

Amendments Proposed to the Town of Warwick Zoning Law

November 15, 2010

The following are amendments, proposed by the Town Board of the Town of Warwick, to the *Zoning Law of the Town of Warwick, New York*. Such amendments are being considered in response to the recently updated 2008 Town of Warwick Comprehensive Plan:

Sections (§)	Proposed Modification
164-22	Add a new definition for “Agri-Tourism” as follows: “Agri-tourism is defined as a set of activities that occurs when people link travel with the products, services, and experiences of agriculture. Examples of agri-tourism include, but are not limited to, farm stays, hay rides, wine trails, farm tours, and farm festivals.
164-22	Replace the definition for “Floor Area of a Building” with the following new definition: “The sum of the gross horizontal area of the several floors of a building and its accessory buildings on the same lot, excluding cellar and basement floor areas not devoted to habitable use, but including the areas of roofed porches and roofed terraces. All dimensions shall be measured between the exterior faces of walls.”
164-22	Add a new definition for “Conference Center” as follows: “A facility used for in-residence business, cultural or professional programs, conferences, retreats and seminars, often with campus-type accommodations for sleeping, eating and recreation.”
164-22	Replace the definition for “Convenience Store” with the following new definition: “A retail store containing 4,000 square feet or less of gross floor area, designed and stocked primarily to sell food, beverages and household supplies to customers who purchase only a relatively few items. Such establishments shall not include the sale of gasoline, diesel or other motor fuels.”
164-22	Add a new definition for “Financial Institution” as follows: “The premises of a financial services company including a bank, credit union, trust company, insurance company, finance company, mortgage company, pension fund, broker, underwriter or other similar investment company.”

Sections (§)	Proposed Modification
164-22	Replace the definition for “Motor Vehicle Service Station” with the following new definition: “Any area of land, including structures thereon, that is used for the sale of gasoline or any other motor vehicle fuel and oil and other lubricating substances, including any sale of motor vehicle minor accessories, and which may or may not include facilities for lubricating or otherwise servicing motor vehicles, but not including the painting or major repair thereof or the use of mechanical car washing equipment. A motor vehicle service station may include, as an accessory use, a retail store, not exceeding 2,000 square feet, for the sale of a limited number of food and household products.”
164-22	Add a new definition for “Retail Stores” as follows: “An establishment engaged in selling or renting goods or merchandise specified in the Table of Use Requirements, to the general public in small quantities for personal or household consumption or business use and rendering services incidental to the sale of such goods. A “Motor Vehicle Service Station” and an “Eating and Drinking Place” shall not be considered a “Retail Store.”
164-22	In the definition for “Use, Principal” in subparagraph “(C)”, add “Community Business,” after “Traditional Neighborhood” and before “and Designed Shopping Districts.
164-22	Add a new definition for “Work-Live Unit as follows: “A mixed-use unit consisting of a commercial and residential function. A Work-Live Unit has a substantial commercial component that may accommodate employees and walk-in trade. The unit is intended to function as work space for one individual business establishment with incidental residential accommodations that meet basic habitability requirements.
164-30	Add a new the District Label for “CB Community Business”.
164-31.P	Add a new paragraph “P” as follows: “CB. The purpose of the Community Business District is to provide a place for attractive development of business activities that serve community needs. A limited number of curb cuts along NYS Route 94 are required by the Town’s Marginal Access Road standards, to minimize conflicts with through traffic and to conserve the capacity of the roadway, while providing linkages between business establishments on adjacent parcels. Careful review of both site and architectural elements is required in this district to enhance the overall quality of site development and promote architectural design that is compatible with the overall historic character of the Village and Town of Warwick.”

Sections (§)	Proposed Modification
164-32.A	Amend the “Town of Warwick Zoning Districts” map by adding a new district entitled “CB - Community Business” Zoning District. Add to the “Zoning District Purposes” text on the “Town of Warwick Zoning Districts” map with the following new text: “CB The purpose of the Community Business District is to provide a place for attractive development of business activities that serve community needs. A limited number of curb cuts along NYS Route 94 are required by the Town’s Marginal Access Road standards, to minimize conflicts with through traffic and to conserve the capacity of the roadway, while providing linkages between business establishments on adjacent parcels. Careful review of both site and architectural elements is required in this district to enhance the overall quality of site development and promote architectural design that is compatible with the overall historic character of the Village and Town of Warwick.”
164-40.F and M	In the Table of Use Requirements, amend the Table by adding a new column titled “CB” and add the uses identified by “P” for permitted, “S” for special permit use, and “A” for accessory use with the uses identified in Attachment “A”.
164-40.F and M	Amend the far left column in the Table of Use Requirements by adding the new uses that are identified by a “#.1” on new rows in the Table and amend the existing numbered uses as shown in Attachment “A.”
164-40.H and N	Amend the Table of Bulk Requirements so that the entire column entitled “Floor Area Ratio” appears under the Table’s Subheading “Maximum Permitted” instead of the Table’s Subheading “Minimum Required”.
164-40.G	Add the following three new “Use Symbols” to the middle column on the last page of the Table of Use Requirements: T1 - Tier 1 (T1) uses are encouraged in the Town of Warwick and are eligible for incentives in accordance with § 164-46.J(139) of the Zoning Law. T2 - Tier 2 (T2) uses are allowable but are not eligible for incentives.
164-42.F(3)(a)	Reword the sentence as follows: “Applicable districts. This provision shall only apply to lands in the Designed Shopping Center and Office and Industrial Park Zoning Districts with frontage on New York State Route 94 and County Route 13 (Kings Highway) and to lands in the Community Business Zoning District with frontage on New York State Route 94.
164-43.1.G(6)	Add a new paragraph (6) in Subsection 164-43.1.H as shown on Attachment C.

Sections (§)	Proposed Modification
164-43.2.A(4)	Replace the third sentence with the following: Within the LB, CB, and TN-O Zoning Districts, the Planning Board is authorized to require that all off-street parking be located behind or to the side of the principal building(s) and to reduce applicable front yard setbacks to allow placement of buildings nearer to the street, when parking is provided wholly at the rear of buildings and to link the site to the street front and sidewalk systems, whether existing or planned. Off-street parking in the CB District shall additionally meet the Design Standards found in Appendix A of the Zoning Law.”
164-46.E(4)	Replace the reference to “Design Guidelines” with “Design Standards” in the last sentence.
164-46.E(5)	Replace the reference to “Design Guidelines” with “Design Standards.”
164-46.H	Replace the two references in the paragraph to “Design Guidelines” with “Design Standards.”
164-46.J(75)	Replace the sentence with the following sentence: “All special uses in the Designed Shopping (DS) and Community Business (CB) districts and all display sales and storage accessory thereto, other than off-street parking, shall be carried on in buildings fully enclosed on all sides.”
164-46.J(76)	Replace the first sentence with the following: “Any Designed Shopping or Community Business District use located on a lot, any lot line of which lies within 100 feet of a residence or a residential district boundary, shall be screened along such lot line.” The remainder of the paragraph remains the same.
164-46.J(97)	Replace the reference to “Town’s Design Guidelines” in the last sentence with “Town’s Design Standards.”
164-46.J(126)	Replace the sentence with the following: “Unless specifically stated elsewhere in this Zoning Law, outdoor storage, sales, and display is not permitted in the Designed Shopping (DS) or Community Business (CB) districts.”
164-46.J(128)	Replace the sentence with the following: “A one hundred foot front yard setback for parking is required for a designed shopping center or community business district use.” The remainder of paragraph (129) remains the same.
164-46.J(129)	Replace the first sentence with the following sentence: “The following uses are specifically prohibited in the Designed Shopping, Traditional Neighborhood, Local Business and Community Business districts:”

Sections (§)	Proposed Modification
164-46.J(138)	<p>Replace “Reserved” with the following: “Conference Centers in the CB District shall comply with the following special conditions:</p> <ul style="list-style-type: none"> (a) The use shall be found to be in harmony with the Town of Warwick <i>Comprehensive Plan</i>. (b) The minimum lot area shall be ten (10) acres for the first 40 guest rooms, plus an additional one half (½) acre for each additional guest room. The maximum number of rooms in a conference center shall be 80. (c) Access shall be from a State or County highway. (d) Specific plans for parking shall take into consideration the rural and scenic resources of the site and community. Use of alternative paving materials and alternative transportation, such as grassed parking areas and shuttle services, is encouraged to protect such resources. (e) New construction shall be sited so as to have a minimum impact on fields, water features and woodlands. Major regrading, clear cutting or changing of topography shall not be permitted. (f) Specific plans for public address systems, amplified music, and/or outdoor lighting shall be submitted to and approved by the Planning Board, including the specific hours of operation for such facilities. Approval shall be preceded by a clear demonstration by the facility owner and/or operator that the features are both essential and will create no adverse effect on nearby residential properties, will be in compliance with the Town of Warwick Noise Regulations and will be in harmony with the rural and scenic character of the Town. The specific plans for public address systems, amplified music, and/or outdoor lighting shall be subject to such additional restrictions deemed appropriate by the Planning Board.”
164-46.J(139)	Replace “Reserved” with Attachment “B”.
164-46.J(142)	<p>Replace “Reserved” with the following: “A Country Inn shall include a minimum of six (6) guest rooms and a maximum of twelve (12) guest rooms. Accessory recreational uses for guests may include tennis, swimming pools, and similar low impact facilities.</p>
164-47.6.D(2)(c)	Replace “Design Guidelines” with “Design Standards.”

Attachment A

Agricultural Uses	CB
14. Commercial agricultural operations: Raising of field, greenhouse, and garden crops; sod, vineyard and orchard farming; the maintenance of nurseries. Keeping, breeding and raising of cattle (including dairies), sheep, goats, pigs and horses. Keeping, breeding and raising of fish or fowl. Energy production involving solar, wind, biomass, hydropower or other alternative non-fossil fuel source produced on the farm.	P (d) (19) T1
14.1. Agri-Tourism Businesses	S (139) (145) (152) T1
15. Dormitory accommodations for housing migratory agricultural workers	S (21) (53) T1
16. Farm markets, micro-breweries, wineries, distilleries and similar retail establishments of 4,000 square feet or more devoted primarily to the production and sale of farm and food-processing supplies	S (cc) (3) (53)) (80) (145) (152) T1
19. Manufacturing, assembling, altering, finishing, converting, fabricating, cleaning or any other processing, packaging or repackaging of agricultural products or materials	S (ll) (3) (53) (74-75) (81) (84-86) (97) (126) (128-129) (133-134) (145) T1
20. Secondary use of agricultural wastes	S (19) T1
21. Storage and sale of seed, feed, fertilizer, manure and other agricultural products	S (h) (19) (74-75) (126) (128-129) (149) T1
23. Use of mobile homes on farms to house tenant & migrant farm laborers	S (20) (141) (145) T1

Business Uses	CB
24. Adaptive reuse of nonresidential agricultural structures	S (cc) (74-75) (83) (120) (126) (128-129) (139) T1
25. Animal hospitals, veterinary kennels	S (i) (2) (14) (53) (81) (97) (102) (139) (145) T2
26. Country Inn	S (hh) (53) (139) (142) T1
27. Bowling alleys, physical fitness studios, ice skating rinks, and similar commercial recreation activities in fully enclosed structures	S (kk) (53) (139) T2
29. Business & professional offices	S (53) (126) (139) (145) T1
32.1. Conference Center	S (53) (97) (138-139) T1
32.2. Convenience stores	S (53) (139) T2
38. Eating & drinking places, delicatessen, coffee shop, and luncheonette, but excluding drive-in restaurants	S (53) (76) (126) (129) (139) (145) T2
39.1. Financial institutions	S (53) (139) T1
44. Manufacturing, assembling, converting, altering, finishing, cleaning or any other processing of products where goods so produced or processed are to be sold primarily on the premises	S (kk) (53) (84) (126) (128-129) (139) (145) T2
44.1. Medical or dental clinics	S (53) (74-75) (126) (139) (145) T1

Agricultural Uses	CB
45. Miniature golf, golf courses, batting cages & driving range facilities	S (kk) (53) (126) (128-129) (145) T2
51. Motor vehicle sales	S (kk) (53) (57-60) (65) (67) (77) (126) (128-129) (139) (145) T2
52. Motor vehicle sales, services, accessories, & parts	S (kk) (53) (57-68) (77) (128-129) (139) (145) T2
55. Personal service establishments	S (53) (126) (139) (145) (147) T2
56. Printing	S (kk) (53) (81) (126) (139) (145) T2
56.1. Public libraries, business services	S (53) (139) (145) T2
57. Research, design & development laboratories, telecommunications businesses, data technology and related software development facilities, and clean renewable energy technology businesses devoted to research, education, distribution or application of technological innovation in alternative energy	S (53) (81) (139) (145) T1
58.1. Tier 1 Retail limited to apparel, farm equipment and supplies, hardware, bookstores, home furnishings, electronics stores and sporting goods stores	S (53) (139) T1
58.2. Tier 2 Other Retail Stores	S (53) (139) T2

Agricultural Uses	CB
62. Service establishments furnishing services, other than of a personal nature, including a launderette	S (53) ((81) (126) (139) (145) T2
67. Theaters including drive-in	S (kk) (53) ((139) (145) (150) T1

General Uses	CB
79. Community recreational facilities and buildings, club houses, etc.	S (53) (81) (97) (124) (127) (139) (145) T1
83. Indoor recreation establishments and/or sports, such as tennis and skating	S (53) (74-76) (83) (87) (126) (128-129) (139) (145) T1
84. Institutions of higher learning, public libraries, museums, state-accredited private schools	S(k) (25) (53) (129) (139) (145) T1
85. Kiddy lands	S (kk) (53) (74-76) (126) (128-129) (139) (145) T1
87. Nursery schools	S (53) (104) (129) (139) (145) T1
89. Rest or Convalescent homes, hospitals or sanatoriums for general medical care	S (g, k) (26) (139) T1
94. Railroad, public utility, rights-of-way & structures necessary to serve areas within the town	S (31) T2
100. Town of Warwick uses & buildings	P T2
101. Wireless telecommunications facility	S (153) T2

Accessory Uses	CB
A31. An accessory apartment in a structure housing a business use	S 24, 26, 29, 58.1 (T1)
A32. Eating and drinking places	S 14.1 16, 24, 27, 29, 45, 58.1, 81, 84, 85, 89 (T2)
A.33. Work-Live Units	S 24, 25, 26, 29, 32.1, 32.2, 39.1, 44, 44.1, 55, 56, 56.1, 57, 58.1, 58.2, 62, 83, 84, 87, (T1)

Attachment B

- (139) The Town Board has determined that the Community Business District is an appropriate place in the community to provide for attractive development of business activities that serve community needs. Incentives are available to applicants for specific uses that meet the special conditions described below in § 164-46.J(139)(a) through (f) below. The Town Board has determined that it is appropriate to grant such incentives in exchange for the provision of community benefits or amenities. All retail uses in the CB Zoning District are subject to Subsection (139)(a) through (e) below.. All retail uses in the CB District are classified as Tier 1 or Tier 2. Tier 1 uses are encouraged while Tier 2 uses are subject to the full Planning Board review requirements. Incentives for specified Tier 1 uses can be found in § 164-46.J(139)(k).
- (a) All Tier 1 and Tier 2 uses shall fully comply with the Town of Warwick's Marginal Access Requirements found in § 164-42.F of the Zoning Law.
 - (b) For all Tier 1 and Tier 2 uses, the buildings and the site shall be designed to comply with the Town of Warwick's Design Standards for architecture, building, landscaping, human scale lighting, and a pedestrian friendly environment as illustrated in Appendix A of the Zoning Law.
 - (c) All Tier 1 and Tier 2 uses shall be subject to the Town of Warwick's and/or the United States Environmental Protection Agency's "Low Impact Development" strategies (whichever is more stringent) for the area's stormwater management system to enhance and protect surface and ground water quality, maintain the integrity of aquatic resources, wildlife habitats and ecosystems, and preserve the physical integrity of the District's wetlands and tributaries.
 - (d) All Tier 1 and Tier 2 uses within the CB District shall fully comply with the Town's Stormwater Management requirements and proper provisions shall be made for water supply and sewage disposal in accordance with Town of Warwick and Orange County Department of Health requirements. This may include connection to the municipal wastewater treatment system and/or community water supply system if such system(s) exists at the time of approval.
 - (e) Special Bulk, Parking and Siting Regulations apply in the CB Zoning District. In the event of a conflict with the Table of Bulk Requirements or other Bulk Requirement of this Zoning Law, this section shall apply as follows:
 - 1. For retail uses, a minimum floor area of 2,000 square feet and a maximum floor area of 60,000 square feet per lot is permitted. For non-retail uses, a minimum floor area of 1,000 square feet and a maximum floor area of 60,000 square feet per lot is

- permitted. Buildings shall be designed in accordance with the Dimensional and other Design Standards found in Appendix A of the Zoning Law. Individual business establishments that exceed 8,000 square feet of floor area shall be designed to exhibit the physical design characteristics of pedestrian-oriented, shopfront-style shopping streets.
2. The minimum lot area shall be three (3) acres unless the Table of Use Requirements specifies a lesser or greater minimum lot area for the use. Multiple special permit uses may occupy a lot without the necessity of establishing the minimum lot area requirement for each use.
 3. The maximum lot coverage shall be 30 percent for Tier 2 uses and 40 percent for Tier 1 uses. The area reserved for the marginal access road right-of-way shall not be penalized for reserving such acreage when calculating maximum lot coverage.
 4. The maximum Floor Area Ratio (FAR) shall be 0.2 for Tier 2 uses and 0.25 percent for Tier 1 uses. The area reserved for the marginal access road right-of-way shall not be penalized for reserving such acreage when calculating the maximum FAR.
 5. Buildings that have a minimum of two (2) stories and a maximum of three (3) stories or 38 feet, not including the height exceptions allowed by § 164-41.C(3) of the Zoning Law, will earn a bonus FAR of 0.05 for Tier 1 uses for a maximum allowable FAR of 0.30. The area reserved for the marginal access road right-of-way shall not be penalized for reserving such acreage when calculating the maximum FAR.
 6. Retail uses shall not exceed fifty percent (50 %) of the floor area of a building. Any change of such retail uses shall be subject to § 164-46.B(5) of the Zoning Law. The remaining uses may consist of non-retail Tier 1 and 2 uses such as business and professional offices, personal service establishments, service establishments, work-live units, and similar uses compatible with the purposes of the Community Business District.
 7. The Town Design Standards found in Appendix A of the Zoning Law shall be used in determining lot width, lot depth, setbacks and other dimensional requirements applicable to the use(s). The Planning Board remains responsible for determining the adequacy of such dimensional requirements, taking into consideration the physical design characteristics of pedestrian-oriented, shopfront-style shopping streets.
 8. Opportunities for shared parking shall be integrated into the overall plan for parking. Off-street parking spaces shall be located to the rear of the principal building or otherwise

- screened so as to not be visible from the street(s) or residential zoning districts.
9. Buildings shall have a primary entrance door facing a public sidewalk. Entrances at building corners may be used to satisfy this requirement.
 10. Building entrances may include doors to individual shops or businesses, lobby entrances, entrances to pedestrian-oriented plazas, or courtyard entrances to a cluster of shops or businesses.
 11. A minimum of 60 percent of the street-facing building facade between two feet and eight feet in height shall be comprised of clear windows that allow views of indoor space or product display areas. The bottom of any window or product display window used to satisfy this requirement may not be more than 4.5 feet above the adjacent sidewalk.
- (f) The Town Board has determined, consistent with § 261-b of New York State Town Law and the Town of Warwick Comprehensive Plan, that it is appropriate to make adjustments to permissible density and area requirements for specified Tier 1 uses in the CB District for the purpose of providing a community benefit. The purposes of granting a density bonus include the following:
5. Reclaim an existing auto-oriented shopping strip by incrementally redesigning and transforming the strip into a walkable and bikable commercial area that will always be secondary to the Village of Warwick as the primary retail and civic center for the community, while strengthening its links to the Village as a complimentary mixed-use area serving a slightly different and more auto-dependent purpose, than the walkable Village.
 6. Help to unify the streetscape of Route 94 with generous landscaping, continuous street trees and if possible, planted medians, reminiscent of a boulevard.
 7. Fill in the front of the large parking areas wherever possible by replacing them with buildings. Site new buildings back from the road and buffer the buildings with trees, berms, landscaping, and other natural elements to protect the views and compliment the agricultural and other open spaces surrounding the commercial area as shown on the illustrations in Appendix A.
 8. Create pedestrian and bicycle networks through sidewalks, bicycle paths, trails and crosswalks, in order to create connections to shared parking, public transportation and between stores and nearby housing in the RU and SL districts as well as the Village.

9. Enhance and diversify the local tax base by generating additional revenues to meet the costs of municipal and educational services by encouraging specific retail and other commercial services that are currently underserved in the community.
- (g) Additional infill development density for creating new Tier 1 uses, on existing developed properties within the CB District, is available by Special Use Permit from the Town Board, for the expressed purpose of providing a marginal access road on such developed properties, provided the following additional requirements are met. The Town Board has determined that providing a public benefit in the form of marginal access road development on developed properties is consistent with the intent and purposes of the Town of Warwick Comprehensive Plan and provides a public benefit in the form of reduced traffic congestion on State Route 94. For purposes of this paragraph, existing developed properties are defined as those parcels of land for which existing maximum floor area and lot coverage meets or exceeds the maximum bulk requirements for the CB Zoning District found in § 164-46.J(139)(e) herein at the time of enactment of Local Law No. _____ of 2010.
5. Within the CB District, the Town Board may, as a condition of approval, modify the Bulk Regulations found herein at §164-46.J(139)(e) and may impose additional modifications that would have to be incorporated into the proposed action to merit a determination of consistency with the standards and guidelines set forth herein. The Town Board's findings shall include a rationale for any modification granted to a specific standard. The Town Board may, in granting modifications to these standards, incorporate such reasonable conditions as will, in its judgment, substantially secure the objectives of the requirements so waived.
 6. Projects deemed consistent with the infill standards and consistent with the Town Comprehensive Plan are eligible for an increase in density in exchange for the construction of a marginal access road on an applicant's existing developed property. Any increase in density granted shall comply with the Zoning Law's other limitations for such use. Nothing herein shall prevent the development of multiple buildings to achieve the density permitted, provided each individual building complies with the building limitations imposed by the Town Board.
 7. The marginal access road shall be constructed and dedicated to the Town of Warwick in accordance with "Figure 2.1: Artist's Illustrative Plan of the Route 94 Corridor" adopted by the

Town Board in the February 18, 2010 Draft Generic Environmental Impact Statement for the Community Business District and with §164-42.F(3)(c) of the Zoning Law.

8. Projects shall comply with the green building requirements found in § 164-41.1(D)(5)(vi) of the Zoning Law.
- (h) Additional development density for Tier 1 uses is available by a Special Use Permit from the Town Board. The allocation of incentives for mixed uses shall be pro-rated at the discretion of the Town Board. Uses identified as Tier 1 that do not meet the requirements identified herein, shall not be eligible for additional development density and shall be subject to the Tier 2 provisions identified in 164-46.J(139)(n) herein. All subdivisions of land within the CB district shall be subject to the Site Plan requirements of § 164-46 of the Zoning Law.
 - (i) Tier 1 uses are encouraged and are eligible for the following incentives, provided the Planning Board finds that the proposed use is in full compliance with this section. Incentives available include:
 - (i) Use of the Town's Generic Environmental Impact Statement (GEIS) for Tier 1 projects proposed in the Community Business District. Projects proposed in accordance with the GEIS and where the Planning Board is acting as Lead Agency under SEQR may require limited SEQR review in accordance with 6 NYCRR 617.10(b) and (c).
 - (ii) Expedited Planning Board review of the application as specified in the GEIS.
 - (iii) Bonus lot coverage and FAR as specified in § 164-46.J(139)(e)(3) and (4) herein, subject to issuance of a Special Use Permit from the Town Board.
 - (iv) Reduced review fees in accordance with Chapter 75 of the Town of Warwick Code, the Development Fees.
 - (j) Tier 2 uses are subject to the full review requirements of the Town Zoning Law and the State Environmental Quality Review Act (SEQR) where the Planning Board is acting as Lead Agency.

Attachment C

- (6) Community Business District
- (a) Not more than one (1) sign shall be permitted per establishment. Such sign shall be located on the establishment's principal facade.
 - (b) Such sign shall be a wall or a projecting sign. Freestanding signs may not be displayed by individual establishments located within a center. Wall signs (with or without borders) may be as large as one (1) square foot per one (1) linear feet of an establishment's front building wall length or a maximum of forty (40) square feet, whichever is less. Such sign shall be located on the establishment's principal facade, fascia, or eave. In the event an establishment exceeds 150 feet from Route 94, the wall sign may be increased in size using a ratio of 3.7 as applied to the front setback or a maximum of one hundred thirty (130) square feet, whichever is less. For example, if an existing building had or a new building was proposed with a setback from Route 94 of 250 feet, the maximum wall sign permitted would be $250/3.7 = 68$ square feet.
 - (c) A Master Sign Plan is required of establishments that share a lot, parcel or are part of a center. The Plan is a sign system to create visual unity among the signs within the Plan area and to ensure compatibility with surrounding establishments and structures. The Plan shall include specifications to which all signs within the Plan area shall conform, including: sign size, height, shape, materials, lighting, and location on the establishment. Within these standards, variety of graphic design is encouraged, subject to the design criteria of § 164-43.1H(3).
 - (d) One (1) common monument or post & arm sign, identifying the center shall be permitted as follows:
 - [1] Monument signs no larger than forty (40) square feet in area consisting of a maximum of twenty (20) square feet in area per face, with a height maximum of eight (8) feet from the mean ground surface (including the base) to the top of the sign.
 - [2] Post & arm signs no larger than eighteen (18) square feet in area per face, with a height maximum of fifteen (15) feet from the ground (including the post) to the top of the sign. The sign must be set back a minimum of fifteen (15) feet from the edge of pavement.
 - (e) One (1) sign at each point of access to the lot, for internal direction, shall be permitted provided that the individual signs are no more than two (2) square feet on each of two (2) sides and are limited to generic text such as "entrance," "exit," "office," and "parking." Permits will be granted only if the applicant can clearly demonstrate necessity based on motorist safety and that any such directional sign will be set back at least five (5) feet from any public right-of-way or property line.