Ordinance No. 478
An Ordinance to amend the City of New Castle Zoning Code to Add Signage Regulations for the Downtown Gateway (DG) District

WHEREAS, the City of New Castle Comprehensive Plan establishes land use and other goals for the City; and

WHEREAS, the Comprehensive Plan recommends that a new Zoning Designation be established, which shall be known as the Downtown Gateway (DG) Zoning District, which generally encompasses the vicinity of 7th and South Streets and the Ferry Cut-Off area; and

WHEREAS, signage regulations are needed to support the newly established Downtown Gateway (DG) Zoning District; and

WHEREAS, a public hearing was held on September 23, 2010, where all persons were heard either in favor of, or in opposition to, the proposed signage regulations for the DG zoning district.

NOW, THEREFORE BE IT ORDAINED by the Council of the City of New Castle, the following:

Add a new Segment to the Zoning Section of the City Code, as follows:

City of New Castle
Chapter 230 Zoning Additions and Amendments
Downtown Gateway Zoning District
Signage

(The following is proposed to be added to Article IV Supplementary District Regulations, Section 230-37 as a new subsection)

J. Signs permitted in the Downtown Gateway District shall be limited to the following:

(1) Number of signs per property:

(a) A maximum of two signs are permitted per property with one street frontage.

(b) A maximum of three signs are permitted per property with more than one street frontage.

(2) Signs requiring permits:

(a) Wall Signs:

[1] No wall sign shall project more than 12 inches beyond the building.

[2] Wall signs shall not exceed 15 percent of the front first-story façade. Individual wall signs are allowed for each separate business or tenant; however the total wall sign area shall not exceed 15 percent of the front first-story facade.

(b) Projecting Signs:

[1] Projecting signs shall be no lower than 8 feet above grade.

[2] The maximum sign area shall not exceed 10 square feet.

[3] The maximum height of the projecting sign shall not exceed the eave line or top of the parapet wall of the principal building which ever is lower.

(c) Window Signs:

a. Window signs shall not exceed 15 percent of the total glass area of the window.

(d) Awning Signs:

a. Awnings shall be traditional fabric awnings and not plastic backlit awnings.

b. Sign lettering and/or logo shall be limited to 10 percent of the awning.

c. A minimum height of 7 feet from the lowest point to the sidewalk is required.

(e) Freestanding Signs:

[1] Freestanding sign supports shall be made of wood or metal.

[2] Freestanding signs shall not exceed 20 square feet.

[3] Signs shall not exceed 6 feet in height.

(f) Marquee Signs:

[1] Marquee signs shall not exceed 150 square feet.

[2] Marquee signs shall maintain a vertical clearance of 10 feet above grade.

(g) Monument Signs:

[1] Monument signs should be constructed out of materials that compliment the building structure.

[2] Signs shall not exceed 20 square feet.

[3] Signs shall not exceed 6 feet in height.

[4] Monument signs shall have landscaping around the sign base.

(3) Signs not requiring permits.

(a) Building Identification Signs:

[1] Building identification signs shall not exceed 2 square feet bearing only the building name, property number, and/or street address.

(b) Directional Signs:

[1] Directional signs shall not contain advertising, not exceed 4 square feet, and not obstruct the sight triangles at internal intersections on the premises..

(c) Menus and Signs Indicating Business Hours:

[1] Signs shall not exceed 2 square feet.

[2] Signs shall be located in a permanently mounted display box on the façade of the building adjacent to the entrance, displayed within a window adjacent to the entrance, or at a podium that will be placed inside the restaurant upon closing.

[3] Signs shall not be affixed with adhesive tape or other semi-permanent mounting technique.

(d) Sandwich Board Signs:

[1] Signs shall not exceed 8 square feet.

[2] Signs are permissible along the sidewalk, provided a minimum walking distance of 5 feet shall be maintained to allow for a pathway for pedestrians.

[3] Signs shall be taken indoors at the close of each business day.

[4] Sandwich boards shall be weighted at the base so that the sign cannot be moved by strong winds; however, no sign shall be chained, tied, or otherwise affixed to any object, structure, or the ground.

[5] Only one sandwich board sign will be permitted in front of the business it advertises.

(4) Sign Illumination:

(a) The use of flashing, pulsating, or moving lights shall be prohibited.

(b) Back-lit, halo-lit illumination, or reverse channel letters with halo illumination are recommended.

(c) External illumination should be unobtrusive (i.e. gooseneck lighting).

(d) External lighting should be shielded to avoid glare.

(e) Back-lit box signs shall be prohibited.

If any section, subsection, sentence, clause or phrase of this Ordinance is for any reason held to be unconstitutional or invalid, such decision shall not affect the validity of the remaining portions of this Ordinance.

Ordinances or portions of Ordinances in conflict herewith are hereby repealed; provided that any such repeal shall not abate a right of action already accrued under any repealed Ordinance.

This Ordinance shall become effective immediately upon passage.

First Reading: January 18, 2011
Second Reading: January 18, 2011
Third Reading: August 13, 2013

Signed: _____
William J. Barthel, Council President

I hereby certify that the foregoing Ordinance was duly approved by the Council of the Mayor and Council of New Castle upon the dates above set forth and signed by the President of Council.

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Janet E. Wurtzel, City Clerk

Approved this 21st day of August, 2013

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Donald A. Reese, Mayor