Zoning Ordinance for Signage

69. Signs

69.1. Purpose. The purpose of this section is to establish reasonable and impartial regulations governing the number, size, type, and location of signs within the Town of Oneida. The regulations will help promote the health, welfare, and safety of the town's residents through the provision of open space, adequate light, enhanced visibility, and the reduction of congestion and hazardous conditions. All signs constructed, replaced, relocated, or expanded on any property within the town must conform to the standards established below.

69.2. Definitions

69.2.1. Accessory Sign. A sign used to identify an accessory building or use, or a sign used to enhance movement of people or traffic on private property.

69.2.2. Banner. A sign intended to be hung, with or without frames, constructed from paper, plastic, or any type of fabric.

69.2.3. Billboard. A sign not located on the property that it advertises or a sign advertising generally ubiquitous goods or services.

69.2.4. Business Sign. A sign advertising the business on which the sign is located.

69.2.5. Cluster Sign. Two or more signs vertically or horizontally aligned and having a common support structure.

69.2.6. Construction Sign. A sign giving the names of contractors, architects, or lending institutions responsible for construction on the site where the sign is located.

69.2.7. Directional Sign. An accessory sign used to indicate ingress or egress or other movement of traffic on private property.

69.2.8. Direct Lighting. Lighting used to illuminate a sign which is directed to the sign from an external source.

69.2.9. Ground Sign. A sign supported by structures or supports attached to the ground and independent of support from any building.

69.2.10 Illuminated Sign. A sign illuminated by artificial light.

69.2.11. Indirect Lighting. An internal lighting source used to illuminate a translucent sign face.

69.2.12. Office Center. Two or more offices having a common parking lot.

69.2.13 Portable sign. Any sign not supported by, or attached to, a permanent structure, building or wall.

69.2.14 Projecting Sign. A sign affixed to a wall or building whole leading edge extends beyond the building or wall.

69.2.15. Real Estate Sign. A sign which advertises the sale, lease, or rent of the property on which the sign is located.

69.2.16. Roof Sign. A sign erected to or constructed wholly upon the roof of any building and supported solely by the roof structure.

69.2.17. Shopping Center. Two or more businesses sharing a common parking lot.

69.2.18. Sign. Any writing, pictorial representation, symbol, or emblem used to advertise, announce, or direct attention, and includes the physical surface used to portray such information.

69.2.19. Sign Area. The physical surface used to display a sign or the area enclosed by a continuous line connecting the outermost edges of a sign.

69.2.20. Wall Sign. A sign painted upon or attached to, and parallel to the external face of a building or wall.

69.3. General Provisions. The following regulations apply to all zoning districts.

69.3.1 A building permit is required for all signs constructed, installed, replaced, or expanded within the corporate limits of the Town of Oneida.

69.3.2. Applicants shall provide the building inspector with a sign plan and specifications identifying the location, type, and design of proposed and existing signs.

69.3.3. The building inspector shall inspect at any time deemed necessary, each sign regulated by this section, to ensure that such signs conform to these and all other pertinent regulations.

69.3.4. No part of any sign shall be placed within five (5) feet of any public road right-of-way except as needed for traffic control.

69.3.5. No part of any sign shall be place within five (5) feet of any ingress/egress except for small on-premise directional signs.

69.3.6. On-premise directional signs and other small accessory signs may be allowed by the planning commission provided they are necessary to promote the health and safety of the public.

69.3.7. Off-premise directional signs are allowed provided they are not more than (6) square feet in area and do not interfere with traffic or pedestrian visibility. Off-premise directional signs are limited to four (4) per business.

69.3.8. Signs utilizing rotating or flashing lights are not allowed. Direct lighting is allowed provided it will not hinder pedestrian or traffic visibility, as determined by the planning commission.

69.3.9. Traffic control and regulatory signs are allowed, as deemed necessary by the governing body or the Department of Transportation.

69.3.10. Adress signs are allowed provided they do not exceed two (2) square feet in areas.

69.3.11. Memorial plaques, cornerstones, historical tablets, and other such signs are allowed provided they receive planning commission approval.

69.3.12. Cluster signs are allowed provided they meet the area, height, and other requirements for the zoning district in which they are located.

69.3.13. Construction signs are allowed during project construction provided they are not more than thirty-two (32) square feet in area and not more than eight (8) feet in height.

69.3.14. Temporary signs, including banners, are allowed to advertise special events such as grand opening ceremonies, for a period not to exceed seven (7) days, upon approval of the building inspector.

69.3.15. Portable signs are not allowed. All portable signs presently located within the corporate limits shall be removed from public display prior to September 1, 1986.

69.3.16 Billboards are not allowed.

69.4 Residential Districts. Signs in residential districts are governed by Section 69.3 and the following regulations.

69.4.1. Real estate signs are limited to one (1) sign per road frontage, not to exceed nine (9) square feet in area and five (5) feet in height.

69.4.2. Home occupation signs are limited to one (1) sign per property, not to exceed four (4) square feet in area and five (5) feet in height.

69.4.3. Nonresidential uses permitted in residential districts are limited to one (1) sign not to exceed twenty-five (25) square feet in area and ten (10) feet in height. The location of the sign shall be approved by the planning commission.

69.4.4. Subdivisions, apartments, and other multi-family developments are limited to one (1) sign per entrance not to exceed three (3) signs per development. The signs shall not exceed fifteen (15) square feet in area and six (6) feet in height.

69.5 Commercial Districts. Signs in the commercial zoning districts are governed by Section 69.3. and the following regulations.

69.5.1. The maximum number of signs per business is two (2), but not two (2) of the same type. Businesses which front two parallel streets may have three (3) signs, but not two (2) of the same type for each road frontage.

69.5.2. The maximum height of any sign is twenty-five (25) feet.

69.5.3. Projecting signs shall not exceed twenty (20) square feet in area and shall not be located less than nine (9) feet from the ground.

69.5.4. No wall sign shall cover more than twenty (20) percent of the wall area on which it is to be located.

69.5.5. Three faced signs are allowed, but each sign face shall not have an area greater than 2/3 of the area requirements of the zoning district in which it is located.

69.5.6. Real estate signs are limited to one (1) sign per road frontage, not to exceed twenty (20) square feet in area and eight (8) feet in height. In multi-unit developments, one

additional sign per unit, not to exceed nine (9) square feet in area and eight (8) feet in height may be allowed with planning commission approval.

69.5.7. Shopping Centers. A sign designating a shopping center and its tenants shall have a maximum area of eighty (80) square feet plus ten (10) square feet for each tenant over two, not to exceed one hundred fifty (150) square feet in the C-2 district and one hundred twenty (120) square feet in the C-1 district. Ground signs designating individual businesses are not allowed, however, businesses without an external entrance are allowed one (1) additional sign, and businesses with an external entrance are allowed two (2) additional signs, but not two of the same type.

69.5.8. Office Centers. A sign designating an office center and its tenants shall have a maximum area of sixty (60) square feet in the C-1 district and a maximum area of eighty (80) square feet in the C-2 district. Ground signs designating individual offices are not allowed, however, offices without an external entrance are allowed one (1) additional sign, and offices with an external entrance are allowed tow (2) additional signs, but not two of the same type.

69.5.9. Office Centers. A sign designating an office center and its tenants shall have a maximum area of sixty (60) square feet in the C-1 district and a maximum area of eighty (80) square feet in the C-2 district. Ground signs designating individual offices are not allowed, however, offices without an external entrance are allowed, however, offices without an external entrance are allowed one (1) additional sign, and offices with an external entrance are allowed two (2) additional signs, but not two of the same type.

69.5.10 C-1, Commercial District.

69.5.10.1. Ground and roof signs in areas fronting roads with three (3) or fewer lanes for traffic shall not exceed sixty-four (64) square feet in area.

69.5.10.2. Ground and roof signs in areas fronting roads with four or more lanes for traffic shall not exceed eighty (80) square feet in area.

69.5.11. C-2 Commercial District.

69.5.11.1. Ground and roof signs in areas fronting roads with three or fewer lanes for traffic shall not exceed eighty (80) square feet in area.

69.5.12.2. Ground and roof signs in areas fronting roads with four or more lanes for traffic shall not exceed ninety-six (96) square feet in area.

69.6. M-1, Industrial District. Signs in the M-1, Industrial District are governed by section 69.3. and the following regulations.

69.6.1. Sign as allowed in the C-2 Commercial District.

69.6.2. Accessory wall signs to identify specific industrial building uses are allowed with planning commission approval. Such signs shall be limited to one sign per building, not to exceed six (6) square feet in area and ten (10) feet in height.