

SIGN REGULATIONS



Even with the technology of today, one of the most powerful marketing tools at your disposal as a REALTOR® is your yard sign. Used properly, yard signs add name recognition and credibility to your ability to sell houses. Used improperly, yard signs detract from the professional image of REALTORS®.

Every county, city, and town has its own set of sign regulations within their zoning ordinances.

A common misconception is that because your sign is on private property, sign restrictions do not apply. However, zoning ordinances enacted by local units of government address all land within a county, city, or town regardless of public or private ownership. Most sign regulations can be found on the city or county website under zoning ordinances. Deed covenants and restrictions may also contain language restricting or preventing sign usage.

Not following the regulations can lead to sign confiscation and fines. Enforcement of sign regulations is done by county, city, or town officials. Although enforcement may be infrequent or sporadic, you should always adhere to sign regulations. Seeing others use signs improperly should never be seen as an opportunity to do the same.

Below are a list of general do's and don'ts for sign usage. Although they address most major points of concern, they may not cover all regulations. You should become familiar with the sign ordinance in the community where you do business before placing your sign. Make sure to also check for additional restrictions in neighborhoods with associations or condominium developments.

SIGN DO'S

- **DO** obtain permission from the landowner wherever a sign is placed.
- **DO** remove open house signs promptly after the open house.
- **DO** remove for sale signs promptly following the closing.
- **DO** place only one sign per property street frontage.

SIGN DON'TS

- **DON'T** place signs in the right-of-way (this includes medians, roundabouts, and generally the area between the street and sidewalk). Signs in the right-of-way are always prohibited and the biggest reason for enforcement.
- **DON'T** assume that because other signs are illegally placed that the ordinance is nullified and you too may place your signs illegally.
- **DON'T** use yard signs larger than 6 square feet in size (per sign face).
- **DON'T** place signs in any area that may impair the vision or safety of motorists or pedestrians.
- **DON'T** attach signs to poles, other sign posts, trees, or other similar objects.
- **DON'T** place more than one sign per property street frontage.