including poles, lights, and other associated equipment), and any expense incident thereto shall be paid by the owner of the building, structure, or lot to which such signs are attached, along with any other applicable penalties.

13.12 VIOLATIONS – SIGN PERMITS

In case any sign shall be installed, erected, or maintained without first obtaining a sign permit shall be assessed a 100% penalty of the scheduled sign permit fee, over and above the fee itself.

13.13 NONCONFORMING SIGNS

Nonconforming signs and sign structures shall, unless otherwise noted in this Article, be treated as nonconforming situations and shall fall under the provisions of Article 6 (Nonconforming Situations) of this Ordinance.

13.14 ADDITIONAL SIGN REGULATIONS

The following sign regulations pertain to specific permitted or conditional uses and are in addition to the sign regulations established hereinabove. Unless otherwise noted, sign regulations concerning each permitted or conditional use are valid in all regulating districts, regardless of whether the use is permitted by right or by condition.

Unless specifically prohibited by the regulations of this or another Ordinance, all uses are allowed appropriate signage. In cases where a specific use is not listed, the Planning Commission, upon the advice of the Planning Director, shall interpret this Ordinance in such a way that the unlisted use follows the

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sign guidelines of the use listed that most closely matches both function and scale of operation.

RESIDENTIAL DISTRICT GUIDELINES

13.14.1

HOME OCCUPATIONS

One business sign for a permitted home occupation, non-illuminated, not exceeding two (2) square feet in size and attached flat against the principle building.

13.14.2

SINGLE-FAMILY RESIDENTIAL AND SIMILAR DEVELOPMENT

A. Two subdivision development identification signs not exceeding sixty-four (64) square feet combined in size of permanent construction.

13.14.3

MULTI-FAMILY RESIDENTIAL AND SIMILAR DEVELOPMENT

A. Two development identification signs not exceeding sixty-four (64) square feet combined in size of permanent construction.

B. One identification sign not exceeding twenty (20) square feet in size for multifamily dwellings and setback at least twenty (20) feet from the front lot line.

13.14.4

OFFICE, CIVIC, AND MIXED USE STRUCTURES IN GR, NCR, DT, TND DISTRICTS **BED AND BREAKFAST FACILITIES AND BOARDING HOUSES** **(ALL DISTRICTS)**

~~A. One identification sign for each individual business, not to exceed forty (40) square feet or 5% of the wall area to which it is attached, whichever is greater, indicating only the name and address of the building and the name of the occupant. If a free-standing ground sign, the same size limitations shall apply. Pole signs or other forms of free-standing, elevated signs shall not be permitted.~~

~~B. Two development identification ground signs (where applicable) not exceeding sixty-four (64) square feet combined in size of permanent construction.~~

~~C. One non-illuminated business sign for each tenant or lessee, limited to two (2) square feet in size, mounted on the face of the building.~~

A. One business sign, non-illuminated internally, not exceeding two (2) square feet in size and attached flat against the principle building.

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B. One free-standing sign, not exceeding nine (9) square feet in size and not exceeding five (5) feet in height.

13.14.5

OFFICE, CIVIC, AND MIXED USE STRUCTURES IN NCC DISTRICTS RECREATION FACILITIES (NONSTRUCTURAL)

~~A. One identification sign for each individual business, not to exceed forty (40) square feet or 5% of the wall area to which it is attached, whichever is greater, indicating only the name and address of the building and the name of the occupant. If a free-standing sign, the same size limitations shall apply. Height shall not exceed twenty (20) feet.~~

~~B. Two development identification ground signs not exceeding sixty-four (64) square feet combined in size of permanent construction;~~

~~OR~~

~~One development freestanding identification sign displaying only the name and address of the project, not to exceed sixty-four (64) square feet in size and not to exceed twenty (20) feet in height.~~

~~C. One non-illuminated business sign for each tenant or lessee, limited to two (2) square feet in size, mounted on the face of the building.~~

Includes parks, ball fields, outdoor pool facilities, golf courses, and related accessory structures.

A. Signs shall not exceed sixty-four (64) square feet in size, and shall not exceed twenty-five (25) feet in height.

B. Signs shall be non-illuminated. ~~Allow illumination, these are used at night.~~

C. Signs may exceed sixty-four square feet in size and/or may be illuminated upon obtaining a Conditional Use Permit from the Board of Adjustment.

13.14.6

OFFICE, CIVIC, AND MIXED USE STRUCTURES IN HC AND RC DISTRICTS RECREATION FACILITIES (STRUCTURAL)

Provisions shall be identical to those listed for Commercial Uses in HC and RC Districts.

Includes enclosed recreation facilities such as fitness centers and gymnasiums, amusement parks and facilities, and other similar structures or activities.

A. One business identification sign, not to exceed forty (40) square feet or 5% of the wall area, to which it is attached, whichever is greater, indicating only the name and address of the building and the name of the management. If a free standing sign, the same limitations shall apply. Height shall not exceed twenty-five (25) feet.

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B. One building-identification sign per building structure, non-illuminated, not exceeding two (2) square feet in size and attached flat against the building.

C. Other directional and informational signs are permitted, so long as they are not visible to areas outside the property boundaries.

13.14.7 BED AND BREAKFAST FACILITIES AND BOARDING HOUSES (ALL DISTRICTS)

13.14.7 DAY CARE CENTERS IN GR DISTRICTS

A. One business sign, non-illuminated, not exceeding two (2) square feet in size and attached flat against the principle building.

B. One free-standing sign, not exceeding nine (9) square feet in size and not exceeding five (5) feet in height.

A. One non-illuminated business sign, limited to forty (40) square feet in size, mounted on the face of the building.

B. One free-standing sign, not exceeding nine (9) square feet in size and not exceeding five (5) feet in height.

13.14.8 DAY CARE CENTERS IN GR, NCR, DT, AND TND DISTRICTS

A. One non-illuminated business sign, limited to forty (40) square feet in size, mounted on the face of the building.

B. One free-standing sign, not exceeding nine (9) square feet in size and not exceeding five (5) feet in height.

13.14.9 DAY CARE CENTERS IN ALL OTHER DISTRICTS

A. One non-illuminated business sign, limited to forty (40) square feet in size, mounted on the face of the building.

B. One free-standing sign, not exceeding sixty-four (64) square feet in size and not exceeding twenty-five (25) feet in height.

13.14.10 RECREATION FACILITIES (NONSTRUCTURAL)

Includes parks, ball fields, outdoor pool facilities, golf courses, and related accessory structures.

A. Signs shall not exceed sixty-four (64) square feet in size, and shall not exceed twenty-five (25) feet in height.

B. Signs shall be non-illuminated.

C. Signs may exceed sixty-four square feet in size and/or may be illuminated upon obtaining a Conditional Use Permit from the Board of Adjustment.

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- 13.14.11 **RECREATION FACILITIES (STRUCTURAL)**
- Includes enclosed recreation facilities such as fitness centers and gymnasiums, amusement parks and facilities, and other similar structures or activities.
- A. One business identification sign, not to exceed forty (40) square feet or 5% of the wall area to which it is attached, whichever is greater, indicating only the name and address of the building and the name of the management. If a free-standing sign, the same size limitations shall apply. Height shall not exceed twenty five (25) feet.
- B. One building identification sign per building structure, non-illuminated, not exceeding two (2) square feet in size and attached flat against the building.
- C. Other directional and informational signs are permitted, so long as they are not visible to areas outside the property boundaries.
- 13.14.12 **GENERAL COMMERCIAL USES (OUTSIDE HC AND RC DISTRICTS)**
- A. Permitted signs shall advertise only the premises on which located.
- B. Wall signs at least twelve (12) feet above ground level shall be permitted, limited to two signs for each business, tenant or lessee, provided that the height of lettering shall not exceed two (2) feet except that this maximum may be exceeded if the area within the maximum dimensions of the sign does not exceed 3% of the exposed building face. No more than one (1) such sign may be mounted to a building side.
- C. Two subdivision development identification ground signs not exceeding sixty four (64) square feet combined in size of permanent construction;
- OR**
- One subdivision development freestanding identification sign displaying only the name and address of the project, not to exceed sixty four (64) square feet in size and not to exceed twenty (20) feet in height.
- 13.14.13 **GENERAL COMMERCIAL USES IN HC AND RC DISTRICTS**
- A. Permitted signs shall advertise only the premises on which located.
- B. One free-standing identification sign may be erected for each separate premise, not to exceed thirty (30) feet in height. Sign area shall be no more than fifty (50) square feet in area and setback from the right-of-way line from any street at least five (5) feet. Sign area may be extended to a total of 100 square feet, provided that the provisions of Section 13.8 are met.
- C. Wall signs at least twelve (12) feet above ground level shall be permitted, limited to two signs for each business, tenant or lessee, provided that the

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height of lettering shall not exceed two (2) feet except that this maximum may be exceeded if the area within the maximum dimensions of the sign does not exceed 3% of the exposed building face. No more than one (1) such sign may be mounted to a building side.

D. A business, school or church with a combined total of 1,800 linear feet of road frontage on more than one arterial street may have one (1) additional free-standing sign provided that the minimum distance between free-standing signs is 1000 linear feet and is located on an arterial frontage.

13.14.14 **INDUSTRIAL USES**

A. One identification sign for each individual business, tenant or lessee per right of way not to exceed forty (40) square feet or 5% of the wall area to which it is attached, whichever is greater, indicating only the name and address of the building and the name of the occupant. If free-standing, the same size limitation shall apply. Height shall not exceed twenty five (25) feet.

B. Wall signs at least twelve (12) feet above ground level shall be permitted, limited to two signs for each business, tenant or lessee, provided that the height of lettering shall not exceed two (2) feet except that this maximum may be exceeded if the area within the maximum dimensions of the sign does not exceed 5% of the exposed building face. No more than one (1) such sign may be mounted to a building side.

C. In a planned industrial park in an IBD District, one free-standing identification sign displaying only the name and address of the park may be erected, not to exceed three hundred (300) square feet in size. Such signs shall have a maximum height of forty (40) feet.

13.15 **COMMERCIAL SIGN GUIDELINES**

COMMERCIAL APPLICANTS ARE PERMITTED THREE OF THE FOLLOWING SIGN OPTIONS (excludes Residential, Downtown and Industrial)

13.15.1 PERMITTED SIGNS shall advertise only the premises on which located with the exception of 13.15.6.

13.15.2 WINDOW AND DOOR SIGNAGE shall not exceed twenty-five (25%) percent of the total glass surfaces

13.15.3 WALL AND AWNING SIGNAGE shall be permitted, limited to two signs for each business, tenant or lessee, provided that the height of lettering shall not exceed three (3) feet except that this maximum may be exceeded if the area within the maximum dimensions of the sign does not exceed 5% of the

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exposed building face. No more than one (1) such sign may be mounted to a building side.

13.15.4 **UNDER AWNING OR CANOPY SIGNAGE** is permitted provided that the lowest portion of the sign must be 8' off the public right-of-way.

13.15.5 **FREE-STANDING SIGNAGE** One free-standing sign shall be permitted per street frontage, not to exceed thirty (30) feet in height, measured from the centerline of adjacent or bordering street of the property. The area of a free-standing sign face shall not exceed one square foot for each linear foot of lot frontage. Any business establishment whose lot frontage results in a sign being less than fifty (50) square feet in area, may have a sign that is sixty four (64) square feet in area, not to exceed 100 square feet, provided that the provisions of Section 13.8 are met.

A. The measured area of a freestanding sign does not include any pole or other structural support unless such pole or structural support is internally illuminated or otherwise so designed to constitute a display device, or a part of a display device. The measured area also does not include any architectural features that are either part of a freestanding structure, and not an integral part of the sign and which may consist of landscaping, building, or structural forms complementing the site in general.

B. A business, organization, or church, with a combined total of 1,800 linear feet of road frontage on more than one (1) arterial street may have one (1) additional free standing sign provided that the minimum distance between free-standing sign is 1000 linear feet and is located on an arterial frontage.

13.15.6 **FRANCHISE AGREEMENT SIGNAGE** - If the business is mandated under a franchise agreement with the franchisor; business shall be permitted additional free-standing sign(s) up to a maximum of three (3) signs on the premises; only if such added sign(s) are mandated under the franchise agreement with the franchisor; and only so long as the added sign(s) are placed as follows: (2) the minimum distance between the two signs is at least 175 linear feet. Any sign above permitted shall be restricted to the same premises at which a business is located and may contain the name, address and type of establishment and shall require a variance from the Board of Adjustments. Multiple signs that list general product advertising or lists of specific goods or services shall be prohibited.

13.15.7 **ELECTRONIC MESSAGE DISPLAY SIGN GUIDELINES**

Electronic message display signs (EMDs) shall be permitted in all zones except the downtown historic district subject to all other applicable provisions pertaining to the sign on which the EMD is placed and the zone in which the sign is located and subject to the following limitations:

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- A. Such signs may display animation and frame effects and full motion video so long as the use of flashing is prohibited.
- B. All electronic message displays shall come equipped with automatic dimming technology which automatically adjusts the sign’s brightness based on ambient light conditions.
- C. No electronic message displays shall exceed a brightness level of 0.3 foot candles above ambient light as measure using a foot candle (Lux) meter at a preset distance depending on sign area, measured as follows:

<u>Area of Sign</u>	<u>Measurement</u>
<u>sq. ft.</u>	<u>Distance (ft.)</u>
<u>10</u>	<u>32</u>
<u>15</u>	<u>39</u>
<u>20</u>	<u>45</u>
<u>25</u>	<u>50</u>
<u>30</u>	<u>55</u>
<u>35</u>	<u>59</u>
<u>40</u>	<u>63</u>
<u>45</u>	<u>67</u>
<u>50</u>	<u>71</u>
<u>55</u>	<u>74</u>
<u>60</u>	<u>77</u>
<u>65</u>	<u>81</u>
<u>70</u>	<u>84</u>
<u>75</u>	<u>87</u>
<u>80</u>	<u>89</u>
<u>85</u>	<u>92</u>
<u>90</u>	<u>95</u>
<u>95</u>	<u>97</u>
<u>100</u>	<u>100</u>

- D. In no event may an electronic message display produce an illumination level that exceeds 0.3 foot candles above ambient light as measured from the property line of a residentially zoned property.

13.15.8

SIGN HANDLERS

Persons holding signs to attract attention shall not be permitted off the business premise.

13.16

DOWNTOWN

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New or altered, as defined in Section 13.3.J, signs in the Downtown Historic Overlay District shall be subject to review and approval with the following criteria taken under consideration:

1. Signs should be easily seen and clearly legible and shall be compatible with the district.
2. The design of signs should capitalize on the special character of the area and reflect the nature of the businesses identified.
3. The colors, materials, and lighting of every sign shall be restrained and harmonious with the building and site to which it principally relates.
4. Signs shall not detract from the architecture of the building and shall never cover architectural details or elements that lend to the buildings character.
5. The number of graphic elements on a sign shall be held to a minimum, generally the name of the company or business and any identifying logo or symbol, and shall be composed in proportion to the area of the sign face.
6. Elements of a sign may include a business's name and/or logo, the street number, type of business, etc. National franchises and corporations with specific identity programs, logos, and colors, must comply with zoning and historic district procedures set forth herein.

Individual entities are permitted up to three of the eight sign types listed below:

13.16.1

WALL MOUNTED: A single-sided panel or individual letters attached to a wall.

- A. Signs should not exceed one (1) square foot of sign area per linear foot of building width nor in any case be larger than a maximum of thirty-two (32) square feet in area. Provided that buildings that have more than 32 square feet of building frontage along the street to which the sign is oriented may be permitted one (1) additional square foot of sign area per each linear foot of building over 32 feet.

13.16.2

PROJECTING (blade): A (usually) double-sided panel hung from a bracket or otherwise attached to a building façade or porch.

- A. One projecting (blade) sign is permitted per building face, per tenant with a maximum area of six (6) square feet.
- B. The lowest portion of the sign must be at least eight (8) feet above the right-of-way.
- C. Such signs shall not extend beyond three (3) feet from the building on which it is attached.
- D. Such signs shall not extend above the window sill of the second floor or past the roofline in cases of a single story building.

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E. Bracket hardware shall be made of metal. The design of all hardware shall fit the style and period of the building.

F. Upper-story projecting signs shall be considered and decided on a case-by-case basis. Applicants will be considered based on the criteria set forth in this Section.

13.16.3

CANOPY SIGNS (UNDER AWNING)

A. Canopy signage shall be placed perpendicular to the building.

B. The lowest portion of the sign shall be at least eight (8) feet from the right-of-way.

D. The sign shall not exceed ten (10) feet in height or twenty (20) feet in width.

13.16.4

CAST, CUT OR DIMENSIONAL LETTERING

A. Such lettering shall consist of composite, metal, wood letters or simulated materials.

B. Signs should not exceed one (1) square foot of sign area per linear foot of building width.

C. In no case shall the sign be larger than a maximum of thirty-two (32) square feet in area, except that buildings with than 32 square feet of frontage along the street to which the sign is oriented may be permitted one (1) additional square foot of sign area per each linear foot of building over 32 feet.

13.16.5

WINDOW SIGNS: Painted or etched directly on window glass.

A. Such signs shall not exceed 25 percent of the aggregate (sum total) window or door area.

B. A group of windows on a particular building elevation separated by a distinct architectural feature, other than the window frame, shall be considered a separate contiguous window area and the sign area within each contiguous window area shall not exceed 25 percent. Building elevations that face public parking lots or street rights-of-way shall be considered separately.

C. Materials on the window glass shall consist of any of the following materials:

1. Vinyl lettering.

2. Paint.

3. Etching or gold leaf.

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- D. Paper signage shall be prohibited, except for temporary signage reflecting any operational message (hours, open/closed for example) is permitted in the windows.
- F. Creative window displays, including wording within such displays, are not considered signage. Window displays are exempt from regulation
- 3.16.6 **AWNING SIGNS: Vinyl, painted or sewn onto the awning fabric.**
- A. Awning signs should not exceed one (1) square foot of sign area per linear foot of building width. In no case shall an awning exceed thirty-two (32) square feet in area.
- B. Buildings with frontage exceeding thirty-two (32) feet along the frontage to which the sign is oriented may be permitted one (1) additional square foot of sign area per each linear foot of building exceeding thirty-two (32) feet.
- C. Awning hardware and fabric should be maintained in good condition at all times.
- E. Awnings that are in disrepair shall be identified as blighted and shall be subject to removal.
- 13.16.7 **ELECTRONIC SIGNS**
- A. Digital or EMB signs, blinking, flashing or moving signs are not permitted in the Downtown Historic District.
- B. Electric “channel lettering” is permitted when they comply with the size requirement and do not detract from the architectural integrity of the building.
1. Signs shall not exceed one (1) square foot of sign area per linear foot of building width, nor in any case shall such signs be larger than a maximum of thirty-two (32) square feet in area. Provided that buildings that have more than 32 square feet of building frontage along the street to which the sign is oriented may be permitted one (1) additional square foot of sign area per each linear foot of building over 32 feet
- 13.16.8 **DIRECTORY SIGNS:**
- Free-standing or attached signs that provide information about a building’s tenants, usually on a larger sign area that include the building’s name or street number.
- 13.16.9 **INTERIOR LED OR NEON “OPEN” SIGNAGE**
- A. One LED or Neon “open” sign is permitted per business per address.

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- B. Such sign shall not exceed two (2) square feet in area.
- C. Neon sign messages other than “open” are not permitted.
- D. Such signs shall have no more than three colors.
- F. Two of such signs may be permitted if the location in question has two public entrances. One sign is permitted per entrance.

13.16.10

MENU BOARDS

- A. One external menu board with one face is allowed per restaurant.
- B. The total sign area shall not exceed two square feet.
- C. Menu board shall be permanently mounted to the face of the building, and shall never be glued to the surface.

Temporary sign types permitted in the Historic Overlay District:

13.16.11

A-FRAME / SANDWICH BOARDS

- A. A-frame signs shall not exceed forty-eight (48) inches in height or twenty-four (24) inches in width. A-frame signs shall be a minimum of eighteen (18) inches in width.
- B. Such signs shall be placed next to the buildings and directly in front of the storefront or business entrances and shall be a minimum of 3’ from the property edges and shall not block entrances or exits.
- C. Such signs shall have a locking arm or other device to stabilize the structure and meet wind and safety standards.
- D. The business owner assumes liability associated with the display of the sign on private or public property and must sign a liability waiver with the City of Danville.
- E. Such signs must be maintained in a high-quality appearance and good physical condition at all times.
- F. Such signs shall allow at least a three (3)-foot wide pedestrian path of travel and not force pedestrians into the utility easements.
- G. Such signs shall be displayed only during the hours of operation of the business being advertised and must be taken in each day.
- H. Multi-tenant buildings may be permitted one A-frame sign per each common exterior public business entrance.
- I. A-Frame signs shall not be made of paper, foam core, poster board, bare plywood or any other materials that are inconsistent with the image and

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integrity of the historic district and shall never be internally illuminated. Signs should be designed to complement the building architecture and the type of business they represent.

J. Such signs shall not be placed within a City maintained landscaped area or utility easement.

K. Such signs shall never be placed within the vehicular travel portion of a public or private street, driveway or alley.

L. Failure to comply with any portion of these regulations shall result in revocation of Sandwich Board permit for a period of 1-year.

13.16.12

FLAGS & WIND SIGNS

A. As allowed under the conditions of Section 13-3 (G), flags are exempt, provided they are a maximum of 24 square feet, and no more than 2 per business.

B. Flags must be maintained in good condition without fraying, tearing or fading.

C. Flags and wind signs shall be constructed of nylon or canvas and may never contain a commercial advertising message, name or logo.

D. Clearance over sidewalks shall be a minimum of 8 feet.

13.16.13

This provision shall not affect Municipal Order 03.14.01.2011

13.16.14

UPPER STORY SIGNAGE

Businesses located in an upper story of buildings in the Historic District shall abide by the following limitations:

A. Awnings may be permitted on all upper story spaces, one per window.

1. Such signs may be lettered, with a maximum of eighteen (18) square feet of sign space permitted.

2. Each awning that is lettered will be considered an individual sign.

B. WALL MOUNTED: A single-sided panel or individual letters attached to a wall.

a. Signs should not exceed one (1) square foot of sign area per linear foot of building width nor in any case be larger than a maximum of thirty-two (32) square feet in area. Provided that buildings that have more than 32 square feet of building frontage along the street to which the sign is oriented may be permitted one (1) additional square foot of sign area per each linear foot of building over 32 feet.

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2. Sign base shall consist of composite, metal, wood or simulated materials.

C. Back-painted signs on glass windows or transoms may be permitted, but shall not exceed 50% of the glass area.

D. Letters and logos pin-mounted or painted on a wood, metal or opaque glass panel may be considered for upper stories when mounted on a flat area of plain masonry void of any architectural detailing, or when placed in the typical sign belt of the building.

13.16.15

ILLUMINATED SIGNAGE

A. Spot, gooseneck or up-lit lighting to showcase signage is permitted, and must meet all applicable provisions within the current electrical code.

B. Electric Signage must comply with the following guidelines:

1. Illumination shall be by an externally located, steady, stationary light source, shielded and directed solely at the sign.

2. Light sources to illuminate signs shall neither be visible from any street right-of way nor cause glare hazardous to pedestrians or vehicle drivers or so as to create a nuisance to adjacent properties.

3. Signs shall not have light-reflecting backgrounds but may use light-reflecting lettering.

b. Colored lamps are not permitted.

C. Roofline. In no case shall a sign project above the building roofline.

13.17

INDUSTRIAL

INDUSTRIAL BUSINESS DISTRICT GUIDELINES

Freestanding and wall identification signs are permitted for each individual business, tenant or lessee per building side which faces an arterial street, a street within a planned industrial park, and/or the designated parking area for the building.

13.17.1

Wall signs shall not exceed sixty-four (64) square feet or 5% of the wall area to which it is attached; whichever is greater, indicating only the name and address of the building and/or the name of the occupant. Letter height shall not exceed three (3) feet. This maximum may be exceeded if the area within the maximum dimensions of the sign does not exceed 5% of the exposed building face. No more than one (1) such sign may be mounted to a building side.

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13.17.2

Wall signs by definition do NOT include Dock Identification; Security Directives to employees or visitors; Delivery Directives; or Operational Signage required in the course of business.

13.17.3

Free-standing signs (including EMD) shall not exceed one square foot for each linear foot of lot frontage, not to exceed 100 square feet in area. Any business establishment whose lot frontage results in a sign being less than sixty-four (64) square feet in area, may have a sign that is sixty-four (64) square feet in area.

The measured area of a freestanding sign does not include any pole or other structural support unless such pole or structural support is internally illuminated or otherwise so designed to constitute a display device, or a part of a display device. The measured area also does not include any architectural features that are either part of a freestanding structure, and not an integral part of the sign and which may consist of landscaping, building, or structural forms complementing the site in general.

13.17.4

Additional permitted signage within a planned industrial park in an IBD District:

- A. One free-standing identification sign displaying the name and/or address of the park and the names and/or addresses for developments located within the park.. Such sign shall not exceed three hundred (300) square feet in size. Such signs shall have a maximum height of thirty (30) feet.
- B. Directional signs to second-tier developments located within the park displaying the name of the second-tier development and a directional arrow. Size and height should be consistent with off-premise business directional signs stated under section 13.5.M.