

Edits 5/25/14

## City of Rutland

### Sign Ordinance

#### 1401 Purpose

The purpose of this ordinance is to control existing and proposed ~~outdoor~~ signs of all types; promoting public safety and welfare by reducing distractions and obstructions to users of the road which may contribute to crashes and by reducing hazards that may be caused by signs overhanging public rights-of-way; enhancing and protecting the aesthetic environment and values of the City of Rutland and its residents; meeting the public's concern for the free flow of information, creating a more attractive economic business environment and protecting property values, ~~to the greatest extent possible~~, and to augment the provisions of 10 V.S.A. Chapter 21.

<sup>ordinance</sup>  
This ~~section~~ recognizes the necessity of signs to inform the travelling public and as an aid to local businesses in attracting customers. It also recognizes that neither the travelling public nor local businesses are well served by unlimited ~~signage~~ <sup>& EXCESSIVE</sup>. The purpose of this section is to help preserve and improve the existing attractive aspects of the environment, to promote the welfare, convenience and safety of its inhabitants and visitors, to conserve the value of property, and to encourage a <sup>n appropriate</sup> style and scale of outdoor advertising ~~that is compatible with an~~ ~~economy~~.

#### 1402 Definitions

**Off- Premises Sign:** A sign which directs attention to an establishment, service, product, or activity *not conducted* on the same lot.

? **Rutland Downtown Redevelopment Area:** The area legally designated for redevelopment by the Rutland Redevelopment Authority.

**Rutland Gateway Zoning Districts:** The legally defined areas on the Rutland City Zoning Map

*Rutland Zoning Districts:*

**Sign:** A name, identification, description, display or illustration, which is affixed to, painted or represented directly or indirectly upon a building, or other outdoor surface which directs attention to or is designed or intended to direct attention to the sign face or to an object, product, place, activity, person, institution, organization or business. Signs located completely within an enclosed building, and not exposed to view from a street, must not be considered a sign. ~~Each display surface of a sign or sign face must be considered to be a sign.~~

*USE Saratoga*

✓ **Sign, Area:** The space enclosed within the extreme edges of the sign for each sign face, not including the supporting structure or where attached directly to a building wall or surface, the space within the outline enclosing all the characters of the words, numbers or design.

✓ **Sign, Awning:** Sign on a roof-type structure made of canvas or plastic or similar material over a door or window that may contain the logo, name of business or type of business.

✓ **Sign, Face:** The entire display surface area of a sign upon, against or through which copy is placed.

✓ **Sign, Flush-Mounted:** A sign affixed directly to or painted on or otherwise inscribed on an exterior wall and confined within the limits thereof of any building and which projects from that surface less than twelve (12) inches at all points.

✓ **Sign, Free Standing:** A sign erected and maintained on a freestanding frame, mast or pole not attached to any building, ~~and not including ground mounted signs.~~

✓ **Sign, Height:** The vertical distance of the average elevation of the ground immediately adjoining the sign to the level of the highest point of the sign.  
*below*

✓ **Sign, Projecting:** A sign, other than a wall sign, which projects ~~from~~ and is supported by a wall of a building or structure.  
*perpendicular from,*

**Sign, Roof:** A sign located on or above the roof of a building, ~~not including a mansard roof, canopy or other fascia.~~

~~**Sign, Soffit**~~

~~**Sign, Temporary:** A banner, pennant, poster or advertising display constructed of paper, cloth, canvas, plastic sheet, cardboard, wallboard, plywood or other like materials and that appears to be intended or is determined by the code official to be displayed for a limited period of time. Temporary signs advertise municipal or civic projects, construction projects, real estate, a commercial grand opening, political candidates, or other special events on a temporary basis. Political signs and portable signs (e.g.~~

*USE current def*

sandwich board signs) are examples of temporary signs. These signs sometimes have special considerations that allow them to be located outside the framework of the general regulations.

**Sign, Window:** A sign which is mounted or painted on <sup>either side</sup> ~~the inside~~ of a window.

? **Yard, Front:** An area of which the width is measured the entire length of the front property line between the side property lines; and the depth is measured as the distance between the street right-of-way or property line and the required front setback line.

? **Yard, Rear:** An area of which the width is measured the entire length of the rear property line between the side property lines; and the depth is measured as the distance between the property line and the required rear setback line.

### 1403 Administration and Interpretation

#### A. Sign Permits

Before the alteration, construction, or installation of any **sign**, a sign permit shall be secured from the Building Inspector/Zoning Administrator, except as otherwise provided in this ordinance. Issuance of a sign permit shall be conditioned upon conformance with all applicable provisions of this ordinance. Through the design review process, the City may review and regulate the size, location, and lighting of all ~~exterior~~ signs within its purview.

Applications for all sign permits shall <sup>shall be made</sup> be made on a form available at City Hall- Building and Zoning Department. Payment to the Building Inspector of a permit fee as authorized by Section 3-1(47) of the Charter in an amount set by the Board of Aldermen. Action on the application shall be taken by the ~~administrative officer~~ <sup>Building Inspector</sup> within 30 days of filing of a complete application.

#### B. Violations and Penalties

A violation of this Ordinance shall be a civil matter enforced in accordance with provisions of 24 V.S.A. Section 1974a and 1977, as amended.

#### C. Appeals and Variances

Applications for appeals, waivers and variances shall follow the appropriate procedure outlined in 24 V.S.A. 4465-4472, as amended.

### <sup>Rutland Downtown Redevelopment Area</sup> 1404 ~~Architectural Review Committee Review Required~~

Use 1409  
? Before the alteration, construction, enlargement or installation of any other **sign** within a duly established Rutland ~~Downtown Business District~~ <sup>Redevelopment Area</sup> and Courthouse, Main Street Park and all Gateway Districts, and prior to the issuance of a permit by the ~~administrative officer~~, the Architectural Review Committee shall make a report and a recommendation to the ~~administrative officer~~ <sup>Building Inspector</sup>. Through the design review

process, the Architectural Review Committee shall consider size, location, design, color, texture, lighting, and materials of all exterior signs within their purview.

#### 1405 Administrative Review

Temporary signs and signs not falling in the forementioned design review districts shall be subject to administrative review only. The **administrative officer** may act on an application for a minor modification to an already approved sign within a design review district without consultation from the Architectural Review Committee. A minor modification shall include only a change in **business** name or logo on the sign retaining the same font style, size, material and color.

#### 1406 No Permit required

The replacement, repair, or repainting of a damaged or worn sign with one of the same construction, size, color, material and design shall not require a permit.

#### 1407 Signs Permitted in Any District

*add only  
2 faces / sign*

The following types of signs are permitted in all zoning districts subject to any specific requirement or prohibition provided herein for any particular zoning district.

**A. Temporary Signs.** For the purpose of advertising a specific property, individual or event, signs not exceeding eight square feet in area are permitted provided the temporary signs are setback a minimum of five feet from a property line, not located within any public right-of-way, do not constitute a hazard to public safety, do not contain obscene matter and are removed within seven calendar days of cessation of the temporary occasion the sign is purporting to advertise. This provision shall not be construed to authorize the posting of signs upon trees, utility poles, traffic control signs, lights or devices, or in any place or manner prohibited by any other Federal, State or local regulation.

**B. Temporary Signs Advertising Real Estate Developments.** For the purpose of advertising real estate developments for which a plat has been officially recorded, one sign is permitted at each main entrance to the development named on the sign. Such signs shall not to exceed 32 square eet in area.

**C. Traffic Control Signs.** Signs that only regulate traffic on private property are permitted.

**D. Special Informational Signs.** For the purpose of giving directions and information, onsite signs pertaining to special uses where not otherwise permitted, and off-premises signs may be approved by the Development Review Board subject to a Special Use Permit specifying the size, location, lighting, design and display in accordance with this Ordinance. Such signs shall be limited to those which are necessary to inform the public as to location and information concerning facilities, institutions, business districts, fraternal orders and service clubs, or such other activity as the board may judge to be beneficial to the total community.

**E, Special entrance signs.** A permanent sign is permitted as an integral part of a gate or entrance structure which identifies a subdivision, group development or other special development approved under the provisions of this ordinance provided there are not more than two signs for each main entrance, with a total sign area for each such entrance not to exceed 32 square feet. Under this provision, if such a special entrance sign is utilized no other main entrance identification sign is permitted.



Latest Manchester Sign Ordinance - the following sections (9.7 through 9.8) cover:

- lighting
- gasoline price signs
- window signs
- "open" signs
- "open" flags
- flags announcing specials or sales
- signs for public events
- signs for civic groups at town entry points
- temporary signs in lieu of permanent signs
- menu boards
- exterior atm
- exterior vending kiosks
- vending machines

Lighting on any sign shall be directed and shielded so that the light shines only on the subject sign, and to prevent glare offsite, into the sky, or onto adjoining properties or roads and highways. All bulbs shall be shielded or hooded. All ground-mounted fixtures shall be screened by bushes or other appropriate means. All fixtures mounted on the sign itself shall blend in with its background color or its surroundings, as deemed appropriate for the site. Lighting on any sign shall be limited to a total of 150 watts of incandescent light, 40 watts LED or the equivalent, unless otherwise authorized for unique site or sign-specific reasons. No sign may be internally illuminated except in the case of an exterior ATM, external vending kiosk if such illumination is specifically approved as part of the site plan and design. Building-mounted signs of the Downtown Plaza are granted a special waiver from this provision.

Where a sign or its lighting fixtures are being replaced or substantially altered, lighting shall be brought up to these standards. Applicants must demonstrate that lighting fixtures will satisfy these standards, and are appropriate for site-specific needs and circumstances.

Internally illuminated signs existing on the date of adoption of this ordinance may remain as-is, even if minor changes to such signs (such as changing business names or sign faceplates) are proposed. However, more significant changes to these signs (such as changes in location, or

to the physical structure) will require complete compliance with the ordinance in effect at the time of the application for change. The administrative officer may require the adjustment or relocation of any sign lighting in order to prevent glare and to ensure vehicular and pedestrian safety.

### Special Categories of Signs

#### - Residential Signs

Residential subdivisions or housing projects are permitted one free-standing sign for identification purposes, not exceeding eight square feet. These signs generally shall not be illuminated. However, illumination may be permitted (at less than normally allowed) in certain limited circumstances, where clear safety concerns are demonstrated that warrant illumination.

A residential sign identifying the address and name or owner of a parcel containing a single residential use shall not require a permit. Such a residential sign shall not exceed 1.5 sq. ft.

#### Gasoline Station Signs

Each gas station is allowed one free-standing sign not to exceed 32 sq. ft. These signs can only be externally illuminated, cannot include reader boards and cannot be rooftop mounted. Maximum height for these signs is 10 ft.

Gasoline prices may be incorporated into this free-standing sign.

Building mounted signs cannot exceed 1 sq. ft. per linear ft. of building frontage. This is also the maximum for a combination of building and canopy signs.

#### Window Signs

Window signs may be displayed, and may cover up to 25% of the total window area per business establishment on the side of the building where such signs are located. The area of such signs will count toward the total building sign square footage.

Permanent window signs, including permanent lettering or stenciling are allowed as a part of an establishment's total window coverage, but shall require a permit. Window signs composed of stenciling or lettering shall be measured by drawing an imaginary polygon around the outside edge of all letters or emblems as if they were a single sign, and measuring the area of that polygon. Window signs shall not be internally illuminated or require power.

### "Open" Signs

A business may display two rigid "OPEN" signs without a permit. Each sign shall

- measure no more than two sq. ft. in area,
- be displayed on the building in which the business is located, in a window, or attached to an approved free-standing sign,
- Only contain the word "OPEN" and may identify business hours; no other lettering is allowed except that a restaurant may have one rigid sign reading "NOW SERVING" in place of one of the allowable two rigid "OPEN" signs,
- if exposed to weather be made of weather-resistant materials,
- and not be internally illuminated. Neon signs are allowed for this purpose.

### "OPEN" Flags

One "OPEN" flag shall be permitted instead of the two "OPEN" signs.

This flag shall:

- measure no more than 6 sq. ft.,
- be displayed only on the building in which the business is located or attached to an approved free-standing sign,
- be displayed only during hours of business operation,
- not display the business name, hours of operation, or any other textual information other than the word "OPEN",
- be maintained in good condition without tears, rips, loose fibers, faded colors, or stains.