

Proposed changes to the provisions for service stations.

Existing Regulations:

7. Special provisions for service stations and convenience stores. A service station or convenience store which is engaged in the retail distribution of petroleum and petroleum products, minor grocery staples and deli or grill foods, in addition to the sign allotment hereinbefore provided, shall be further entitled to the following additional signs:

a. Where the price is not provided on the ground or building sign, one non-illuminated permanent price sign per street front, the sign not to exceed two square feet in face area, and located upon the pump island nearest to the street or upon the face of the station building;

b. Two non-illuminated self service or full service signs per pump island, the signs not to exceed two square feet in sign area nor to be located at a height more than eight feet from the surrounding grade;

c. Signs displaying the federal and state stamps, octane ratings, pump use directions, no smoking signs and other signs as required by federal, state and local law, provided that the accumulated total square footage of same shall not exceed one (1) square foot per pump island;

d. Other signs and stamps required by state and federal law, provided same are of size no greater than the minimum requirements of the law and for design, size and lighting is approved by Planning Commission.

Proposed Regulations:

7. Special provisions for service stations and convenience stores. A service station or convenience store which is engaged in the retail distribution of petroleum and petroleum products, minor grocery staples and deli or grill foods, in addition to the sign allotment hereinbefore provided, shall be further entitled to the following additional signs:

a. Total permitted signage

The maximum signage for all signs for a service station shall equal 1.5 square feet for every lineal foot of building frontage. Provided however that the Planning Commission may increase the maximum signage by 10% for buildings of less than 100 feet of frontage.

b. Ground mounted, Pylon or freestanding signs.

One ground mounted sign shall be permitted for every service station building. The regulations for that sign shall be subject to the district and sign corridor in which it is located.

Ground Mounted Signs	Area	Height
Highway 51 Special Sign Corridor	50 sq. ft.	20 feet
Navy Road Special Sign Corridor	40 sq. ft.	8 feet
M-1, M-2, M-3 and M-P	50 sq. ft.	10 feet
All other permitted locations	32 sq. ft.	6 feet

c. Gasoline service station canopy signs.

A gasoline service station with a canopy shall be permitted two canopy signs in total. The canopy sign or signs shall collectively not exceed 16 square feet in area. The canopy sign shall be a flat sign permanently affixed to the vertical face of the canopy and shall not project above or below or from any side of the vertical face of the canopy. The sign portion of the canopy may be internally lit. The balance of the canopy shall not be lit.

A business logo, inclusive of striping or other symbols, may appear on this canopy sign as part of the allowable sign area.

d. Pump signs.

(1) Signs shall be allowed on gasoline pumps so as to provide the required information to the public regarding "octane rating," "price," type of fuel," "federal and state stamps," "pump use directions," and "no smoking."

(2) The trade name and any associated symbols shall be permitted on the sides of the pumps as flat signs located no more than three feet above the ground and not to exceed one square foot in sign area per pump.

e. Gasoline service station price signs.

Gasoline service station price information may be incorporated into the ground mounted sign, provided that the total area of the price sign shall not exceed 20 square feet in area.

(5) Building or Wall signs.

Building signs are in accordance with normal requirements for Office, Commercial and Industrial Districts.

Proposed changes to the location of permitted signs in commercial districts.

Existing regulations

a. Each ground floor occupant of a business structure is permitted no more than two business signs facing the street upon which the business fronts.

Proposed Regulations

b. Each ground floor occupant of a business structure is permitted no more than two business signs. These sign(s) may face the street upon which the business fronts, be located on the side of the business, or one sign may be located on the front and the second sign located on the side.