



# Georgetown

## Town Council Meeting Agenda

Meeting Date: Wednesday, June 14, 2017  
Location: Town Hall, 39 The Circle, Georgetown, DE  
Time: 6:50 PM Public Hearing  
7:00 PM Immediately Following Public Hearing

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### 6:50PM PUBLIC HEARING

*Ordinance #2017-4 Revision to Chapter §230-170 F Signs permitted in HC District, and Chapter §230-176 J Signs permitted in all districts.*

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[Ordinance 2017-04 Signs Permitted in all Districts](#)

### REGULAR MEETING IMMEDIATELY FOLLOWING PUBLIC HEARING

#### 1. PLEDGE OF ALLEGIANCE

#### 2. INVOCATION

#### 3. ADOPTION OF AGENDA

#### 4. APPROVAL OF MAY 24, 2017 TOWN COUNCIL MINUTES

#### 5. DEPARTMENTAL REPORTS

A. R L Hughes II – Chief of Police

#### 6. PUBLIC COMMENT

#### 7. ADJOURNMENT





**ORDINANCE 2017- 04**

**AN ORDINANCE TO AMEND THE CODE OF THE TOWN OF GEORGETOWN,  
CHAPTER 230 THEREOF, ENTITLED ZONING**

THE TOWN COUNCIL OF THE TOWN OF GEORGETOWN IN COUNCIL MET AND  
HEREBY ORDAINS:

**Section 1.** Chapter 230, Article XXII Signs, § 230-170 Signs permitted in HC Districts of  
the Code of the Town of Georgetown is hereby amended as follows:

**§ 230-170. Signs permitted in HC Districts.**

The following signs may be erected and maintained in HC Highway Commercial District:

F. Electronic message board signs. For any sign which meets the definition of electronic message  
board sign, the following provisions shall apply:

- ~~1) The sign category for the zone in which the sign is proposed must allow for internal illumination of signs, except as provided in this section. Electronic message board signs shall only be permitted for Highway Commercial zoned properties with frontage on U.S. Route 113 and institutional uses in any district, following the sign requirements for the underlying zone in which the institutional use is located.~~
- ~~2) The maximum sign area for an electronic message board, which is detached, shall be no greater than 75% of the maximum total allowable sign area designated by the underlying zone.~~
- ~~3) Signs shall not operate at brightness levels of more than 200 cd/m<sup>2</sup> (candelas per square meter). Each electronic message board shall have a light sensing device that will adjust the brightness of the message board as the natural ambient light conditions change.~~
- ~~4) Only those changing electronic message signs utilizing monochrome colors such as white, red or amber shall be permitted. No RGB (Red Green Blue) technologies or other multicolored display shall be permitted in an electronic message center sign in a manner that would create a video board. This section does not prohibit the use of color in a sign that is not a video board.~~
- ~~5) Changing electronic message signs shall maintain an 8 1 8 transition frequency. "8 1 8" means a message display time of a minimum of eight seconds, a transition time between messages of a maximum of one second, followed by a message display time~~

~~of a minimum of eight seconds with all segments of the total message to be displayed within 17 seconds.~~

- ~~6) All messages displayed on an electronic message board shall be directly related to the business for which the sign was constructed. No off premises advertising signage is permitted.~~
- ~~7) All changing message signs shall be constructed as an integral part of a permanent sign constructed on site. "Integral" shall be considered to be incorporated into the framework and architectural design of the permanent sign. In all districts except HC, LI1 and LI2 permitted electronic message signs must be incorporated into and be integral to a monument type sign as defined in § 230-164.1, Definitions.~~
- ~~8) Video boards shall be prohibited.~~
- ~~9) Each electronic message board sign located on a state maintained road must comply with all Delaware Department of Transportation rules and regulations applicable to electronic message board signs when not in conflict with this section.~~
- ~~10) There may only be one electronic message board sign per parcel or complex.~~

**Section 2.** Chapter 230, Article XXII Signs, § 230-176 Signs permitted in all districts of the Code of the Town of Georgetown is hereby amended by adding the following:

**§ 230-176. Signs permitted in all districts.**

The following signs are permitted in all districts:

- A. Signs erected by any governmental agency for purposes of direction, safety or convenience of the general public.
- B. Instructional signs, nonilluminated.
- C. Signs in conjunction with doorbells or mailboxes, not exceeding 12 square inches in area.
- D. Name and address signs, no more than one for each principal building or use on a premises and exceeding two square feet in area.
- E. Signs which are attached or which are an integral part of gasoline pumps or other dispensing or servicing devices, provided that such signs do not extend beyond the area of the pump, dispensing or servicing device to which they are attached, and provided that such activities or services are legally established uses.

- F. Signs displayed on shelters at bus stops limited to two signs per shelter, and the sign area shall not exceed 32 square feet per sign. Shelter locations shall be approved by the Town Manager and the State Department of Public Instruction.
- G. Signs erected by or on behalf of the Town as approved by the Town Manager.
- H. Businesses may have one standard flag, three feet by five feet, with the word "open" or similar wording on it and mounted on a pole only during business hours. Flags must be at least six feet above grade and must not block the sidewalk or right-of-way or obscure the visibility of pedestrians or vehicular traffic. Flags are not counted in the computation of permissible sign area. Display of flags from the second story is prohibited. This regulation shall not apply to display of any national, state, county or municipal flag.
- I. Road and traffic control signs, as approved by Delaware Department of Transportation and the Town.
- J. ~~Electronic message board signs located on sites of institutional uses must be incorporated into a monument sign not exceeding 24 square feet and can also be used to convey public information or emergency statements. Refer to § 230-170F for additional requirements for electronic message board signs.~~

**Electronic message board signs. For any sign which meets the definition of electronic message board sign, the following provisions shall apply:**

- 1) **The sign category for the zone in which the sign is proposed must allow for internal illumination of signs.**
- 2) **The maximum sign area for an electronic message board, which is detached, shall be no greater than 75% of the maximum total allowable sign area designated by the underlying zone. Signs located on sites of institutional uses shall not exceed 24 square feet.**
- 3) **Signs shall not operate at brightness levels of more than 200 cd/m<sup>2</sup> (candelas per square meter). Each electronic message board shall have a light-sensing device that will adjust the brightness of the message board as the natural ambient light conditions change.**
- 4) **Only those changing electronic message signs utilizing monochrome colors such as white, red or amber shall be permitted. No RGB (Red-Green-Blue) technologies or other multicolored display shall be permitted in an electronic message center sign in a manner that would create a video board. This section does not prohibit the use of color in a sign that is not a video board.**

- 5) Changing electronic message signs shall maintain an 8-1-8 transition frequency. "8-1-8" means a message display time of a minimum of eight seconds, a transition time between messages of a maximum of one second, followed by a message display time of a minimum of eight seconds with all segments of the total message to be displayed within 17 seconds.
- 6) All messages displayed on an electronic message board shall be directly related to the business for which the sign was constructed. No off-premises advertising signage is permitted.
- 7) All changing message signs shall be constructed as an integral part of a permanent sign constructed on site. "Integral" shall be considered to be incorporated into the framework and architectural design of the permanent sign. In all districts except HC, LI1 and LI2 permitted electronic message signs must be incorporated into and be integral to a monument type sign as defined in § 230-164.1, Definitions.
- 8) Video boards shall be prohibited.
- 9) Each electronic message board sign located on a state-maintained road must comply with all Delaware Department of Transportation rules and regulations applicable to electronic message board signs when not in conflict with this section.
- 10) There may only be one electronic message board sign per parcel or complex.

**Section 3.** This Ordinance shall become effective following its adoption by a majority vote of all members elected to the Town Council.

**BE IT ENACTED** by the Town Council of the Town of Georgetown, Delaware on the \_\_\_\_\_ day of \_\_\_\_\_ A.D., 2017.

\_\_\_\_\_  
William E West, Mayor

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Bob Holston, Secretary

PC Public Hearing: May 17, 2017

TC Public Hearing: June 14, 2017

1<sup>st</sup> Reading: June 14, 2017

2<sup>nd</sup> Reading: June 28, 2017

Adoption: June 28, 2017

Draft