

# Commercial, Office, & Industrial Signs

## Bardstown Sign Standards — Information Sheet #1

effective August 22, 2008

### Temporary signs (Section 11.3.1)

Temporary signs providing directions to, drawing attention to, or advertising special sale, event, activity, use, good, service, or product provided, sold, or conducted on the site, are allowed with a sign permit, provided:

- A temporary sign is a sign made of paper, cardboard, cloth, plastic, fabric, wood or other materials, which is used for a limited period of time and which is not permanently mounted;
- Temporary signs include, but are not limited to, A-frame, banner, wind sign, special event sign, etc.;
- One (1) sign, not exceeding forty (40) square feet and seven (7) feet in height, and small balloons, not exceeding 12-inch in diameter, shall be permitted;
- Such signs must be securely installed or displayed and shall be constructed or designed in a manner which shall not cause the sign to be confused or interfere with a traffic sign or other traffic control device;
- Such signs may be ground-mounted or building-mounted, and if building-mounted, the signage shall not extend above the peak, or highest point of the roof;
- Where a single-building or complex of buildings contains two (2) or more principal uses with their own separate exterior customer entrances, each principal use located therein shall be permitted temporary signage as set forth above; and,
- Each principal use shall be allowed up to four (4) temporary sign permits per calendar year, and each permit is for one (1) seven (7) day period.

### Historic overlay zoning district signs (Section 9)

Permanent signs are allowed within the historic overlay zoning districts with approval of a Certificate of Appropriateness from the Bardstown Historical Review Board and City Council and with the issuance of a sign permit from the Planning Commission. Portable signs, such as A-frame signs and menu and sandwich boards, are allowed with approval by the Historical Review Board and in compliance with the following: (1) may not exceed 36 inches in width and/or depth; (2) must be located immediately adjacent to the business facade so as not to obstruct the sidewalk; (3) must be within the outer boundaries of the business location so as not to obstruct or encroach upon the sidewalk of an adjoining business or owner; (4) must offer for sale only those products or services offered at the location, and (5) must be removed at the close of business each day. Other temporary signs are allowed in conformance with the above-listed criteria.

### Permanent freestanding signs (Section 11.3.2.2.1)

Permanent freestanding signs indicating the name of the establishment are permitted with a sign permit. A freestanding sign is a permanent sign that is set firmly in or upon the ground surface, is not attached to any building or other structure. Freestanding signs include, but are not limited to, ground-mounted, monument, or pole signs. The number, size, and height of permanent signs are based on the development size and street/road frontage. Freestanding signs may have a manual or electronic changeable copy sign, provided the sign is attached to the freestanding sign, does not exceed one-half (1/2) the sign area of the permitted freestanding sign on which it is attached, and if electronic, complies with all other standards set forth in the above-referenced section.

### Permanent building signs (Section 11.3.2.2.2)

Permanent building signs indicating the name of the establishment are permitted with a sign permit. A building sign is a permanent sign which is connected to, painted on, attached to, or otherwise affixed to a building and includes, but is not limited to, a wall, facade, building canopy, projecting, attached, exterior window, or awning signs. The number, size, and placement of signs are based on the number of freestanding and building signs and size of the elevation on which the signs are to be attached. Building signs shall not extend above the peak, or highest point of the roof. Projecting signs shall be a substitute for, in lieu of, one (1) permanent sign for the principal use. Please refer to the ordinance for specific regulations.

### Light Industrial Commercial Park (LIP) identification signs (Section 11.3.2.2.8)

One (1) permanent freestanding sign listing individual businesses and industries within the LIP development is permitted per public street entrance and with a sign permit. The sign shall not exceed forty (40) square feet.

### Off-premise signs (Section 11.3.2.2.3)

Please refer to the ordinance for criteria for the placement of off-premise signs.

See additional information on reverse side

#### Freestanding canopy signs (Section 11.3.2.2.7)

One (1) permanent sign per elevation (fascia) is permitted on a freestanding canopy with a sign permit. The maximum sign area of each sign shall not exceed eight (8) square feet.

#### Accessory building signs (Section 11.3.2.2.6)

One (1) permanent sign is permitted on accessory buildings with a sign permit. The maximum sign area shall not exceed one (1) square foot per linear foot of the building length of and on the elevation on which the sign is located and facing the street or private access way if the lot has no public street frontage.

#### Visual Elements

A visual element is a substitute for additional signs consisting of temporary and/or permanent device intended to attract attention to any activity, place, business, office, institution, facility, organization, profession, trade, occupation, product, good, or service or to convey message concerning any activity, place, business, office, institution, facility, organization, profession, trade, occupation, product, good, or service. One (1) permanent and ground-mounted visual element per individual principal use is permitted with a sign permit and allowed as a substitute for, or in lieu of, one (1) permanent sign allowed for the use, provided:

- The maximum size of the visual element shall be computed by means of the smallest cube that will encompass the extreme limits of the visual element and with maximum cube dimensions of seven (7) feet in height, four (4) feet in depth, and four (4) feet in width;
- Parts of the visual element may not extend more than 20 percent beyond the limits of the allowable area set forth in Section (b) above;
- Visual elements shall have no parts that move or give the appearance of movement and shall have no apparent motion caused by, but not limited to, the illusion of moving objects, moving patterns or boards of lights, expanding, contracting, or rotating shapes, scrolling, or running messages or other similar animation effects;
- Visual elements must be securely installed or displayed and shall be constructed or designed in a manner which shall cause the sign to be confused or interfere with a traffic sign or other traffic control device; and,
- Commercial messages, logos, or symbols shall be limited to two (2) sides of the visual elements and shall not exceed ten (10) square feet.

The following visual elements are prohibited in all circumstances whether added to a sign or simply displayed on a property: pennants or streamers, with or without commercial message, logo, or symbol; large or small balloons, with or without commercial message, logo, or symbol; flashing lights, flashing arrows, or other pulsating fixtures or items; large inflatable displays, fixed or portable, that indicate through direct representation or through symbolism, a use or service undertaken and/or a product or good offered on the property on the site; large displays of permanent construction, fixed or portable, that indicate through direct representation or through symbolism, a use or service undertaken and/or a product or good offered on the property on the site and that are larger than the maximum cube dimensions of seven (7) feet in height, four (4) feet in depth, and four (4) feet in width, as set forth in Section 11.3.2.2.6 of the Ordinance; and, wording, murals, paintings, message, or any commercial logo, symbol, or depiction on the exterior of a building, or any structural element thereof, any independent structure or any other article or item on the property, including automobiles or other vehicles, unless permanently painted or adhered on the vehicle and the vehicle retains its mobility and is moved twice per week.

#### Incidental and traffic control signs (Sections 7.3 and 8.11)

Incidental signs are informational and have a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone," and other similar directives, provided that the signs contain no commercial message or logo. Traffic control signs include stop, yield, and similar signs with no commercial message, logo, or symbol. These signs are permitted without a sign permit.

#### Conditional use and home occupation signs (Sections 11.1.5 and 11.1.6)

Conditional uses and home occupations are allowed one (1) sign with a sign permit. Conditional use signs shall not exceed ten (10) square feet and may be a building or freestanding sign. Home occupations signs shall not exceed six (6) square feet and must be wall-mounted.

#### Discontinued Businesses or Uses (Section 6.5)

In the event a business or use ceases operation and there is no evidence of a new business operating on the premises for a period of thirty (30) days, all sign faces of existing conforming signage shall be removed or the message painted over in such a manner to completely cover up the message. If a use ceases operation for more than thirty (30) days and the signage is non-conforming, the sign must be removed immediately.

For more information on the Bardstown Sign Ordinance, please contact:

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