

Proposed Amendment to Sign Regulations in the Dummerston Zoning Bylaw

Replace Sections 665-670 with the following:

[bracketed numbers] refer to sections in the current bylaw.

Section 665 Outdoor Advertising Signs

An Outdoor Advertising Sign is any display, device or representation which is visible from any highway or other public right-of-way and is designed or used to advertise or direct attention to any business, profession, commodity, service, or entertainment.

Outdoor Advertising Signs shall be deemed Land Development as herein defined, shall require a zoning permit before being erected, constructed or structurally modified and, with the exception of Home Business (see 5b.), must be approved by the Development Review Board under Sections 725-727 of this Bylaw. [665.2]

Outdoor Advertising Signs are regulated in 10 V.S.A., Chapter 21 which also provides for certain types of signs not regulated in this bylaw, such as Official Business Directional Signs, municipal signs, and temporary signs. [666]

Section 669 Permit Criteria for Outdoor Advertising Signs

1. The sign must be located on the same premises as the business, profession, commodity, service or entertainment which is advertised. [667.1]
2. The sign must have as its purpose the identification of the activity or its products or services, rather than the purpose of general advertising. [667.2]
3. The premises shall be that part of the owner's or occupant's real property to which the public is invited and on which the business, profession, commodity, service or entertainment to which the sign directs attention is carried on, sold or offered. [668.1]
4. Pursuant to 10 V.S.A., Chapter 21, the sign shall not be located more than fifteen hundred feet from a main entrance from that highway to the activity or premise advertised. The fifteen hundred foot distance shall be measured along the center line of the highway or highways between the sign and a main entrance. A main entrance shall be a principal, private roadway or driveway which leads from a public highway to the activity or premises advertised. [668.2]

5. [669] The sign must comply with the following limits to size and number. Specified dimensions shall be applied to the sign panel excluding hardware and supporting frame. Area dimensions shall be applied to the sign panel regardless of whether one or both sides are used for advertisement.
 - a. In RC and CI zoning districts, one sign per each premises, not exceeding 32 square feet. The premises may contain more than one sign necessary in the conduct of business, such as but not limited to: parking, fire lanes, delivery and entrance signs not to exceed 6 square feet each.
 - b. One sign per each premises for Home Business not exceeding 6 square feet, in all districts except RC and CI. The premises may contain more than one sign necessary in the conduct of business, such as but not limited to: parking, fire lanes, delivery and entrance signs not to exceed 6 square feet each.
 - c. One sign per each premises for non-residential use not exceeding 32 square feet, in all districts except RC and CI. The premises may contain more than one sign necessary in the conduct of business, such as but not limited to: parking, fire lanes, delivery and entrance signs not to exceed 6 square feet each.

Section 670 Outdoor Advertising Sign Restrictions

No outdoor advertising sign may be erected or maintained which:

1. Interferes with, imitates or resembles any official traffic control sign, signal, or device, or attempts or appears to attempt to direct the movement of the traffic;
2. Prevents the driver of a motor vehicle from having a clear and unobstructed view of official traffic control signs and approaching or merging traffic;
3. Contains, includes or is illuminated by any flashing intermittent or moving lights, or moves or has any animated or moving parts, except that this restriction shall not apply to a traffic control sign.
4. Is internally illuminated, except in RC and CI districts;
5. Is so located as to be readable primarily from a limited access highway;
6. Is extended more than twenty feet above ground level or attached to the roof of a building; no sign which is mounted on, or part of, the main structure of a building may be higher than the eaves of that part and side of the building;
7. Is located within twenty-five (25) feet of the center line of the road or within one hundred fifty (150) feet of any intersection of streets, unless it is mounted on, or is part of, the main structure of a building.