



STATE OF DELAWARE  
**DEPARTMENT OF TRANSPORTATION**

800 BAY ROAD  
P.O. Box 778  
DOVER, DELAWARE 19903

CAROLANN WICKS, P.E.  
SECRETARY

## STATE REQUIREMENTS FOR FREE-STANDING OUTDOOR ADVERTISING SIGNS IN KENT COUNTY

Kent County Building Permit Applicant:

Please be aware that *all* free-standing outdoor advertising signs in Kent County require permission from the State, *in addition to* a County building permit.

- ◆ State permission for free-standing outdoor advertising signs comes in two types. A sign advertising or pertaining to the same land that it is to be placed on, or to the business, product, activity, structure or entity upon that land, requires a **State Letter of Permission**. This is a one-time issuance that does not require the payment of a fee.
- ◆ A free-standing sign that is *not* to be located on the same property, or at the same business, product, activity, structure or entity that it advertises, requires a **State Outdoor Advertising Permit**. They are issued and re-issued on a yearly basis, for initial and annual fees in the range of \$5 to \$40.
- ◆ Note that signs that are to be *attached* to buildings or other permanent structures ( grandstands, for example ) are *not* State-regulated, *except* those that advertise a business, product, activity, structure or entity located elsewhere.

State permission for an outdoor advertising sign must be applied for and issued *before* a free-standing sign is installed. Non-official signs of *any* size, erected on *any* property *without* State permission, are *illegal* and may have to be *removed* under State laws and regulations. Delaware's outdoor advertising laws are contained in Title 17 of the DE Code, in Chapter 11. The Code is available on-line, on the State's website: [www.delaware.gov](http://www.delaware.gov). In addition to the statutory laws, additional regulations also apply.

Contact the Central District Headquarters of the Delaware Department of Transportation to apply for State permission ( Permit or Letter of Permission ) for your free-standing outdoor advertising sign.

Call or write to:

DelDOT, Central District, Public Works  
attn. Robert Moyer  
930 Public Safety Boulevard  
Dover DE 19901  
( 302 ) 760 ~ 2443

DelDOT's Central District is located in Dover, near to the Kent County Administration Building. DelDOT's State and Central District buildings are situated between Bay Road and US Route 13. This is the same location as the Department of Motor Vehicles inspection lanes. The Central District building is on the western side of the campus, near Route 13. Calling ahead for an appointment to apply for an outdoor advertising Permit or Letter of Permission is recommended.



# RESIDENTIAL SUBDIVISION NAME SIGNS

- ◆ There are two types of residential subdivision name signs: official, and private.
  - ◆ Official subdivision name signs are fabricated and erected by the Department of Transportation for existing State-maintained residential subdivisions. They are placed in rights-of-way of State-maintained roads at short distances from the intersection of a subdivision entrance road. They consist of the name of the subdivision and an arrow indicating the direction to turn to enter the subdivision. For new subdivisions to be dedicated to State maintenance, the developer will have the signs privately manufactured and installed. In these cases, all work must be done to DelDOT specifications.

Official subdivision name signs come in two styles: plain ( a 24" x 36" rectangle or, if the subdivision's name requires more space, a 36" x 36" square ), or "Caesar Rodney" style, which features a decorative silhouette representation of Caesar Rodney mounted on a horse, in an oval at the top of the sign, and the words "welcome to," with the name of the subdivision below, on a separate panel.
  - ◆ Private subdivision name signs -- also called decorative subdivision name signs -- are larger signs ( up to 32 square feet in area ) that are erected at the main entrance of a residential subdivision. All types are subject to Department of Transportation approval, in advance of installation.
- ◆ For official subdivision name signs that are either manufactured and erected by DelDOT, or are made and installed by private contractors with DelDOT's approval, DelDOT's Traffic Operations Manager, Robert Hutson, should be contacted at 760 ~ 2563.
- ◆ For private subdivision name signs proposed to be erected on private property that is common ground of the subdivision, permission must be secured in advance from DelDOT's Subdivisions Engineer Marc Cote, who may be contacted at 760 ~ 2165.
- ◆ For private subdivision name signs proposed to be erected within a state right-of-way, and paid for with Community Transportation Funds ( CTF ), permission must be secured in advance from DelDOT's Roadside Environmental Administrator Eugene Rosan, who may be contacted at 760 ~ 2185.
- ◆ Private subdivision name signs are sometimes eligible for Community Transportation Funds, but prospective applicants should be aware that not all legislators will approve the use of CTF money for this purpose. Homeowners' associations that desire such signs for their subdivisions should check with their State Senator and Representative before contacting DelDOT.