

## Chapter 102. Development Regulations

### Article XVIII. General Regulations in All Districts

#### § 102-118.7. Signs.

- A. The following signs shall be permitted anywhere within the City limits.
- (1) Official traffic signs and any other sign required by law.
  - (2) Temporary real estate signs advertising the sale, lease or rental of the property on which said signs are located, provided that:
    - (a) The size of said sign shall not exceed eight square feet.
    - (b) Not more than one sign shall be erected for any one property.
    - (c) Signs bearing the words "Sold" or "Rented" shall be removed 30 days after being posted.
    - (d) Such signs shall be erected only on the premises to which they relate.
  - (3) Temporary real estate signs pertaining to the sale of homes and home sites within a development and to sponsors and/or supporting agencies for publicly funded projects, provided that:
    - (a) The size of such sign shall not exceed 20 square feet.
    - (b) Such sign shall be located within the boundaries of such development.
    - (c) Not more than one such sign shall be placed within any such development, unless the development fronts on more than one street, in which case one such sign may be erected on each street frontage.
  - (4) For senior citizen housing, one freestanding sign shall be permitted. Such sign shall:
    - (a) Not be greater in area than 12 square feet.
    - (b) Not exceed the permitted height of five feet.
    - (c) Be constructed of natural materials.
  - (5) Business and professional office identification signs, provided that:
    - (a) The size of such sign shall not exceed an area of one square foot for each two feet in width of the front of the building or portion thereof devoted to such use or activity.
    - (b) Such sign shall be erected only on such premises on which the use to which the sign relates is conducted.
    - (c) Said sign shall be mounted on the surface of the structure to which it is appurtenant.
  - (6) Project identification signs for developments, provided that:
    - (a) Such sign shall not contain information other than the name and logo of the project.
    - (b) The size of such sign shall not exceed 16 square feet in area and five feet in height.

- (7) Retail commercial business signs not exceeding 20 square feet in area on one side and 30 square feet in area on two sides for corner establishments, relating only to the use conducted on the premises, provided that:
- (a) Such sign shall not exceed two feet in height.
  - (b) Such sign shall not be located or project above the roofline or more than 10 inches beyond the front wall of any structure.
  - (c) Such sign is mounted flat to the building at a height at least 10 feet above sidewalk grade and not more than 15 feet above sidewalk grade.
  - (d) Temporary banner signs may be permitted, provided that a banner permit is obtained, the cost of which is \$5. The banner permit will be issued for a period of 30 days. A limit of two banner permits per year will be issued for each commercially-owned property. The banner must be mounted flat to the building facade, and the banner size cannot exceed 25% of the building facade.  
[Added 11-21-1991 by Ord. No. 9126]
- (8) Service station signs, provided that:
- (a) The identification sign is located within property line.
  - (b) In addition to the brand sign, one special sign not exceeding 12 square feet in area may be displayed.
- (9) Marina commercial signs, provided that the sign does not exceed 20 square feet in area and there is one sign identifying the business establishment.
- (10) Political signs.
- (a) One sign per property, two if the property is situated on a corner.
  - (b) The size of the sign shall not exceed four square feet in area (two by two feet).
  - (c) Signs shall be located no closer than five feet to a property line.
  - (d) Such signs may be erected no earlier than 30 days prior to an election and removed no later than one week after the election.
- (11) For design centers, one freestanding sign for any single property, regardless of the number of establishments therein. This sign shall identify only businesses, services or occupants of the center. Such sign shall:
- (a) Not exceed the permitted height of 25 feet.
  - (b) Not be greater in total area than 100 square feet.
  - (c) Be set back from the street right-of-way a minimum of 25 feet.
  - (d) Be landscaped at its base and maintained.
  - (e) Be constructed of natural materials and have an external light source and have no moving or flashing parts.
  - (f) Be kept in good repair.
- (12) Internal signs for separate establishments shall identify only the business, service or occupants of the establishment, and such signs shall:
- (a) Be designed within an overall theme for the center.
  - (b) Not exceed the roofline.
  - (c) Not exceed 5% of the individual establishment's facade.
  - (d) Have no moving or flashing parts and have an external light source.

(13) Signs within windows of individual shops shall not, in the aggregate, exceed 20% of the total window area.

(14) Automobile sales and service establishments:

(a) Automobile sales and service establishment signs shall:

[1] Advertise only the business conducted on the property.

[2] Be attached to the building's facade.

[3] Not exceed 5% of the facade area and in no case be over 100 square feet.

[4] Have no moving or flashing parts.

(b) Automobile sales and service establishment window signs shall not, in the aggregate, exceed 20% of the total window area.

(15) Home occupation signs.

[Added 11-12-1998 by Ord. No. 9824]

(a) One principal building or porch mounted sign at the first floor level which shall face the street and not exceed 16 inches in height and 24 inches in width. Signs shall be made of wood or metal with raised or embedded lettering. Sign color shall be limited to cranberry red, blue or white, or a combination of same. In addition, lettering may be black or gold.

(b) In addition to the building-mounted sign, one sign hung from an existing or proposed light pole not exceeding 10 inches in height and 16 inches in width, two-sided, of cast metal or wood, white lettering on a black background.

(c) Each sign may be lighted by a covered overhead fluorescent light not exceeding 40 watts.

(16) Churches/houses of worship,

[Added 11-9-2000 by Ord. No. 2011]

(a) One bulletin board/identification sign, either building-mounted or freestanding, not greater than four feet wide and five feet high, internally lit. If freestanding, the sign cannot be placed higher than 18 inches above existing grade and not closer than four feet to any property line.

(b) One freestanding changeable message center sign, internally lit, not greater than six feet in width and four feet in height with four-inch maximum high lettering. The sign shall not be located closer than two feet to any property line. The bottom of the sign shall not be placed higher than 18 inches above existing grade.

(c) One digital display sign may be provided in lieu of the permitted freestanding signage indicated in Subsection **A(16)(a)** or **(b)**. Digital display signs must meet the following standards:

[Added 8-21-2014 by Ord. No. 2014-22]

[1] Minimum setback: 10 feet from all lot lines.

[2] Maximum height: 10 feet to the top of the sign face, excluding architectural elements. Total height shall not exceed 15 feet.

[3] Maximum gross surface area of signs permitted: 24 square feet (total one side). No freestanding sign shall have more than two faces.

[4] Permitted freestanding signs which utilize digital display technology may dedicate up to 100% of the permitted sign area to the digital display portion of the sign.

[5] Maximum illuminance.

[a] Daytime (dawn to dusk): 5,000 candelas per square meter.

[b] Nighttime (dusk to dawn): 150 candelas per square meter.

[6]

Maximum luminance. No digital display sign may exceed 0.1 footcandle (1.07 lumens per square meter) at the property line where the sign is located.

- [7] The digital display portion of a sign shall change messages at intervals of no less than three minutes.
- [8] The digital display portion of any sign may only advertise businesses, organizations, or facilities located on the site, products or services offered by those businesses/organizations/facilities, public service announcements approved by the City of Ventnor, or urgent public safety messages approved by the City of Ventnor Police Department.
- [9] Illumination related to any sign may not create a luminance greater than 0.1 footcandle at any property line.

(17) Temporary signs of contractors, builders and artisans, provided that:

[Added 11-17-2011 by Ord. No. 2011-14]

- (a) Such signs shall be erected only on the property where such work is being performed.
  - (b) The size of such signs shall not exceed four square feet.
  - (c) Such signs shall not be placed before the work commences and shall be removed within one week of completion of work.
  - (d) At no time shall there be more than one temporary sign permitted on the property regardless of the number of trades performing work.
- B. A sign plan shall be submitted that demonstrates a coordination of signs and graphics for site plan review. The plan shall include details on letter style, lighting, color, construction and materials and location. The sign plan shall be based on an integrated design theme and shall be designed so as to be in harmony and consistent with each other and the design of the proposed development.
- C. No sign shall project over any sidewalk nor extend beyond any property line.
- D. Signs shall have no moving parts or flashing effect and shall have an external light source designed so as to prevent glare.
- E. Window signs may be used, provided that the area does not exceed 15% of the total window area and the total sign area does not exceed the standards for the individual use.
- F. Awning signs and awnings may be used, provided that the lettering appears on the vertical front or side flaps and that no part of the lettering is greater than 10 inches in height. Also, the awning must not protrude greater than six feet from the building and the main support frame must be at a height of six feet eight inches above sidewalk grade.  
[Amended 4-27-1995 by Ord. No. 9507; 8-2-2007 by Ord. No. 2007-10]
- G. <sup>[1]</sup>The painting of signs directly on a wall, window or other portion of a building is prohibited.
- [1] *Editor's Note: Former Subsection G, dealing with banner signs, was repealed 11-21-1991 by Ord. No. 9126, and former Subsection H was relettered to Subsection G.*