

Heights of Signs

Are our Signs too Tall?

Freestanding signs are limited to certain heights, which vary depending on the Sign District. Town Council has approved some **Variations** allowing signs to be taller than the Town Code allows. Please give us your thoughts on heights of signs.

The following signs meet the Height Limit of 25 feet in the Interstate Sign District:

25 feet



Variations were granted for these signs to exceed the Height Limit:

30 ft.



47 ft.



65 ft.



Give us your thoughts on Heights of Signs:

We allow signs that are tall enough. Variations should not be granted.

25 feet!!! Whoa. We should think about lowering our height limits.

Our height limits don't bother me, let's keep them as is.

Wall Mounted Signs

How do we size appropriately?

The Town Code allows wall signs to be 2.5 times the linear length of a primary building facade. As an example, a building that is 50 feet wide is allowed 125 square feet of wall-mounted signage. Depending on the sign district, no wall mounted sign can exceed 60, 100, or 150 square feet. **Variations** to exceed those limits have been approved for larger buildings.



The HWY 9 District allows a maximum wall sign area of 100 ft². Murdoch's Sign: 148 ft². Target's Sign: 209 ft². Both approved by Variance.



The Interstate District allows a maximum sign size of 150 ft². Lowe's proposed 3 Variations, and ultimately was approved for a sign having an area of 314 ft².

The Town is considering either increasing the maximum size of any wall mounted sign to 200 ft² or to 30% of a defined Signable Area on a building.

Give us your opinion on [Wall Mounted Signs](#) on Large Buildings

Looking Good!

..Too big.