

## Village Shared Entrance Sign

# Town of Gorham Planning Board Meeting September 14, 2015

**ITEM 3 – PUBLIC HEARING** – Amendment to Chapter II, Section III (Signs) of the Land Use and Development Code, to allow an off-premises sign and dimensional variation in limited situations in Gorham Village.

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### AMENDMENT TRACKING

DESCRIPTION	COMMENTS	STATUS
Town Council Meeting	The Town Council (5 ayes, 2 absent) forwards the item to the Planning Board for Public Hearing.	September 1, 2015
Planning Board Public Hearing		September 14, 2015

The Planning Board refers to staff notes during the review process; however, it shall be noted that staff recommendations are noncommittal and all final decisions are those of the Planning Board and not Town Staff.

*Edward L. Zelmanow, Chairperson, Gorham Planning Board*

## Village Shared Entrance Sign

### 1. Overview

The proposed ordinance amendment would allow lots in the Village Sign Environment that share an entrance to utilize a shared free-standing sign. The amendment is meant to reduce the amount of sign clutter along Main Street and other streets in the Village by allowing businesses to consolidate signage when those businesses share an entrance.

An amendment to the Land Use Code is required because it would allow for off-premise signs for businesses that share an entrance. Currently off-premise signs are not allowed. An off-premise sign is defined as a sign located on a different lot than that of the sign's business.

The Master Sign Plan currently submitted for 109 Main Street is requesting the approval for a Village Shared Entrance Sign. See material included under Agenda Item 6.

### Proposed Ordinance Language

#### CHAPTER II: GENERAL STANDARDS OF PERFORMANCE SECTION III - SIGNS

##### D. PROHIBITED SIGNS, DISPLAYS, AND RELATED MATERIALS

- o) Off-Premises Signs: All signs must be located on the same lot as the use or occupant that is the subject of the sign or where the goods or services are available except as specifically provided for in this section. Off-premises signs are allowed only for Exempt Signs in accordance with subsection C., Official Business Directional Signs in accordance with subsection H., Business Park Identification Signs in accordance with subsection I, **and** Farm Stand Signs in accordance with subsection E. **Performance Standards, 13) ~~Farm Stand Directional Signs~~ and Village Shared Entrance Signs in accordance with subsection E., 14).**

##### E. PERFORMANCE STANDARDS

- 14. **Village Shared Entrance Signs: Lots that share entrance(s) as the only means of access into their lots are allowed to utilize a shared entrance sign(s). The sign will only advertise the businesses located on the lots utilizing the shared driveway and a readerboard sign is not allowed as part of the sign. The sign shall only be an externally illuminated sign and must reflect Village character in the design. No internally illuminated sign shall be allowed.**

**Only one Shared Entrance Sign is allowed per street. For lots with shared entrances located on more than one street, one Village Shared Entrance Sign is allowed per street. No other freestanding signs are allowed for lots whose businesses utilize space on a shared entrance sign. Village Shared Entrance Signs and any associated exterior lighting are required to be approved as part of a site's Master Sign Plan.**

##### G. PERMITTED NON-RESIDENTIAL SIGNS

- 1) Village Environment
- b) Multi-Occupant Property

## Village Shared Entrance Sign

- (1) Allowed Freestanding Signs
  - (a) Ground-Mounted Project Signs: One ground-mounted project sign having not more than twenty-four (24) SF of sign area and being not more than eight (8) feet high for each frontage from which the property has vehicular access
  - (b) Ground-Mounted Directory Signs: One ground-mounted directory sign having not more than twenty-four (24) SF of sign area and being not more than eight (8) feet high for each frontage from which the property has vehicular access
  - (c) Combination Ground-Mounted Project/Directory Signs: One combination ground-mounted project/directory sign having not more than forty-eight (48) SF of sign area and being not more than eight (8) feet high for each frontage from which the property has vehicular access but only if the property has no other freestanding project or directory signs.
  - (d) **Village Shared Entrance Signs: One shared entrance sign is allowed to be up to 56 sq.ft. in total area for all businesses on the sign and no more than 14' in height. For properties with multiple shared entrances onto different streets, only one shared entrance sign is allowed to have up to 56 sq.ft. in total area for all businesses on the sign and no more than 14' in height; all other shared entrance signs must conform to the height and sign area allowed under the Village Sign Environment Combination Ground-Mounted Project/Directory Sign.**

### PROPOSED MOTION:

Move to recommend adoption by the Town Council of the proposed amendment and allow for Village Shared Entrance Sign(s) (as amended by the Planning Board).

**OR**

Move to send the item to the Planning Board Ordinance Committee for review and recommendations.