

WINCHESTER TEMPORARY SIGN STANDARDS

Type of Sign	New Maximum Size	Maximum Display Period	Proposed Maximum	Setback	Permit Required	Height	Conditions
Construction	4 SF residential & 16 SF non-residential	Completion of Project	1 per Contractor	None	No	None	N/A
Real Estate	8 SF residential < 2 acres, 12 SF residential >= 2 acres, & 16 SF non-residential < 2 acres, 32 SF non-residential >= 2 acres	Completion of Sale, Rental, Lease	1 per frontage	None	No	None	N/A
Political Campaign	None	Removed 14 days after event	None	None	No	None	N/A
Street Banners advertising a public event	None	14 days before & after event	None	N/A	Yes, City Council	None	N/A
Civic, Fraternal, Charitable Event	None	Removed 5 days after event	None	None	No	None	N/A
Signs advertising storage of materials	None	None	None	None	No	None	Not visible from off-site. Outdoor vendors in downtown assessment districts are permitted one temporary sign up to 12 SF.
Yard Sale	8 SF	3 days prior, removed upon completion	One	None	No	None	May only be placed upon the property for which the yard sale is taking place.
Development Banner	10 SF	None	None	None	No	None	Banners identifying the name or simple announcement of a commercial center, medical campus, university campus or similar development. Minimum 50 feet of spacing between signs.

**If the subject property is located within a Corridor Enhancement District, additional temporary sign standards apply (Article 14.2 of Zoning Ordinance)

(1/1/2014)

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Temporary Advertising	16 SF	30 days per quarter	1 per 50 ft of street frontage (max 4)	5 feet	No	4 feet*	*Unless attached to building.
Temporary business identification	16 SF	45 days	1 per business/tenant	5 feet	No	None*	Usable during review and approval of permanent sign. *Must be affixed to a building.
Portable Price/Advertising	16 SF	30 days per quarter (except for downtown assessment districts)	1 per 50 ft of street frontage (max 4)	5 feet	No	4 feet	N/A
Temporary Sales Event (e.g. Christmas Trees, Fireworks, etc.)	12 SF	Duration of Event	2 per event	5 feet	No	4 feet	Must have an event permit
Non-commercial (residential)	12 SF	None	1 per property (residential properties 1 per residential unit)	None	No	4 feet	Must be freestanding and not affixed to wall, fence, structure, vehicle, or landscaping.
Open Business Flag	15 SF	Only during operational hours	1	None	No	None	Must be affixed to a building. Sign bears the word "OPEN" no additional logo or text.
Incidental Price - Advertising	2 SF	None	None	None	No	None	1 sign per gasoline pump; 1 sign per item displayed for sale.
Regional Tourism	25 SF	30 days	2	None	No	4 feet	Regional tourism destination shall mean a property larger than three (3) acres that routinely provides information and/or exhibits for tourists and the general public.

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(1/1/2014)