

## CCV SIGN POLICY

It is the policy of Chevy Chase View to enhance vehicular and pedestrian safety by limiting visual distractions and physical obstructions and by maintaining clear sight lines for users of the public rights-of-way, and to maintain the continued attractiveness of the town through the reduction of litter and visual clutter, by providing the following standards for signs displayed within the town.

1. Commercial signs. Commercial signs, displayed for the purpose of identifying a commercial use, or advertising or endorsing a service, product, business, venture, or other enterprise, should not be posted in the town provided, however, that signs identifying a person or entity performing construction, demolition, landscaping, or other related services may be displayed on the private property where such service is being performed to allow the public to identify the person or entity performing the service. Such signs may be posted up to one week before the service begins and should be removed within two weeks after the service is completed. Such signs should comply with the size and location requirements provided below.
2. Temporary event signs. Temporary event signs, displayed for a limited period of time to announce a public, charitable, educational, religious, celebratory, fundraising, or other similar type of event, or to announce a special event, such as a yard, garage, or estate sale, may be posted on private property. Such signs may be posted up to two days before the event begins and should be removed immediately after the event is over. Such signs should comply with the size and location requirements provided below.
3. Real estate signs. Real estate signs, advertising private property for sale, lease, or rental, may be posted on the subject property in accordance with the size and location requirements provided below. Such signs should be removed within two weeks after the sale, lease, or rental of the subject property.
4. Size of signs. The area of any one sign posted on a private property should not exceed twelve (12) square feet (e.g., 3ft by 4ft) per sign face. The area of all signs posted on a private property should not exceed a cumulative total of ninety (90) square feet. Only the size of the largest sign face is counted for any sign having two (2) sign faces. The size of all sign faces is counted for signs containing more than two (2) faces, for purposes of determining total sign area.
5. Location of signs. Signs should be located at least (5) feet, at the sign's closest point, from the public right-of-way. Signs should not be posted within the public right-of way.
6. Other signs and exempt signs. Except as otherwise set forth above, other types of signs not described above may be posted on private property in the town in accordance with the size and location requirements provided above. This policy does not apply to the following: (i) street and traffic signs posted on private property in accordance with the Manual on Uniform Traffic-Control Devices adopted by the State Highway Administration; (ii) signs lawfully posted by any utility company or government; (iii) any non-commercial sign lawfully posted on the property of a church, synagogue, or other place of worship, including but not limited to signs posted by non-profit organizations operating within the church, synagogue, or other place of worship; (iv) signs mandated by local, state, or federal law; (v) signs lawfully posted on commercially-zoned property; (vi) any non-commercial flag, banner, emblem, or insignia of a political or religious organization or a professional, collegiate, or scholastic institution lawfully displayed on a flag pole; and (vii) any non-commercial decoration associated with any traditionally recognized civic, patriotic, and/or religious holiday lawfully posted on private property.