

SHELTON PLANNING AND ZONING COMMISSION
SIGN REGULATIONS – FINAL DRAFT of 1/15/11 amended to clarify wording of Section
44.4.10 and Section 44.5.1(g) as suggested by Corp. Counsel in memo of 7/13/11.

**AS ADOPTED BY THE SHELTON PLANNING AND ZONING
COMMISSION ON JULY 13, 2011 TO BECOME EFFECTIVE AUGUST 1,
2011 AT 8:00 A.M.**

SECTION 44 - SIGNS

44.1 **Purpose:** It is the purpose of these sign regulations to permit signs that do not confuse or obstruct the visibility necessary for traffic safety or otherwise endanger public health and safety, create an attractive business climate and to enhance the physical appearance of commercial areas and to preserve and enhance the overall aesthetics of the community. The intent of this **Section** is to accommodate the establishment of signs necessary for identification, direction and reasonable commercial promotion while avoiding signs of a character, as well as a proliferation and extension of signs, that would be detrimental to the public health and safety, property values and the appearance and beauty of the community. The goal is to insure that signs, as defined herein and placed in the City of Shelton, shall not be overly intrusive, unnecessarily large, overly high or inappropriately located.

44.2 **Definitions:** The following shall have the meanings given below:

44.2.1 **Sign:** Every sign, billboard, illustration, insignia, lettering, picture, display, banner, pennant, flag or other device, however made, displayed, painted, supported or attached, which advertises, announces, directs, identifies, publicizes, notices or warns, which is visible from any street or from any lot other than the lot on which it is located. The term “sign” shall also include any continuous strip-lighting but shall not include any flag, pennant or insignia of any governmental unit or non-profit organization. Indoor signs placed in windows and intended to be viewed from outside the building shall also be considered “signs” for the purpose of these Regulations.

- 44.2.2 **Sign, Internally Illuminated:** A sign designed to give forth artificial light, directly or through transparent or translucent material, from a source of light on or within such sign, but not limited to neon, “LED” (light emitting diodes), LCD (liquid crystal display), HID (high intensity discharge), fluorescent and/or incandescent “lamps” and exposed-lamp signs.
- 44.2.3 **Free-Standing Sign:** A Free-Standing Sign shall be any sign not attached to or mounted on a building and shall also include the following:
- 44.2.3(a) **Ground Sign:** A sign which has no clear area between the ground and the bottom of the sign area or a sign together with its supports which does not exceed six (6) feet in height.
- 44.2.3(b) **Elevated Sign:** A sign supported by two (2) or more uprights in or upon the ground and whose total height exceeds six (6) feet.
- 44.2.4 **Wall Sign:** A sign attached to, painted on or erected against the exterior wall of a building and running approximately parallel with the face of the wall; a projecting or hanging sign located under a roof and over a walkway; or a blade sign mounted perpendicular to the main building façade.
- 44.2.5 **Identification Sign:** A sign advertising the name or kind of business conducted, or the sale of goods, merchandise or services sold or provided at the premises where the sign is located, or the prospective sale or lease of said premises or the business conducted therein.
- 44.2.6 **Directional Sign:** A sign containing no advertising thereon and giving only the name and directions to one or more establishments located at other premises.
- 44.2.7 **Light:** Any floodlight, searchlight, beacon or other source of illumination of any kind.
- 44.2.8 **Flashing and Moving:** A sign or source of light, which flashes, rotates, moves or in any way simulates motion.

- 44.2.9 **Continuous Strip Lighting:** Any source of illumination of the gas filled, continuous bulb lighting, LED or of similar utility and design.
- 44.2.10 **Unified Shopping Center:** Any retail or mixed retail and office shopping area containing four (4) or more retail tenants in one (1) or more buildings, all situated on one lot.
- 44.2.11 **Blade Sign:** A projecting sign that is mounted to a wall such that the sign face is perpendicular to the main building façade.
- 44.2.12 **Projecting/Hanging:** An identification sign that projects from the face of a building or hangs from a roof canopy and is under a roof and over a pedestrian walkway but not over a public street sidewalk.

44.3 **General Requirements:** The following requirements are applicable to all signs throughout the City of Shelton.

- 44.3.1 **Permits:** No sign, except as provided herein, shall be constructed, erected, moved, or structurally altered or otherwise changed, unless an **Application for a Certificate of Zoning Compliance** has been approved by the Shelton Planning and Zoning Commission or its authorized agent. A change to a new name shall not be deemed to be a change but will require administrative approval of a permit. Normal maintenance shall not be deemed to be a change.
- 44.3.2 **Applications:** All such Applications for signs shall be accompanied by a plot plan showing the location of the sign(s), and by a drawing or sketch, drawn to scale with dimensions, showing the height, design, materials, colors and illumination of the proposed sign(s), and by a building elevation or sketch showing pertinent building dimensions and the proposed sign(s) located thereon.
- 44.3.3 **Illumination:** All illuminated signs or lighting devices shall employ only lights emitting a light of constant intensity. Internally illuminated signs shall be such that all direct light sources are completely covered and located so as to minimize intrusion into residential areas.

44.3.4 Maintenance: All signs together with their supports, braces, guys and anchors shall be kept in good repair and in safe condition. The exteriors of all signs, supporting members, painted surfaces, advertising materials and lettering shall be kept painted and in good repair, so as to present a neat and orderly appearance. All loose or missing letters, figures, characters or representations on any sign shall constitute a maintenance violation and must be corrected or removed by the owner within five (5) days of notice to do so from the Zoning Enforcement Officer. Temporary signs in a torn or damaged condition must be removed by the owner within five (5) days of notice to do so from the Zoning Enforcement Officer. Any sign deemed by the Building Official to be unsafe and a threat of bodily harm or property damage shall be removed immediately upon receipt of notice by the Zoning Enforcement Officer and/or the Building Official. Except in the instance of an unsafe condition, any such order by the Zoning Enforcement Officer may be appealed to the Planning and Zoning Commission for review. Appeals from an order by the Building Official may be filed with The Building Appeals Board for a determination. Signs that indicate the time or temperature must indicate the correct information to public view. The owner and/or lessee of the premises on which a sign is erected shall be directly responsible for keeping such sign and premises in a safe, neat and orderly condition.

44.3.5 Non-Conforming Signs: Currently existing signs of a size or type not permitted in the District in which they are situated, or which are located or illuminated contrary to the above regulations, or which do not conform to all provisions of these regulations, will be considered non-conforming structures under this Section. No non-conforming sign shall be altered or changed unless such sign is made to conform to these regulations. A change shall not include a change in name and shall not include normal maintenance activities. A casualty loss of a sign due to damage or destruction by fire, storm, or other casualty may be promptly restored within 60 days after the date of the casualty provided such restoration does not extend the non-conformity. However, deferred maintenance that necessitates complete replacement of more than 50 percent (50%) of the supporting structure shall require the elimination or significant reduction of the non-conformity. Any other change of such non-conforming signs or increase in size shall be deemed to be an enlargement or extension producing an increase in non-conformity. Any signs described above shall not be relocated to any other

location on the premises unless such relocation results in reducing or eliminating the degree of non-conformity.

44.3.6 Measurement of Area: The area of a sign shall include all exposed faces of a sign measured as follows:

- a. When such sign is on a plate or framed or outlined, all of the area of such plate or the area enclosed by such frame or outline shall be included.
- b. When such sign is comprised only of letters, designs or figures affixed on a wall, the entire face of said wall being of uniform material, color, and texture, the total area of such sign shall be considered to be the area of the smallest geometric shape, such as a rectangle, triangle or circle which encloses all letters, symbols, or designs that constitute such sign.
- c. Any sign may be double faced and only one face shall be counted in determining conformity to sign area limitations. If the two faces are at any point more than two feet from one another, they shall be considered as two signs.

44.4 Sign Prohibitions: The prohibitions set forth in this Paragraph shall apply to all signs, all artificial lighting and all Districts within the City of Shelton, regardless of designation.

44.4.1 All signs and other advertising devices other than **Directional Signs** under Paragraph 44.8 herein, shall be limited to only those that advertise, identify or give publicity or notice only with respect to a use of land, buildings or other structures actually present on the property on which such sign is located.

44.4.2 No sign, including awning signs, shall project beyond any property line or street line, unless said encroachment into the street right of way has been properly authorized by the Shelton Board of Aldermen and processed by the Building Department. Any such sign not properly authorized/processed shall be removed by the owner of the premises upon which such sign may be found. Except those permitted subject to the provisions of Paragraph 44.9, any portable signs not attached either to a building or the ground (such as sandwich signs) and located

within such public street right of way shall be removed within ten (10) days after written notification from the Zoning Enforcement Officer. The Zoning Enforcement Officer may cause to be removed any such portable sign that is placed within the public right-of-way of any street. If said street is a State/Federal Highway, the State of CONN/DOT will be notified to remove said sign(s) immediately and they will be brought to the DOT maintenance garage. If said street is a City street, the City Department of Highways and Bridges will be notified to remove such sign(s) immediately and they will be brought to the City Yard. The owner is responsible for making arrangements to pick up said sign(s). Any such sign not claimed within ten (10) days may be destroyed.

- 44.4.3** No projecting or hanging sign shall extend over any portion of the vehicular traveled path of any driveway or other accessway.
- 44.4.4** No wall sign except permitted blade signs shall extend beyond the sides of a building or above the lowest point of the main roof-line of any building. No sign shall be permitted on the roof of any building or portion thereof.
- 44.4.5** No sign shall interfere in any way with vehicular or pedestrian traffic, traffic signs or signals or visibility of motorists by virtue of the location, color or size of such signs. No artificial light or reflecting device shall be used, located, or displayed where such light or device distracts the attention of users of a street and competes for attention with, or may be mistaken for, a traffic signal. No sign shall be erected in such a manner that it obstructs clear vision for a distance of twenty (20) feet from any street intersection, as measured along the curb or gutter line of each street.
- 44.4.6** No sign shall be positioned so as to obstruct access to or from any door, exit, window or fire escape, or access for fire fighting purposes, or which interferes with any opening required for proper ventilation or to cause other hazards to the public health or safety of the public generally, or to be deemed to be a nuisance or annoyance to the residents or occupants of the premises or of any other building or premises. In enforcing the provisions of this paragraph, the Commission may consult with and/or seek input from the Fire Marshall, Police Chief or other municipal official or board.

- 44.4.7** No sign shall be animated or flashing, except for barber poles and time-temperature devices employed as part of an otherwise non-flashing, non-animated display. No letter, figure or device, except for barber poles, shall exceed a height of three (3) feet for a single line of copy or two (2) feet for multiple lines of copy.
- 44.4.8** Except for flags, no sign shall be permitted which is in motion by any means, including swinging, fluttering or rotating, including signs such as festive banners and/or pennants larger than one (1) foot in any dimension, strung in series and set in motion by movement of the atmosphere. The area of any flag (except national, state or town flags) shall be computed as signage and shall require permits in accordance with Paragraph 44.3.1.
- 44.4.9** No sign shall be permitted to be painted or posted directly upon the exposed surface of any wall except for individual, raised, mounted letters. All other painted or posted signs shall be on a plate or backing made of a durable material such as metal, wood or plastic that is affixed to the wall.
- 44.4.10** No signs shall be mounted on any utility pole.
- 44.4.11** Temporary, free-standing portable signs, such as sandwich signs, shall be prohibited unless authorized under the provisions of Paragraph 44.6 herein. The stringing of lights is prohibited, except during the annual holiday season extending from November 15 to January 16.
- 44.4.12** No building, sign or any portion thereof shall be permanently outlined in gas-filled tube type lighting, LEDs or other similar lighting.
- 44.4.13** On any lot that abuts the right-of-way of the Route 8 Expressway, no sign shall be permitted which faces or is intended to be visible from the Route 8 Expressway.

44.5 Signs Permitted in All Districts:

44.5.1 The following signs are permitted in all Districts, except as indicated otherwise herein, and do not require a **Certificate of Zoning Compliance** and except as stipulated otherwise, such signs may extend to the street or property line:

- a. Official government notices and governmental signs to control traffic or for other regulatory purposes, or to identify streets, or to warn of danger.
- b. Signs of public service companies to warn of danger.
- c. Private signs with no advertising thereon that warn of danger, prohibit trespassing or direct traffic on the lot. Such signs shall not exceed a total of three (3) square feet each.
- d. On any residential premises, one (1) identification sign not exceeding three (3) square feet in area, giving only the name of the premises and/or of the occupant, or announcing a professional or business office or a home occupation on the premises.
- e. In Commercial or Industrial Districts, temporary window signage is permitted as set forth below. Glass area is measured from the edge of the window frame. A multi-paned window with mutins is considered one window.
 1. Paper and/or other temporary signs that are affixed to a window or door announcing sales or special features shall not occupy more than 50% of the area of said window and/or door provided that the total area of such temporary and permanent window signs does not exceed 65% of said window area. The total area of such temporary signs shall not be included in the maximum permissible wall sign area.
 2. Merchandise displayed in windows is not considered signage.

3. Signs on windows and doors with letters less than two (2) inches in height, as well as necessary signs in liquor stores and restaurants mandated by State Statutes, are exempt from area calculations.
- f. On a lot where the premises are for sale or for rent, one (1) temporary real estate sign for a residential property, which sign shall not exceed two (2) feet by three (3) feet, (i.e. six (6) square feet per side,) plus not more than one (1) “rider-panel” not exceeding six inches (6”) by three (3) feet conveying information such as agent’s name, sale pending, price reduction or similar information. In addition, one (1) “Open House” sign not exceeding two (2) feet square may be put in place on the lot on the day of the event provided it is removed in the same day at the close of the event. Regarding interior lots, permitted signs shall be located within the fee-strip or easement of access associated with said lot. For a non-residential property, such temporary real estate sign shall not exceed 16 square feet in area per side and not more than six (6) feet in any dimension. Other than on interior lots where permitted signs may extend to the side property lines, all signs shall be set back at least five (5) feet from any property line and shall not refer to any other premises. Temporary real estate signs referring to property other than the one on which the sign is located are prohibited.
 - g. Temporary commercial advertising signs for a specific event i.e. carnival, bazaar, fair, theatrical performance, etc. provided they are erected not more than 45 days before the advertised event and are removed within seven (7) days after the advertised event.
 - h. Signs advertising the seasonal sale of farm or forestry products are permitted in addition to other signage that may be allowed pursuant to these Regulations. Two (2) such signs not exceeding 12 square feet in total and not extending more than five (5) feet above ground level may be erected. A significant proportion, (more than 50%) of the product advertised must be grown on the lot upon which the sign is erected unless the lot is in a commercial zone that allows such sales. Said sign shall be removed upon cessation of the seasonal sales. Notwithstanding the above, on large farms of 20 acres or more, said signs shall not exceed 24 square

feet and a height of ten (10) feet, which signs may be retained on a year-round basis.

- i. Signs associated with public projects sanctioned by the local, state and/or federal government and required by said sanctioning entity.

44.5.2 The following signs are permitted in all Districts, subject to the standards and provisions of Paragraph 44.3 herein, which signs shall not extend within less than ten (10) feet of any property line or street line, unless further restricted herein:

- a. Temporary building contractors' and designers' signs pertaining to a building under construction on the lot where the signs are located, provided that the total area of such signs shall not exceed 24 square feet, and such signs shall be removed within 30 days after completion of the project.
- b. On any lot containing a farm, cemetery, church, place of worship, parish hall, museum, school, college, university, membership club, charitable institution, hospital, recreation facilities, nature preserves, wildlife sanctuary, convalescent home, sanitarium, public utility or buildings, uses and facilities of the City of Shelton, State of Connecticut or Federal Government, one (1) sign not exceeding 16 square feet in area.
- c. On any lot containing City facilities or a church or other place of worship or an educational institution, one (1) sign constituting a bulletin board and not exceeding 16 square feet in area.
- d. On a lot at the entrance to a residential neighborhood or a multi-family development, one (1) permanent sign not exceeding 16 square feet in area giving only the name of the neighborhood or development.
- e. On any lot in a residential zone where a use exists that does not comply with the requirements of that zone, either as a pre-existing non-conforming use or one allowed by variance, the signage requirements shall

be determined by the Commission. The Commission shall take into consideration the type of use, location, visibility from residential uses and reasonable needs for identification/advertising of the particular use. In no event shall the signage standards exceed that allowed in the most restrictive commercial zone where the use would be conforming.

- f. Identification signs for **Special Exception Uses** in any Residence District provided the aggregate area of the signs shall not exceed 24 square feet. Only one free-standing sign is permitted. The free-standing sign must be at least 15 feet from any property line and shall include the street address number at least four (4") inches in size.
- g. Public convenience signs advertising hours of operation not to exceed one (1) sign of two (2) square feet in area.

44.6 Signs Permitted in Non-Residence Districts: The following signs are permitted in all non-residential Districts, subject to the standards and provisions of Paragraph 44.3 herein and the following additional standards and conditions:

44.6.1 Free-Standing Signs: On any lot, one (1) free-standing, elevated or ground sign, is permitted for the principal street frontage and one (1) for each additional street where the lot has at least one hundred (100) feet of frontage, which sign(s) may extend to within five (5) feet of the street line and shall comply with the following requirements:

- a. The sign shall be supported by a free-standing, self-supporting structure that is erected on the ground and is not attached to a building. If elevated, said structure shall have two (2) or more supporting uprights which are visually proportional to the sign they support.
- b. The free-standing sign shall identify the center and/or the name(s) of the business(es) occupying the lot and shall include the street address number at least four (4) inches in size.

- c. No free-standing elevated sign shall exceed a height of fifteen (15) feet as measured from the average ground elevation within 20 feet of the sign structure to the top of the sign.
- d. Each free-standing sign shall not exceed a sign area of 40 square feet for a face and 80 square feet for the total, if double faced, provided each face is clearly designed and intended to be viewed from opposite directions. Said sign shall not exceed eight (8) feet in any dimension. The sign area for free-standing signs is not included in the sign area as set forth in Paragraph 44.6.2.
- e. All signs shall be at least five (5) feet from any street line and ten (10) feet from any property line other than a street line. No sign shall be located within fifty (50) feet of the boundary of a Residence District.

44.6.2 Wall Signs: Wall signs shall include all permanent window signs, which window signs shall not occupy more than 25% of the glass area of any window. The total surface area of all signs attached to or mounted on a building and designed to be viewed from the same side of the building plus permanent window signs shall not have an aggregate area greater than ten percent (10%) of the area of such wall(s). All wall signs shall comply with the following requirements:

- a. Each sign must be attached to a wall or facade of a building
- b. No sign shall extend above the lower sill of a second story window and shall not exceed a height of twenty (20) feet as measured from the ground to the top of the sign, whichever is less.
- c. Except for signage that is part of any permissible awning or canopy, a wall sign may project not more than fifteen (15) inches from the wall to which it is attached. Lettering may be painted or otherwise affixed to any permissible awning or canopy provided said lettering is limited to the name and address of the business conducted on the premises and/or the service rendered therein. Said lettering shall not project above, below or beyond the physical dimensions of the awning or canopy. No such awning, canopy or sign projection shall occur within eight (8) feet vertical clearance of the ground. No part of such awning, canopy or wall sign shall extend within the public

street right-of-way unless proper authorization has been obtained from the Shelton Board of Aldermen and processed by the Building Department.

- d. A single tenant building may have up to two (2) wall signs provided they are not the same wall. No sign may be on a side or rear wall unless such wall faces a street, driveway or parking area or is at least 50 feet from any other non-residential building. A sign may not exceed 1.5 square feet for each linear foot of the wall to which it is attached, or 80 square feet, whichever is less, and shall not exceed a length of 60% of said wall. In addition to the above, not more than four (4) sign panels of uniform size and design identifying major departments and/or sub-areas of said major tenant and not exceeding an additional 50 square feet in total. Notwithstanding the above, one (1) wall identification sign not exceeding two (2) square feet in area shall be permitted at a secondary business entrance facing a parking area.
- e. In mixed use or multi-tenant buildings, the total allowable wall sign area shall be prorated on an equitable basis, such as on the amount of floor area of each rental unit, the number of rental units or the façade area. The total exterior sign area for any individual tenant signs shall not exceed one (1.5) square feet for each linear foot of storefront and may only be attached to that portion of the building that the tenant occupies, which sign shall not exceed a length of 75% of the linear footage of storefront occupied. The length of storefront occupied shall be measured along a horizontal line along the front of the store between exterior walls or between the centers of intersecting party walls. A single tenant may have up to two (2) wall signs provided they are not the same wall. No sign may be on a side or rear wall unless such wall faces a street, driveway or parking area or is at least 50 feet from any other non-residential building. Secondary business entrance facing a parking area may be permitted one (1) wall identification sign not exceeding two (2) square feet in area.
- f. In addition to allowable wall signs, each unit occupancy above the first floor may display a sign on the inside of one (1) window serving said unit of occupancy, provided that no such sign shall exceed an area of six (6) square feet or 25% of the area of said window, whichever is less. No one business use or tenant shall have more than two (2) wall signs on the premises.

- g. Signs for individual tenants or occupants of a multi-tenant building shall be designed to reflect a coordinated aesthetic scheme for the entire multi-tenant building. Such signs shall be uniform in letter size, letter style, type of illumination, wall placement, colors and types of signs within the building. Such signs shall not include any specifications of the brand names of the merchandise offered for sale or of services rendered therein other than the principal product offered.

44.6.3 Projecting or Hanging Signs: All projecting or hanging signs shall comply with the following requirements:

- a. One (1) sign, not to exceed three (3) square feet in area, is permitted for each business or use in the building in addition to the allowable wall sign area.
- b. No sign or any part thereof shall be less than eight (8) feet above the walkway.

44.6.4 Blade Signs: Notwithstanding 44.6.3 above, on any lot in a commercial zone, Planned Development District or Unified Shopping Center, the Commission may permit one (1) blade sign to be mounted on a storefront perpendicular to the main building façade. Such sign may not project more than four (4) feet from any wall and must maintain a minimum vertical clearance of eight (8) feet above any sidewalk or other pedestrian walkway. The maximum vertical dimension of such sign shall not exceed eight (8) feet and the maximum sign area of each face shall not exceed 16 square feet. The top of the sign shall be no higher than 16 feet above the elevation of the sidewalk/ground below. The area of such blade sign shall be included in the permitted maximum allowable area for wall signs. No such blade sign or part thereof shall extend within the public street right-of-way of any street unless proper authorization has been obtained from the Shelton Board of Aldermen and processed by the Building Department.

44.7 Signs Permitted in Planned Development Districts and Unified Shopping Centers:

All signs in Planned Development Districts (PDDs) and in Unified Shopping Centers (USCs) as defined in Paragraph 44.2.11 shall comply with all standards set forth above except as may be modified by specific provisions established with reference to an

adopted Planned Development District. All signs proposed within a PDD or a USC shall be of similar nature, designed as an integral part of the development, so as to represent a unified design to harmonize with the immediate area and to preserve and enhance the appearance of the community while conforming to the standards of the applicable sign regulations.

44.7.1 Overall Signage Design Plan: Prior to the approval of final site plans and any Application for a Certificate of Zoning Compliance for an individual sign in a PDD or a USC, an overall signage design plan must be submitted to and approved by the Shelton Planning and Zoning Commission. Said signage plan shall be prepared by a qualified sign designer, graphic artist or architect and shall include all necessary information to accurately describe proposed signage. At minimum, it shall include all proposed sign locations, design, type of materials, type of lettering style, colors, dimensions, heights above grade, method of mounting, method of lighting and position on walls. Said signage plan shall also be reflected on a site plan showing the location of all buildings and free-standing signs and elevation drawings of buildings to indicate the location of all wall signs. The signage plan must incorporate the endorsement of the property owner acknowledging and agreeing to comply with signage plan provisions relative to the design, dimensions, materials, colors and method of illumination (if any) for each sign indicated on the signage plan. The signage plan shall include the words "Approved – Shelton Planning and Zoning Commission" with a place for the date and signature of the Chairperson. The Commission may at its sole discretion defer the submission and approval of said signage plan provided said plan is submitted for approval prior to or as part of an Application for a Certificate of Zoning Compliance for the initial sign to be erected. For small scale, single-occupant buildings in PDD proposals on sites of 10,000 square feet or smaller in the "Downtown" area, the Commission may waive the submission of said signage plan provided however that any proposed sign is appropriately designed by a qualified sign designer.

- a. The Commission shall approve, approve with conditions or disapprove said Overall Signage Plan within 65 days of receipt of same. The applicant shall be notified in writing of the decision of the Commission, with the reasons stated for any disapproval.

44.7.2 Free-Standing Signs in PDDs and USCs: In connection with the approval of Final Development Plans for a PDD or final Site Plans for a USC, the Commission may authorize the applicant to reduce by a specified amount the maximum area of permitted wall signs or to eliminate such signs and to provide one free-standing sign that exceeds the limits set forth in Paragraph 44.6.1d above, provided said sign incorporates only the name or other identification of the premises and not more than six (6) tenants located therein and are of consistent and uniform design. Such tenant identification component shall be of the same general character and style so as to provide a harmonious design appearance. Notwithstanding the above, in a PDD or USC, the Commission may, at its sole discretion, take into consideration the overall site and building design and the on-site visibility of the tenant spaces and consider more than six (6) tenant identifications, predicated on unique architectural design solutions, and/or special landscaping treatments that preserve the overall aesthetic features of the site and where all such tenant sign panels are of a consistent size, font style, uniform background color and compatible font colors, without logos and similar features.

44.8 Directional Signs: On any lot, subject to approval of a **Site Plan**, one (1) free-standing directional sign necessary for public safety or convenience is permitted, not to exceed an area of sixteen (16) square feet and a height of twelve (12) feet, containing no advertising thereon and giving only the name and directions to not more than two (2) establishments located at other premises. Such sign may extend to within ten (10) feet of the street line.

44.9 Temporary Signs for Special Events: Notwithstanding other provisions of this **Section** to the contrary, the Commission or its authorized agent may approve a sign permit authorizing temporary signs, announcing special events such as but not limited to sidewalk sales, holiday sales events, clearance sales, going-out-of-business sales, etc. Such temporary signs may include free-standing portable signs and other special advertising devices including plaques, banners, pennants, streamers and balloons, but specifically excluding inflatable figures. Said temporary signs announcing special events shall be limited to a total of not more than 60 days in any calendar year and not more than 30 consecutive days during any one event. Notwithstanding the above, the Commission may also permit such special advertising devices for new businesses provided they are in place for one period of not more than thirty (30) days in duration.