

ZONING

120 Attachment 2

Town of Rush

Table of Permitted Signs

[Added 1-27-2010 by L.L. No. 1-2010; amended 6-9-2022 by L.L. No. 4-2022]

Function of Sign	Nature of Sign	Area per Face (square feet)	Number of Signs	Total Area (square feet)	Front Line Setback (feet)	Side and Rear Setback (feet)	Height Maximum for Freestanding Sign (feet)	Height Maximum for Wall Sign (feet)	Permit Required
Residential Identification									
Street number and/or identification in single-family house	Permanent	2	1	2	15	15	6	10	No
Customary home occupation in a single-family house	Permanent	2	1	2	15	15	6	10	No
Residential identification or street number and/or identification in a two-family home	Permanent	2	1 per unit/ 2 per building	2 per sign/ 4 per sign, respectively	15	15	6	10	No
Apartment complex (3 to 12 units)	Permanent	12	1 per complex	12	15	15	6	10	Yes
Apartment complex (13+ units)	Permanent	32	1 per entrance, maximum of 2 parcels	64	15	15	6	10	Yes
Public or private school, houses of worship, meeting halls, fire stations, private clubs or other similar uses	Permanent	32	2, 1 of which may be free-standing	64	15	15	15	10	Yes

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Cemetery identification	Permanent	32	1 per entrance	32	15	15	6	Not permitted	Yes
Not-for-profit organizations (fundraising events, etc.)	Temporary, allowed up to 30 days prior to event and must be removed no more than 5 days after	32	1	64	15	15	6	10	No
Political Campaign Signs (tied to an election)									
Campaign headquarters	Temporary, allowed up to 30 days prior to election and must be removed no more than 5 days after	75	1 per party and/or 1 per candidate	75	15	15	12	10	No
Lawn signs	Temporary, allowed up to 30 days prior to election and must be removed no more than 5 days after	5	Unlimited	30 per parcel	Private property	Private property	3	10	No

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Other Temporary Signs									
Public issue signs	Temporary, allowed up to a maximum of 35 days and then removed	5	1 per issue	30 per parcel	Private property	Private property	3	10	No
Garage sale signs	Temporary, allowed up to 30 days prior to event and must be removed no more than 5 days after	4	1	8	Private property	Private property	4	Not permitted	No
Grand opening identification	Temporary, allowed up to 30 days prior to event and must be removed no more than 5 days after	32	1	64	15	15	6	10	Yes

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Real estate for-sale or for-rent signs									
Residential use, 1 and 2 family homes	Temporary, must be removed within 7 days after transfer of property	6	1 per parcel	12	10	15	6	10	No
Commercial property, including apartment complexes	Temporary, must be removed within 7 days after transfer of property	24	1 per parcel	48	15	15	6	10	No
Construction project identification	Temporary, 1 year, renewable	32	2 per parcel	64	15	15	10	10	Yes
Commercial use, single or double tenant site									
Freestanding sign	Permanent	See Chart A	1 per site	See Chart A	15	15	20	--	Yes
Wall sign	Permanent	See Chart C	1 per tenant	See Chart C	--	--	--	20	Yes

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A-frame sign	Temporary	6 per side	1 per business/per number of road sides and may only be displayed during hours of business	12	15	15	4	--	Yes
Projecting sign	Permanent	6	1 per site	6	--	--	--	20	Yes
Commercial complex, 1 or more parcels occupied by more than 2 tenants or at least 2 tenants and the owner of any combination thereof									
Freestanding sign, primary complex	Permanent	See Chart A	1	See Chart A	15	15	20	--	Yes
Freestanding sign, secondary complex	Permanent	20	1 per each secondary frontage	40	15	15	20	--	Yes
Wall sign	Permanent	See Chart C	1 per tenant; must be placed on storefront	See Chart C	--	--	--	20	Yes
Gas station or motor vehicle service station									
Freestanding sign, single or double tenant site	Permanent	See Chart A	1 per site	See Chart A	15	15	20	--	Yes
Wall sign, single or double tenant site	Permanent	See Chart C	1 per tenant	See Chart C	--	--	--	20	Yes
Wall sign, in complex	Permanent	See Chart C	1	See Chart C	--	--	--	20	Yes

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Office, research, development, manufacturing and industrial warehousing, single or double tenant site									
Freestanding sign	Permanent	See Chart B	1 per site	See Chart B	15	15	20	--	Yes
Wall sign	Permanent	See Chart C	1 per tenant, must be placed by primary entrance	See Chart C	--	--	--	20	Yes
Office research, development, manufacturing and industrial warehousing, complex									
Complex identification	Permanent	See Chart B	1	See Chart B	15	15	20	--	Yes
Freestanding sign, individual building identification	Permanent	See Chart B	1 per building	See area per sign	45	20	8	10	Yes
Wall sign, individual building identification	Permanent	See Chart C	1 per tenant, must be placed by primary entrance	See Chart C	--	--	--	20	Yes
Complex identification	Permanent	See Chart C	1 per tenant, must be placed by primary entrance	See Chart C	---	---	--	20	Yes
Sports and recreation center									
Freestanding sign, single or double tenant site	Permanent	See Chart B	1 per site	See Chart B	15	15	20	--	Yes

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Wall sign, single or double tenant	Permanent	See Chart C	1 per site	See Chart C	--	--	--	20	Yes
Wall sign, in complex	Permanent	See Chart C	1 per tenant	See Chart C	--	--	--	--	Yes
Farm stand									
Freestanding sign	Permanent	16	1 freestanding sign or 1 wall sign or both, not to exceed 16 sq. ft. total or per Zoning Board approval	32	15	15	20	--	Yes
Wall sign	Permanent	16	1 freestanding sign or 1 wall sign or both, not to exceed 16 sq. ft. total or per Zoning Board approval	16	--	--	--	10	Yes

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Temporary on-site product promotion signs	Temporary	12	4 during the seasonal use of the structure	24	6	--	--	--	No
Off-site directional signs	Temporary or permanent	12	2 per business	24	15	15	6	10	Yes
Subdivision area									
Subdivision entrance refer to § 120-28(f)	Permanent	32	2 maximum per entrance	64	15	15	6	N/A	