

## **CHAPTER 8 SIGNS**

### **Section 8.1    General Intent**

The purpose and intent of this Section is to support and complement the various land uses allowed in the Badin area by the adoption of policies and regulations concerning the placement of signs.

The Badin Council does hereby find and declare that the outdoor placement of signs is a legitimate use of private property but that the erection of signs should be controlled and regulated in order to promote the health, safety, welfare and convenience and enjoyment of travel on and protection of the public investment in streets and roads in the Badin area and to promote the reasonable, orderly and effective display of such signs, displays and devices. It is also the intent of this Section to prevent signs from dominating the visual appearance of the area in which they are located and to enhance the aesthetic environment of the Badin area.

### **Section 8.2    Sign Illumination**

- A.     The letter "N" means that the sign shall not be lighted.
- B.     The letter "L" means that the sign may be illuminated.
- C.     All lighted signs shall have their lighting directed in such a manner as to illuminate only the face of the sign.
- D.     No commercial sign (other than a ground-mounted sign) within 100 linear feet of a pre-existing residential structure may be illuminated between the hours of 12:00 midnight and 6:00 a.m. A residence shall be deemed "pre-existing" for purposes of this Section if it has a valid building permit in effect for construction of said structure or if construction of said structure was complete on or prior to the effective date of this provision.

### **Section 8.3    Unsafe Signs**

Any sign which is determined by the Zoning Administrator as being insecure, in danger of falling or otherwise endangering the public safety shall be immediately removed by its owner unless it is repaired and made to otherwise comply with the requirements of this Ordinance.

### **Section 8.4    Sign Area**

The surface area of a sign is computed as including the entire area within a parallelogram, triangle, circle, semi-circle or other regular geometric figure, including all of the elements of the display, but not including blank masking (a plain strip, bearing no advertising matter around the edge of a sign), frames, display of identification or licensing officially required by any governmental body, or structural elements outside the sign surface and bearing no advertising matter. In the case of signs mounted back-to-back, only one side of the sign is to be included in the area. Otherwise, the surface area of each sign is to be separately computed. In the case of cylindrical signs, signs in the shape of cubes, or other signs which are substantially three-dimensional with respect to their display surfaces, the entire display surface or surfaces is included in computations of area. See next page for examples.

In the case of embellishments (display portions of signs extending outside the general display area), surface area extending outside the general display area and bearing advertising material is to be computed separately (according to the method described immediately above in this Section) as part of the total surface area of the sign. If a sign is attached to an entrance wall or fence, only that portion of that wall or fence onto which the sign face or letters are placed shall be calculated in the sign area onto which the sign face or letter.

EXAMPLES OF HOW SIGN AREA IS TO BE COMPUTED ARE INDICATED BELOW:

**Section 8.5 Sign Height**

The height of a sign shall be measured from the highest point of a sign to the point of ground surface beneath it.

**Section 8.6 Permit Required**

Except as otherwise provided in Section 8.7 of this Ordinance, it shall be unlawful for any person to erect, construct, enlarge, move or replace any sign or cause the same to be done, without first having obtained a sign permit for such sign from the Zoning Administrator as required by this Ordinance. A fee, in accordance with a fee schedule adopted by the Town Council, shall be charged for each sign permit issued.

Notwithstanding the above, changing or replacing the copy on an existing lawful sign shall not require a permit, provided the copy change does not change the nature of the sign such as to render the sign in violation of this Ordinance.

**Section 8.7 Signs Not Requiring Permit**

The following types of signs are exempt from permit requirements of Section 8.6 of this Ordinance and may be placed in any zoning district subject to Section 8.2(D). Such signs shall otherwise be in conformance with all applicable requirements contained in this Ordinance. There shall be no limit as to the number of such signs on any lot, except as herein prescribed. All such signs (except government signs) shall be located outside a road right-of-way. Except where specifically provided for, portable signs shall be prohibited.

- A. Government signs.
- B. Memorial signs, plaques or grave markers which are noncommercial in nature.
- C. Flags, pennants, insignia, or religious symbols of any government, non-profit or not-for-profit organization when not displayed in connection with a commercial promotion or as an advertising device.
- D. Integral decorative or architectural features of buildings; works of art; so long as such features or works do not contain letters, trademarks, moving parts or lights.
- E. Public interest signs.
- F. On-premise directional and instructional signs not exceeding six (6) square feet in area apiece.
- G. Identification signs for residential uses not exceeding four (4) square feet in area [one (1) only per premises]
- H. Incidental signs, however, in no case shall a drive-in service window menu board be oriented to a public right-of-way or exceed thirty-two (32) square feet in area. Any such drive-in service window menu board containing a loud speaker shall be located at least fifty (50) feet from any pre-existing residential structure (as defined in Section 8.2) located in a Residential (R-A, R-20, R-10) district.
- I. Campaign and election signs provided that:
  - 1. Each sign shall not exceed thirty-two (32) square feet in area.
  - 2. All such signs shall be removed within seven (7) days after the election for which they were made.

3. Property owner shall be held responsible for violations.
- J. Temporary real estate signs advertising a specific property for sale, lease, rent or development shall be located as follows:
1. One sign per street frontage advertising real estate "For Sale", "For Rent", "For Lease" or "For Development" not greater than ten (10) square feet in area in a Residential (R-A, R-20, R-10) District and sixty-four (64) square feet in area in nonresidential districts may be located on the property being advertised so long as said sign is located behind the street right-of-way line. If the property so advertised lies on a corner lot or double frontage lot, then a second sign may be oriented along the second street so long as the two signs are at least one hundred (100) feet apart as measured by the shortest straight line.
  2. In addition to the on-site real estate sign(s), a maximum of three (3) directional signs, each not exceeding four (4) square feet in area, shall be permitted off the subject premises. The message of said signs shall be limited to the name of the property or development being advertised, an address, a telephone number, a directional arrow, mileage to the subject property, and the terms "Lot/Home For Sale", "For Rent", "For Lease", "For Development", etc.
  3. No more than three (3) temporary directional signs advertising a specific planned commercial or mixed use development, subdivision, multi-family development, etc. may also be permitted off-site. Each such sign may have a maximum area of three (3) square feet.
  4. All such temporary signs shall be removed within seven (7) days after the property has been sold, rented, leased, etc.
  5. No sign allowed under this subsection shall be lighted.
- K. Permanent subdivision or planned residential development identification signs not exceeding thirty-two (32) square feet.
- L. Temporary construction signs provided that:
1. Signs in conjunction with any residential use shall not exceed ten (10) square feet each.
  2. Signs in conjunction with all other uses shall have a maximum area of fifty (50) square feet each.
  3. Only one (1) such sign oriented per street front per premises shall be erected. Any two such signs located on the same premises shall be located at least one hundred (100) feet apart as measured by using a straight line.
  4. Such signs shall not be illuminated.
  5. Such signs shall only appear at the construction site.
  6. Such signs shall be removed within seven (7) days after a completion of the project.
- M. Temporary farm product signs provided that:

1. One on-premises sign may be used. Said sign shall be located off the street right-of-way and at least ten (10) feet away from any side lot line. Such sign shall have a maximum area of nine (9) square feet and may not be illuminated.
  2. A maximum of two off-premise signs shall be permitted. Said off-premise signs may be no greater than four (4) square feet apiece and shall not be illuminated. No such sign shall be allowed in the street right-of-way nor within ten (10) feet of a side lot line.
  3. Portable signs shall not be used for any sign allowed under this Subsection.
- N. Temporary special event signs for religious, charitable, civic, fraternal or similar non-profit or not-for-profit organizations provided that:
1. Signs shall be erected no sooner than thirty (30) days prior and removed no later than two (2) days after the event.
  2. Portable signs for such uses may be allowed.
  3. No such sign shall exceed thirty-two (32) square feet.
  4. No such sign shall be illuminated.
  5. All such signs shall be located off the street right-of-way, unless otherwise granted permission for such location by the Town of Badin or NCDOT. In no case may any such sign extend onto or over a street pavement or impede the view of any motorists or pedestrians as per Section 5.4.10. Location of such signs within a road right-of-way shall be limited to the day of the event.
- O. Temporary displays as part of a Christmas, holiday or civic event so long as any such displays are not located within a street right-of-way unless permission for such is first granted by the Town of Badin or NCDOT.
- P. One (1) on-premise and three (3) off-premises yard sale signs per yard sale. All such signs shall be removed within twenty-four hours after the yard sale has been terminated. No such sign shall be greater than four (4) square feet in area. All such signs shall be located off the street right-of-way.
- Q. Bulletin Councils and signs which contains information of a non-commercial nature. Such bulletin Councils and signs may have a maximum area of seventy-five (75) square feet.
- R. Directional Signs (for public and semi/public uses only) provided that:
1. No more than three (3) directional signs per principal use may be erected. No two directional signs advertising the same principal use shall be located within one thousand (1,000) feet of each other as measured using the straightest short line distance.
  2. All such signs shall be located off the road right-of-way.
  3. All such signs greater than three (3) feet in height as measured from the grade of the road upon which it fronts shall be located outside the required sight triangle as indicated in Section 5.4.10 of this Ordinance.
  4. All such signs shall not be illuminated.

5. All directional signs shall be free-standing signs. Portable signs shall be prohibited.
  6. There shall be no greater than four (4) directional signs on separate supports at the intersection of any two (2) roads.
  7. More than one sign may be placed on the same supports.
  8. No two (2) directional signs hung from separate supports shall be located within five (5) feet of each other.
  9. The maximum area of any directional sign shall be six (6) square feet.
- S. Other signs Containing Non-commercial Copy Messages, Provided That:
1. Such signs have an area of no greater than thirty-two (32) square feet.
  2. Such signs do not fit under the category of prohibited signs (i.e., Section 8.8) with the exception of Section 8.8.8 (portable signs), Section 8.8.9 (vehicular signs), and roof signs (Section 8.8.11).
  3. Such signs shall not be illuminated.
- T. Directory Signs Provided That:
1. No sign is located in a road right-of-way.
  2. The maximum sign area shall be forty (40) square feet or one-half the area of the largest free-standing sign permitted for said use, whichever is less.
  3. Letters do not exceed 6 inches in height.
  4. Height of sign does not exceed 6 feet.
- U. Window Signs
- V. "Warning", "No Trespassing" and similar informational signs
- W. Signs located within a stadium intended to be read only by persons seated within the stadium.
- X. Permanent municipal, school, recreational signs, schedule of events, rules and regulations signs. Such signs shall not include identification signs.
- Y. Any sign inside a building, not attached to or placed within an external window or piece of glass that is not legible more than three (3) feet beyond the building in which it is located.
- Z. Signs placed on newspaper boxes designed for placement of delivered newspaper to a particular location.
- AA. Signs advertising the price of gasoline or designating self service or full service pumps, so long as such signs are attached to the pump island or a permitted free standing sign.
- BB. A North Carolina vehicle inspections sign so long as such sign is not located in any right-

of-way.

**Section 8.8 Prohibited Signs**

1. Any sign which the Zoning Administrator determines obstructs the view of bicyclists or motorists using any street, approach to any street intersection, or which interferes with the effectiveness of or obscures any traffic sign, device, or signals shall be prohibited.
2. Illuminated, highly reflective signs or spot lights which hamper the vision of motorists or bicyclists.
3. Signs which contain lights, rotating disks, words and other devices not erected by a public authority which may be erroneously construed as government signs or emergency warning signs. An example of this is a sign which contains a picture of a traffic sign plus the word "Stop", "Yield", etc.
4. Any sign located outdoors which interferes with free passage from or obstructs any fire escape, downspout, window, door, stairway, ladder, or opening intended as a means of ingress or egress or providing light or air.
5. Any sign (other than a government sign), banner or display placed on any curb, sidewalk, post, pole, hydrant, bridge, tree, or other surface located on, over, or across any public street or right-of-way, unless otherwise permitted.
6. Any sign located in such a way as to intentionally deny an adjoining property owner visual access to an existing sign.
7. Flashing signs, signs with flashing or reflective disks, signs with flashing lights or lights of changing degree of intensity or color or signs with electrically scrolled messages (except government signs and signs which give time and temperature information). If a time and temperature sign alternates between a time message and a temperature message it shall continuously show one message a minimum of three (3) seconds in time before switching to the other message.
8. Portable signs [excluding 1) temporary signs otherwise permitted in Section 8.7(N) and 2) signs containing non-commercial copy messages allowed in Section 8.7(S) of this Ordinance, and 3) hand portable commercial signs up to 4' X4' in the C-B zoning district which are brought out at the beginning of the business day, and taken in at the end of the business day ]
9. Parked vehicles with messages (exempting vehicles with commercial advertising which are used regularly and customarily to transport persons or property for business).
10. Rotating signs, other than on-premise rotating identification names which contain a logo and/or business name on it.
11. Roof signs [except for signs containing non-commercial copy messages in Section 8.7(S)]
12. Billboards on or off premises.
13. Signs placed on a piece of property without permission of its owners or agent.
14. Inflatable signs [including inflated balloons having a diameter of greater than two (2) feet].
15. Other signs not expressly permitted in this Ordinance.

16. Any sign whose sign face was initially constructed and designed to be placed and/or transported on wheels, regardless if said sign face is removed from its base and placed on or in the ground so as to otherwise classify said sign as a "free-standing" sign as herein defined.

**Section 8.9 Signs Permitted In Residential (R-A, R-20, R-10) Districts**

Signs allowed without a permit are listed in Section 8.7 of this Ordinance. The following signs may be placed in such districts subsequent to the issuance of a permit by the Zoning Administrator. All other signs shall be prohibited. Additional specifications for sign placement are found in Section 8.12

**A. Signs on premises of multi-family developments are regulated as follows:**

1. Type of signs permitted: Identification (wall or free-standing)
2. Permitted number of signs: One (1) per premises per public street front. No two signs identifying the same use shall be located closer than two-hundred (200) feet from each other measured by using the shortest straight line distance
3. Maximum area of signs: Thirty-two (32) square feet apiece
4. Permitted illumination: L
5. Maximum height: Free-standing: Ten (10) feet.  
Wall: Sign shall not be allowed to extend above the parapet of the building.

**B. Signs on premises of churches, schools, community center, park, playground, public safety station, public library, golf course, club or lodge:**

1. Type of signs permitted: Identification (wall or free-standing)
2. Permitted number of signs:
  - a. One (1) sign per street front provided that no two signs are located within a straight line distance of two-hundred (200) feet
  - b. In addition, for any use which contains more than one (1) principal structure, one free-standing identification sign may be placed within twenty (20) feet of each building provided that building does not contain any wall identification signs
3. Maximum area of signs: Thirty (30) square feet per Section 8.9(c)(2)(a); Fifteen (15) feet per Section 8.9(c)(2)(b)
4. Permitted illumination: L



- 5. Maximum height: Free-standing. Ten (10) feet  
Wall. Sign shall not be allowed to extend above the parapet of the building

**C. Signs on premises of all other uses allowed in residential districts are regulated as follows:**

- 1. Type of signs permitted: Identification (Wall or Free-Standing)
- 2. Permitted number of signs: One (1) sign only.
- 3. Maximum area of signs: Thirty (30) square feet.
- 4. Permitted illumination: L
- 5. Maximum height: Free-standing: Ten (10) feet.  
Wall: Signs shall not be allowed to extend above the parapet of the building.

**D. Signs for customary home occupations, rural home occupations, family day care centers, family care homes, rooming houses.**

- 1. No signs are permitted for Customary Home Occupations or Rural Home Occupations.

**E. Signs for Bed and Breakfast Inns**

- 1. The type of sign permitted, the number of signs, the maximum area of signs, illumination, and maximum height of any sign allowed for Bed and Breakfast Inns located in the residential districts (R-A, R-20, R-10) must be reviewed by the Planning Board and approved by the Town Council on a parcel by parcel basis.

**Section 8.10 Signs Permitted In the C-B (Central Business) District**

Except as otherwise permitted by this Ordinance, signs in the C-B District shall be limited to wall, canopy and awning signs. Regulations governing these signs are as follows:

A. Wall Signs

General Location	Specific Location	Maximum Number	Area	Maximum Letter Size	Maximum Height*
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Facades facing a public street	Between first window and window sill of second floor, or on sign frieze area of building if original to building	1	2 sq. ft. for each lineal foot of building wall facing a public street	16 inches	16 ft.
Facades facing an alley or parking lot, or side of the building	Above or beside doorway	1	8 sq. ft.	9 inches if above doorway; 6 inches if beside doorway; 16" if no doorway.	12 ft.
Windows	First floor windows	2	20% of total window space	6 inches	8 ft.
Outside entrance to upper floors	Above or beside entrance	1	8 sq. ft. above entrance; 2 sq. ft. if beside entrance	9 inches; 6 inches if beside entrance	12 ft.
Windows	Upper floor windows, if different business	1	50% of window size	8 inches	N/A
Front of building	For historical plaque	1	4 sq. ft.	4 inches	6 ft.

\*As Measured From the Top of the Sign to the Sidewalk.

B. Canopy and Awning Signs

A sign message on a canopy or awning shall contain only the name of the business, street address, and/or the type of business, type of goods sold, or services rendered.

1. Each business is permitted up to one (1) sign hung under a canopy or awning provided the message on the sign is perpendicular to the building and the sign is at least eight and one half (8-1/2) feet above the surface of the sidewalk and is no more than four (4) square feet in size.
2. If a wall sign is not used, a business is permitted to use up to one (1) canopy or awning sign. Said sign may be of either of the following types of canopy or awning signs:
  - a. A canopy or awning sign along a canopy or awning edge (fringe or drip-flap) for fabric canopies or awnings or vertical fascia surface (in the case of a rigid canopy or awning) provided the message does not exceed ten (10) inches in height nor extend in any direction above, below, or beyond the canopy edge.
  - b. A canopy or awning sign above the edge of the canopy or awning on the surface of the canopy or awning covering provided the signing is within the parallel edges of the canopy or awning covering and is an integral part of the canopy or awning covering.

Signage on the canopy or awning sign shall be limited to no greater than one-half of the area bounded by the edges of the canopy or awning not including any drip flap or vertical fascia surface. If signage is only found in fringe drip-flap portion of the canopy, the entire portion of said area may be utilized for signage.

**Section 8.11 Signs Permitted In All G-B, M-1, and M-2 Districts**

**8.11.1** The following are regulations for all wall signs and free-standing signs for all uses except that such regulations shall not be applicable to free-standing signs in shopping centers, business parks, office buildings and other commercial multi-tenant developments and out parcels in said developments. Signs allowed without a permit are found in Section 8.8 of this Ordinance. Certain pole signs are also allowed in the G-B, M-1, and M-2 zoning districts and are regulated by Section 8.12.3. Wall signs shall also be governed per Section 8.12.1; free-standing signs per Section 8.12.2. Supplemental directory/directional signs are permitted per Section 8.12.3. All other signs are prohibited.

1. Types of sign permitted: Business, Identification
2. Permitted number of signs: Wall. No limit

Free-standing. A free-standing sign shall not be permitted if the principal structure containing the use identified for the sign is located less than thirty (30) feet from the edge of that portion of the road right-of-way parallel to the architectural front of said structure. Otherwise, one (1) only is permitted except two (2) shall be permitted if the principal use has direct access from two (2) or more public roads. If two signs are allowed, they shall be located at

least two hundred (200) feet apart as measured using the shortest straight-line distance between the two signs.

3. Maximum area of signs: Wall. A maximum of ten (10) percent of the wall area of any wall on the building. Except as provided herein and in Section 8.12.1, in no instance shall any principal use, be allowed to have an aggregate wall sign area in excess of one hundred (100) square feet.
- Free-standing. Fifty (50) square feet.
4. Permitted illumination: L
5. Maximum height: Wall: Signs shall not be allowed to extend above the parapet of the building.
- Free-standing: Twenty (20) feet.

**8.11.2 Shopping center and other multi-tenant identification signs.**

1. Types of sign permitted: Identification (for the shopping center itself and for the uses located within the shopping center other than in outparcel lots)
2. Permitted number of signs:
- a. A shopping center which contains two (2) or more non-residential uses located in a unified building or group of buildings may have one (1) free-standing identification sign giving the name of the development and/or the name of the businesses and other uses occupying the development.
- b. Notwithstanding Section 8.11.2(2)(a), if the development consists of **(i)** two or more multi-tenant principal buildings, and **(ii)** access to each tenant in a building is made by a common entrance and **(iii)** no wall signs identifying any of the buildings tenants are placed on the building; then one free-standing sign which identifies the tenants of the building may also be placed within twenty (20) feet

from the edge of the building.

- 3. Maximum area of signs: Sixty-four (64) square feet except twenty-five (25) feet for any sign allowed per Section 8.11.2(2)(b).
- 4. Permitted illumination: L
- 5. Permitted height: Twenty (20) feet except ten (10) feet for any sign allowed per Section 8.11.2(2)(b)

**8.11.3 Detached signs on outparcels of shopping centers, office parks and other commercial multi-tenant developments shall be regulated as follows:**

- 1. Type of Sign Permitted: Ground Mounted Identification (such sign shall only be permitted if all applicable parking and yard requirements for that lot are met by the use and structure occupying said lot)
- 2. Permitted Number of Signs: One per outparcel
- 3. Maximum Area of Sign: Twenty-five (25) square feet
- 4. Permitted Illumination: L
- 5. Maximum Height: Ten (10) feet
- 6. Location: At least 10 feet behind edge right-of-way line. Said sign may only be placed on the outparcel lot and not elsewhere in the development.

**Section 8.12 Specifications For Signs Requiring A Permit**

The following are general specifications applicable to the various permitted signs. Additional specifications regarding size, number, location, and permitted types of signs are set forth in the individual zoning districts.

**8.12.1 Wall Sign**

- 1. The maximum permitted aggregate area of wall signs per premises may be increased beyond that which is normally allowed using either (but not both) of the following methods:
  - a. If a free-standing identification sign is not used on the premises, the aggregate area of wall signs may be increased by a maximum of fifty (50) percent per premises in all zoning districts except the C-B district.
  - b. The aggregate area of all wall signs per premises may be

increased based on the distance, the principal building is set back from the required front setback line. Said increase shall be in accordance with the following Table:

<b><u>Principal Building Distance Setback From The Required Front Setback</u></b>	<b><u>Allowed Aggregate Wall Sign Area Increase</u></b>
0 - 49 Feet	0 Percent
50 - 99 Feet	25 Percent
100 - 149 Feet	50 Percent
150 - 199 Feet	75 Percent
200 - 249 Feet	100 Percent
250 - 299 Feet	125 Percent
300 - 349 Feet	150 Percent
350 - 399 Feet	175 Percent
400 Feet or More	200 Percent

2. No wall sign shall project more than 18 inches from the building wall. Further, no wall sign or its supporting structure shall cover any window or part of a window.
3. Canopy and awning signs may be substituted for part or all of the allowable wall signage per premises. Signs may be painted or printed onto a canopy or awning. In no instance shall a canopy or awning sign extend into a street right-of-way. This paragraph shall not apply to the C-B District. For canopy and awning sign regulations for the C-B District see Section 8.10.
4. A projecting sign may be substituted for part or all of the allowable wall signage per premises. A projecting sign shall not project more than four feet from a building. In no instance shall a projecting sign extend into a street right-of-way.

**8.12.2 Free-Standing Signs**

1. All free-standing signs shall be located behind and not extend into the street right-of-way, except as provided elsewhere in this Ordinance. All signs greater than two and one-half (2-1/2) feet in height as measured from the grade of the road or having a vertical clearance of less than ten (10) feet shall be located a minimum of five (5) feet behind the street right-of-way (unless a greater setback is provided elsewhere in this Ordinance).
2. No free-standing sign greater than five (5) square feet in area shall be located closer than to ten (10) feet to any adjacent lot line. A twenty (20) foot side-yard setback shall be required if the side lot line abuts a Residential (R-A, R-20, R-10) district. Greater setbacks shall be provided if otherwise required.

**8.12.3 Supplemental Directory/Directional Signs**

In order to maintain the flow of traffic on arterial and collector roads and to promote vehicular safety, emphasis is made to limit the number of ingress and egress points off of such roads. In order to direct attention to planned multi-tenant developments which are

not directly accessible off of such roads and where on-premise signage for that development (or any tenants within the development) would not otherwise be visible by the motorists traveling on nearby arterial or collector roads, provisions are made to provide directory signs which identify the name of the particular development and/or the names of their tenants. Such signs would be supplemental to signage otherwise provided for such developments.

For any shopping center, office park, industrial park, or similar planned multi-tenant nonresidential development, supplemental directory/directional signs may be erected under the following conditions:

1. Access to the development is made only through a local street. There shall no direct points of ingress and egress to the development off an arterial or collector road.
2. A maximum of two supplemental directory/directional signs per development shall be allowed. No two signs shall be allowed closer than five-hundred (500) feet to each other using the closest straight line measurement.
3. No such sign shall be placed within a road right-of-way nor within five (5) feet of said right-of-way. All such directory signs shall be ground-mounted.
4. The sign may contain the name of the development, a map of the development, names of tenants within the development, directional arrows and distance information.
5. The size of each directory sign shall be a function of the number of tenants within the development. Each such sign may initially contain an area of forty (40) square feet or ten (10) square feet per principal use within the development, whichever is greater, with a maximum area of eighty (80) square feet.
6. Such signs may be placed on or off-premises. All such signs shall be constructed and located, however, so as to be visible by the motorist traveling on the arterial or collector road which intersects with the local road providing access to the development.
7. Such signs shall not exceed a height of twenty (20) feet.