



ORDINANCE NO. 25-04

AN ORDINANCE TO AMEND THE TOWN OF MILLVILLE CODE CHAPTER 155, ENTITLED “ZONING,” AT SECTION 155-46 REGARDING SIGNAGE IN COMMERCIAL DISTRICTS.

WHEREAS, the Town Council of Millville has the power to adopt ordinances in the interest of good government and the safety, health, and public welfare of the Town, its inhabitants, and affairs, including to provide for and preserve the health, peace, safety, cleanliness, ornament, good order and public welfare of the Town and its inhabitants; and

WHEREAS, the Delaware Code affords the authority, *inter alia*, for the Town Council to regulate and restrict the location and use of buildings, structures and land for trade, industry, residence or other purposes; and

WHEREAS, based on the aforementioned authority, the Town of Millville has adopted a Zoning Ordinance for the municipality, which has been codified in Chapter 155 of the Town Code; and

WHEREAS, Article IX of Chapter 155 includes the Town’s sign regulations; and

WHEREAS, the Town Council may from time to time amend, supplement, or change the regulations and restrictions established by the Zoning Ordinance; and

WHEREAS, the Town Council held a duly noticed public hearing on the _____ of _____ 2025; and

WHEREAS, the Town Council finds revising the size limits of certain wall signs in commercial districts to further the purposes of the Zoning Ordinance and to promote the good order, health, safety, morals or the general welfare of the community;

NOW, BE IT THEREFORE ORDAINED, by the Town Council for the Town of Millville, Sussex County, Delaware, having duly met and a majority thereof concurring herein, that the following amendments are hereby adopted and incorporated into the

Town of Millville Code Chapter 155, entitled "Zoning," in Section 155-46, specifically Subsections B and C:

Additions are shown in bold and underlined, and deletions are shown in bold and strike-through as follows:

Article IX. Sign Regulations

§ 155-46. Sign regulations for various districts.

...

B. Signs permitted in C1 – Route 26 Corridor/Town Center Commercial District:

(1) Signs as listed in § 155-44 of this article;

(2) Any lot with only one (1) business shall be permitted one (1) detached sign, which may be a changeable sign, displaying the name of the store or use, which shall not exceed more than fifty percent (50%) of the front facade length of the building. The business on that lot shall be permitted one (1) lighted or unlighted wall sign displaying the name of the store or use, not exceeding an area equivalent to five percent (5%) of the front of the building, length x height, which shall be parallel with and attached to the front of the building. One (1) lighted or unlighted projecting sign may be used in place of the wall sign not exceeding one-half (1/2) of the permitted wall sign size. The above are permitted, provided that:

(a) Illumination of signs shall not light areas beyond the street or property lines, and no signs shall be flashing, moving, rotating, oscillating, or of similar type;

(b) Signs shall identify only the business in the establishment on the premises. No business shall advertise off premises within the Town of Millville;

(3) Any lot with two (2) or more businesses each having their own building entrance shall be permitted one (1) detached sign displaying the center and/or listing each business in the center. This sign shall not exceed more than fifty percent (50%) of the front facade length of the building. This is to include changeable signs. Each business on that lot shall be permitted one (1) lighted or unlighted wall sign displaying the name of the store or use, **not to exceed** ~~exceeding~~ an area **of twenty-eight (28) square feet or the** equivalent to five percent (5%) of the front of the individual unit the business occupies, length x height, **whichever is greater**, which shall be parallel with and attached to the front of each business. One (1) lighted or unlighted projecting sign may be used in

place of the wall sign not exceeding one-half (1/2) of the permitted wall sign size. The above are permitted, provided that:

(a) Illumination of signs shall not light areas beyond the street or property lines, and no signs shall be flashing, moving, rotating, oscillating, or of similar type;

(b) Signs shall identify only the businesses in the establishment on the premises. No business shall advertise off premises within the Town of Millville; and

(4) When two (2) or more businesses occupy one (1) building with common building entrances, they shall be considered one (1) business for sign computation purposes.

(5) Businesses located on a corner lot of two (2) public roads shall be permitted a second wall sign facing the alternate road. The size of such sign shall be one-half (1/2) the size of the permitted front wall sign. When two (2) or more businesses occupy one (1) building with common building entrance, they shall be considered one (1) business for sign computation purposes.

C. Signs permitted in the C2 – Town Commercial District:

(1) Gas/service stations shall be permitted one (1) detached, interior lighted sign, which may be a changeable sign, and one (1) lighted or unlighted wall sign attached flat against the building. The detached sign shall not exceed the building height and shall not exceed more than fifty percent (50%) in area of the front facade length of the building. The attached sign shall not exceed an area equivalent to five percent (5%) of the front of the building, length x height, and attached to the front of the business, nor shall the wall sign exceed the height of the roof line. One (1) lighted or unlighted projecting sign may be used in place of the wall sign not exceeding one-half (1/2) of the permitted wall sign size;

(2) Each shopping center may be permitted one detached interior lighted but nonmoving sign, naming the center and listing the businesses within the shopping center, along each arterial or collector road which the tract in question abuts. Such sign shall not exceed thirty (30) feet in height and shall not exceed fifty percent (50%) in area of the front facade length of the building. The detached sign shall be set back from the street rights-of-way and driveways at least twenty-five (25) feet, and shall be set back from any adjoining property line a minimum of fifty (50) feet.

(3) Each commercial use within a shopping center, shall be permitted one (1) lighted or unlighted wall sign displaying the name of the store or use, not to exceed exceeding an area of twenty-eight (28) square feet or the equivalent to five percent (5%) of the front of the individual unit the business occupies, length x height, whichever is greater. One (1) lighted or unlighted projecting sign may be

used in place of the wall sign not exceeding one-half (1/2) of the permitted wall sign size; and

(a) An individual business on an individual lot shall be permitted one (1) detached, interior lighted sign, which may be a changeable sign, along each arterial or collector road which the tract in question abuts, except that only one changeable sign is permitted per lot. Such sign shall not exceed a height of twenty (20) feet, and shall not exceed more than fifty percent (50%) in area of the front facade length of the building. The detached sign shall be set back from the street rights-of-way and driveways at least ten (10) feet and shall be set back from any adjoining property line a minimum of twenty-five (25) feet.

(b) An individual business on an individual lot shall be permitted one (1) lighted or unlighted wall sign displaying the name of the store or use, not to exceed exceeding an area of twenty-eight (28) square feet or the equivalent to five percent (5%) of the front of the building, length x height, whichever is greater. One (1) lighted or unlighted projecting sign may be used in place of the wall sign not exceeding one-half (1/2) of the permitted wall sign size.

(4) Convenience stores and gas/service stations also providing motor fuel/gasoline sales for automobile use may be permitted one (1) additional detached sign, interior lighted, for display of fuel pricing and the name of the business. Such sign shall not exceed the following dimensions:

(a) A total height not to exceed the building height;

(b) Sign area shall not exceed fifty percent (50%) in area of the front facade length of the building;

(c) A minimum clearance of ten (10) feet from the ground to the bottom of the sign.

(5) Sites that offer drive-through services or requiring multiple instructional and informational signs shall be required to have a comprehensive sign site plan approved by the Planning & Zoning Commission and the Town Council at the time the site plan is reviewed for the approval of the structure.

ADOPTED BY THE TOWN COUNCIL OF THE TOWN OF MILLVILLE, SUSSEX COUNTY, DELAWARE, ON THIS ____ DAY OF _____, 2025.

SEAL:

MAYOR

ATTESTED:

SECRETARY

SYNOPSIS

This ordinance amends the size limits for wall signs in commercial districts for certain businesses. Specifically, for businesses with a small store front, rather than being limited to 5% of the front area, the business can have a sign not greater than 28 square feet.

DRAFT