

SECTION 11. SIGNS AND OUTDOOR ADVERTISING STRUCTURES

11.01.

No permanent sign, temporary sign, billboard or outdoor advertising structure (hereinafter collectively referred to as "sign" or "signs") shall be established, constructed, reconstructed, enlarged, extended, moved or structurally altered until an application for a sign permit has been approved by the Zoning Enforcement Officer. It is the purpose and intent of this Section to accommodate the installation of signs that are necessary for identification, direction, and reasonable commercial promotion. All signs shall conform to the following provisions in addition to any other conditions or limitations that may be imposed by the Commission in connection with the approval of a site development plan or special permit.

11.01.01. General Requirements:

11.01.01.01.

Signs which are unrelated to an active land use, other than a real estate sign or existing outdoor advertising off-premise sign, shall be considered abandoned or derelict and shall be removed from public view.

11.01.01.02.

No sign or sign structure shall be permitted at any location where it could interfere with, obstruct the view of traffic or be confused with any authorized traffic sign, signal or device.

11.01.01.03.

Animated signs of any kind, flashing signs, internally illuminated signs, banners or signs with any type of motion are prohibited.

11.01.01.04.

Signs attached to buildings or other structures shall not project more than 12 inches therefrom, and shall be located so that the highest part of said sign shall not extend above the highest portion of the main exterior wall nearest the street.

11.01.01.05.

No sign shall be erected within the right-of-way of a public street.

11.01.01.06.

No sign shall be erected or located so that it could prevent free ingress or egress from any window, door or fire escape.

11.01.01.07.

No sign shall be placed in such a position that it could obscure light or air from a building.

11.01.01.08.

Any sign which includes illumination shall be arranged so that all light is concentrated on the sign and there shall be no direct light cast on the street, sidewalk, or adjacent property.

11.01.01.09.

Directional signs or informational signs, for vehicular traffic and pedestrian movement indicating entrances, exits or parking areas shall not exceed two square feet in area. The number of directional or informational signs shall not exceed three.

11.01.01.10.

In determining the total permitted sign area, only 1/2 of the total surface area of a free-standing or hanging sign will be considered.

11.01.01.11.

No free-standing sign shall have a height greater than 15 feet or project above the height of the structure served, whichever is less.

11.01.01.12.

The sign area shall consist of the entire area within a continuous perimeter, including the extreme limits of actual copy area, symbols, characters, or words and trademark colors or background. Sign area does not include any structural or framing materials lying outside the limits of such sign and not forming an integral part of the display.

11.01.01.13.

Off-premise signs are expressly prohibited except for official traffic sign or informational signs erected by the State of Connecticut or the Town of Durham and organizations which have a permit issued by the Connecticut Department of Transportation.

11.01.02. Commercial and Industrial Districts.

11.01.02.01.

Every place of business may have upon the property on which the business is conducted signs indicating the name of the owner or proprietor, the character of the business and/or the products made or sold on the premises.

11.01.02.02.

When affixed to the buildings the total area of all signs may not exceed 1.5 square feet for each linear foot of building frontage. In the case where a building faces two or more streets, only one side shall be considered as having frontage.

11.01.02.03.

Each parcel shall be allowed one freestanding sign. Signs within thirty (30') feet of the curb line of a public highway are limited to the maximum area of which shall not exceed 15 square feet for a single business or 30 square feet in total area for two or more businesses on the parcel. Signs more than thirty (30') feet of the curb line of a public highway shall not exceed twenty two (22') square feet for a single business or forty five (45') square feet in total area for two to nine businesses on the parcel, and parcels which have ten or more business may not exceed sixty (60') square feet.

11.01.02.04.

Parcels having frontage on more than one street shall be allowed one free-standing sign for each street facing, provided the maximum area of each sign complies with the requirements specified in Section 11.01.02.03.

11.01.02.05.

Any sign permitted in a residential district is permitted in the Commercial and Industrial Districts.

11.01.02.06.

Signs required by state and federal regulations for retail gasoline outlets shall not be computed in the total allowable sign area and number.

11.01.02.07.

Retail gasoline outlets may have an additional fifteen (15) square feet of sign area for advertising fuel price. Such additional sign area may be affixed to a building, canopy or free standing sign.

11.01.02.08.

Two temporary signs are permitted provided that they do not exceed nine (9') square feet in area and are non-illuminated. Signs in excess of thirty-six (36") inches in height shall be located not less than eight (8') feet from the curblines of the public highway.

11.01.03. Residential Districts:

11.01.03.01.

Non-residential uses permitted under Section 05.01. and home occupations may have upon the property on which the business is conducted one non-illuminated sign not to exceed two square feet in area indicating the name of the owner or proprietor, the occupation or character of the activity involved, and/or the name of the business.

11.01.03.02.

Single-family dwelling units may display one sign which shall not exceed two square feet in area and shall indicate the name and address of the occupant.

11.01.03.03.

Apartment houses may display one sign which shall not exceed nine square feet in area and shall indicate only the name and address of the building, the name and address of the management, and the names of the occupants therein.

11.01.03.04.

Temporary and permanent signs erected and maintained by the Town of Durham or any agency thereof pursuant to the performance of a governmental function related to traffic control, public safety and directional signs to public facilities.

11.01.03.05.

Temporary political signs associated with political campaigns with a time period of sixty (60) days before and seven (7) days after an election.

11.01.03.06.

Non-profit organizations and municipal facilities may display one sign affixed to the building or free standing which shall not exceed fifteen (15) square feet. Temporary signs advertising special events and/or promotions of a commercial or non-commercial nature are permitted provided that such signs shall be non-illuminated and shall not exceed nine (9') square feet in area. Such signs shall not be erected more than thirty (30) days prior to an event and shall be removed within five (5) days of the completion of the event. The total number of days for which signs may be displayed shall not exceed sixty (60) during any calendar year. Each premise is permitted one sign except for properties which have frontage in excess of one hundred feet, in which case they are allowed an additional sign for each additional one hundred (100) feet of frontage or portion thereof.

11.01.03.07. Residential Subdivision Identifications

One permanent detached residential development sign designating the name of a residential

subdivision is permitted which meets the following criteria:

- a. the sign shall be single sided and not exceed twelve (12) square feet in area and shall not be illuminated;
- b. the sign and structure supporting the sign shall not exceed five (5) feet in height;
- c. only materials requiring low maintenance such as stone and brick shall be utilized for the sign and structure; and,
- d. where a residential development has more than one entrance road intersecting with established roadways, the Commission may permit more than one sign meeting the criteria contained herein. Priority shall be given where new entrance roads intersect with existing collector or arterial streets and to larger developments such as those in excess of twenty (20) lots.

11.01.04. Real Estate Sales or Leasing:

11.01.04.01.

In residential districts real estate sale or leasing signs shall not exceed four square feet.

11.01.04.02.

In commercial districts real estate sale or leasing signs shall not exceed 15 square feet.

11.01.04.03.

In industrial districts real estate sale or leasing signs shall not exceed 25 square feet.

11.01.04.04.

All real estate sale or leasing signs shall be removed when occupancy of the building begins.

11.01.05. Construction Sites:

11.01.05.01.

A temporary sign in commercial and industrial districts indicating construction or alteration shall not exceed 15 square feet. Such temporary sign shall contain only the name of the building(s), the developer(s), the architect and other professional(s), involved in the building(s) design, the general subcontractor(s), the proposed tenant(s), and a graphic representation of the completed development.

11.01.05.02.

All construction signs shall be removed when occupancy of the building begins.

11.02. Permit Exception:

Sign permits will not be required when:

- a. changing the advertising copy or message on an approved sign that is specifically designed for the use of replaceable copy;
- b. painting or repainting the same or different copy;
- c. cleaning the sign; or
- d. performing normal maintenance and repair on a sign or sign structure - unless a structural change is made.

11.03. Nullification:

A sign permit shall become null and void if the work authorized by the permit has not been completed within a period of six (6) months after the date the permit is issued.

11.04. Fee:

No fee shall be required for a sign permit.