



ORDINANCE NO.

AN ORDINANCE TO AMEND CHAPTER 185-31 REGARDING PERMITTED SIGNAGE IN RESIDENTIAL DISTRICTS

WHEREAS, the Town of Dewey Beach Code currently regulates permitted signs, including real estate advertising signage, in the NR, RR and PR Residential Districts pursuant to § 185-31; and

WHEREAS, the seven-linear-foot placement requirement may be problematic for certain property owners due to the size, configuration, or available space on their lots, and may unnecessarily limit the placement of otherwise permitted real estate advertising signage; and

WHEREAS, the Town Council desires to remove the seven-linear-foot placement restriction for real estate signage while retaining all other applicable requirements governing the size, location, construction, and placement of permitted signs under § 185-31.

NOW THEREFORE, BE IT ENACTED AND ORDAINED, by the Commissioners of the Town of Dewey Beach, Sussex County, Delaware, in session met, as follows:

Section 1. Amend Chapter 185-31 of the Code of Ordinances as depicted by strikeouts and substitutions depicted below:

§ 185-31 Permitted signs in NR, RR and PR Residential Districts.

The following signs are permitted in NR, RR and PR Residential Districts:

A. One name plate sign no larger than 1 1/2 square feet in area displaying the name and street address of the occupant of the property, or the name of the building manager, or the name of a permitted use. The identity of a multifamily dwelling building or group of buildings may be erected, provided the size does not exceed 18 square feet.

B. Real estate advertising signage.

1) Single-family detached dwelling parcel.

a) One portable, nonpermanent, freestanding sign no larger than seven square feet in total signage area and not greater in height than four feet above ground level may be placed upon each single-family detached dwelling parcel, as determined by the Building Official, for the exclusive purpose of advertising the sale, rental, or lease of that premises.

b) ~~No sign shall be placed further than seven linear feet from the foundation of the principal residential structure, unless the Building Official renders a determination that, because of the irregular size or shape of the lot or location of the structure, the sign may be placed otherwise. Signage may not be affixed~~

to the interior windows or exterior surface of any building in the districts, including exterior decks and roofing. Signage may not be affixed or attached to utility poles, traffic signs, trees, or any other structure. In no event shall signage be placed within the right-of-way of a street or roadway.

- c) The sign shall be placed parallel to the street on which the parcel is located.
- d) In the event that the parcel abuts two or more streets, one sign may be placed on each side of the parcel abutting a street.
- e) Each sign must be constructed of a durable material. Signage constructed of cardboard, paper, or other nondurable material is prohibited.
- f) The signage shall not be illuminated by lights affixed to the sign.
- g) Signage shall not advertise an off-site sale. Pamphlet displays shall promote exclusively the parcel upon which the signage is located.

2) Multifamily dwelling unit parcels.

- a) One temporary real estate advertising sign, as identified hereinabove in Subsection B(1)(a), or one permanent real estate advertising sign, identified hereinafter as a "master sign," no larger than 20 square feet in total signage area and not greater in height than six feet above ground level may be placed in a location approved by the Building Official upon a parcel containing a group of townhouses or multifamily dwelling units consisting of one or more buildings designed or developed as a single entity, such as a condominium or townhouse community, for the exclusive purpose of advertising the sale, rental, or lease of any unit within that parcel.
- b) The master sign may be freestanding, provided that it is placed parallel to the street on which the parcel is located. ~~No freestanding master sign shall be placed further than seven linear feet from the foundation of one of the principal residential units, unless the Building Official renders a determination that, because of the irregular size or shape of the lot or location of the structure, the sign may be placed otherwise.~~
- c) The master sign shall be placed parallel to the street on which the parcel is located. In the event that the parcel abuts two or more streets, only one sign shall be placed on the premises.
- d) The master sign may be affixed to an exterior wall of the multiunit structure, provided that it is placed parallel to the street on which the structure is located.
- e) Each master sign shall be constructed of wood or a durable material approved by the Building Official and shall be designed to permit the insertion of signs commonly known as "slip signs," being six inches in height and 12 inches in length, to advertise each unit for sale, lease or rent. The master sign shall display signage on one side only, and shall be constructed with a solid backing

to prevent displacement of signage. The approved design of master sign construction shall be kept on file by the Building Official, and said approved design shall be considered by the Building Official when reviewing master sign placement permit applications.

- f) A master sign placement permit must be acquired from the Building Official prior to installation. Unless amended by subsequent ordinance, no fee shall be imposed for a master sign placement permit.

Section 2. If any provisions of this Ordinance shall be deemed or held to be invalid or unenforceable for any reason whatsoever, then such invalidity or unenforceability shall not affect any other provision of this Ordinance which may be given effect without such invalid or unenforceable provision, and to this end, the provisions of this Ordinance are hereby declared to be severable.

Section 3. This Ordinance shall take effect immediately upon its passage by a majority vote of the Commissioners of the Town of Dewey Beach.

Adopted by at least a majority of the Commissioners of the Town of Dewey Beach on this -- day of --, 2026.

SYNOPSIS

This ordinance amends § 185-31 of the Town Code to remove the requirement that certain real estate advertising signs in the NR, RR, and PR Residential Districts be placed no more than seven linear feet from the foundation of a residential structure. All other applicable regulations governing permitted signage remain unchanged.

Mayor, William Stevens

Town Manager, Bill Zolper