



Community Development Department
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Memorandum

Date: February 18, 2016
To: Nathan Poore, Town Manager
From: Amanda L. Stearns, AICP, Community Development Director
Cc: Town Council
Re: Business Professional District Sign Amendment

Staff have prepared the attached amendment based on the Council request for the drafting of an amendment to the Zoning and Site Plan Review Ordinance which will accommodate off-premise signs in the BP District where egress is provided off-site. The draft is a joint effort and includes input from and review by Ethan Croce, Senior Planner and Amy Tchao, Town Attorney.

Every amendment is drafted in the context of a broader goal of simplification, clarification and eliminating conflict within the ordinance. To that end, this amendment achieves the following:

1. Provides for two freestanding signs per lot and removes the distinction between freestanding advertising signs and property identification signs.
2. Provides for the placement of a sign or sign panel off-premise provided the sign is within a certain distance of the access driveway.
3. Reduces the front setback to zero and maintains all other setbacks of 15 feet to the property line.
4. Reduces the sign height to 12 feet to be consistent with the VCI District.
5. Reduces the overall sign display area maximum size to 64 square feet to be consistent with the VCI District.
6. Removes the separation requirement between freestanding signs and property identification signs.
7. Uses the current minimum letter size for property identification signs of five inches.
8. Maintains the application of the Route One Design Guidelines for signs.

This amendment is occurring prior to a full review of sign provisions in the ordinance. It is possible that there may be further changes to the language construction and organization of the ordinance as a result of a full review.