

## F. Signs.

- (1) Sign setbacks. Signs shall be set back a minimum of five feet from a platted right-of-way, and signs shall be set back a minimum of 15 feet from all other property boundaries.
- (2) ~~There shall be no more than one freestanding sign per lot.~~ Each Lot in the district shall be entitled to 12 square feet of commercial or nonresidential sign message area.
- (3) Maximum sign height shall be eight feet.
- (4) ~~Maximum sign width shall be six feet.~~ In addition to the above signage provisions every lot shall be entitled to one sign not exceeding 1 square foot in surface area placed in any of the following locations:
  - (a) on the front of any building or residence;
  - (b) on each side of an authorized USPS mailbox, or
  - (c) on a post which measures no more than 48 inches in height and 4 inches in width.
- (5) ~~Message area shall not exceed three square feet for professional or home occupations, nor shall message area exceed 12 square feet for identification of any nonresidential use.~~
- (6) Sign content. The Town has no intention of restricting individual free speech, but the Town does recognize its right to place reasonable restrictions upon commercial speech. Further, the Town wishes to prevent excessive or unnecessary signage along road corridors. In keeping with this reasoning, off-site commercial signs shall be prohibited.
- (7) Signs in platted ROW. Except as otherwise permitted below, no signs shall be permitted within any platted right-of-way:
  - (a) Special promotional banners that cross a public or private road, with a message area of 200 square feet or less, as approved by the Board of Selectmen for ~~public or institutional events~~ Special Events.
  - (b) ~~One directional sign to identify the entrance to a particular subdivision or development, not to exceed 12 square feet, and not to exceed eight feet in height nor six feet in width. For subdivisions which are approved by the Planning Board and which have nonresidential uses, this sign may identify businesses located within the subdivision.~~ Signs sanctioned by a municipal, state or federal signage program.
- (8) Temporary event signage. In addition to signage otherwise permitted herein, temporary events may display up to 20 square feet of additional signage and that signage may be in the form of banners. Such signage shall comply with the following dimensional restrictions:
  - (a) Signs shall be set back a minimum of five feet from a platted right-of-way, and signs shall be set back a minimum of 10 feet from all other property boundaries;
  - (b) Maximum sign height shall be eight feet; and
  - (c) Maximum sign width shall be 10 feet.
- (9) Special event signage. In addition to signage otherwise permitted herein, special events may display up to 40 square feet of additional signage and that signage may be in the form of banners. Such signage shall comply with the following dimensional restrictions:
  - (a) Signs shall be set back a minimum of five feet from a platted right-of-way and signs shall be set back a minimum of 10 feet from all other property boundaries;
  - (b) Maximum sign height shall be eight feet; and
  - (c) Maximum sign width shall be 10 feet.
- (10) ~~Signs exempt from property line setbacks and no permit required:~~

- ~~(a) Signs with a message area of one square foot or less which bear only property numbers, post office numbers, names of occupants of the premises, other noncommercial identification, or with one of the following messages: "open"; "closed"; "vacancy"; or "no vacancy".~~
- ~~(b) Directional signs with a message area of four square feet or less, to indicate entrance and/or exit driveways.~~
- ~~(c) Legal notices, such as "no trespassing" signs, with a message area of 12 square feet or less.~~
- ~~(d) Business name and directional signs with a message area of three square feet or less which are located over doorways. Such signs may project from the wall surface. [Amended 4-14-2015 ATM by Art. 3]~~
- ~~(e) Flags.~~
- ~~(f) Window signs with a sign area that does not exceed 50% of the window area are permitted. Window signage that exceeds 50% of the window area is prohibited. [Amended 4-12-2016 ATM by Art. 4]~~
- ~~(g) One sign identifying lawn, garage or barn sales, with a message area of 12 square feet or less, to be erected not more than two days prior to the event and removed within one day of the end of the event.~~
- ~~(h) Sign for a government election, with time limits as specified in state law, or if no state law applies, then erected no more than 12 weeks prior to the election and removed within two weeks following the election.~~
- ~~(i) Nonilluminated sign advertising the sale or lease of the premises upon which the sign is located, with a message area of 16 square feet or less in all districts.~~
- ~~(j) Special promotional signs for public or institutional events, with a message area of 40 square feet or less, as approved by the Board of Selectmen for public or institutional events.~~
- ~~(k) Directional signs to help locate facilities for disabled persons, with a message area not to exceed four square feet, as required for compliance with the Americans with Disabilities Act of 1990.~~
- ~~(l) A home occupation may display a nonilluminated outdoor sign not exceeding three square feet in size.~~
- ~~(m) One real estate sign to identify lots for sale at each entrance to the subdivision in which the subject lots are located, not to exceed 12 square feet, and not to exceed eight feet in height nor six feet in width. [Added 4-14-2015 ATM by Art. 4]~~
- (11) Signs subject to property line setbacks and no permit required:
  - ~~(a) For a religious institution, nonprofit organization, public service agency, public school or municipal building, one announcement board, with a message area of 12 square feet or less.~~
  - ~~(b) For fraternal or social clubs, local service and philanthropic organizations to identify meeting locations, one sign with a message area of three square feet or less.~~
  - ~~(c) Signs in parking lots to identify aisles, handicapped spaces, and reserved spaces.~~
  - ~~(d) For construction in progress, one sign identifying the owner, architect, contractor and/or developer, to be removed within one month of completion of the project, with a message area of 12 square feet or less.~~

~~(e) Signs which convey only a noncommercial message, including but not limited to ideological, political, social, cultural, or religious messages, with a message area of 12 square feet or less.~~

(129) Permit required for all non-residential ~~other~~ signs exceeding 6 square feet in message area.

(a) Sign application process. Any action requiring a sign permit shall be permitted only upon the application to, and approval of, the Zoning Officer. Applications shall use the following process:

[1] An application form for each sign shall be completed and signed by the owner of the property.

[2] A complete application shall also include the following:

[a] Fee as set from time to time by the Board of Selectmen; [Amended 4-11-2017 ATM by Art. 2]

[b] Written description of the proposed type, size, height, setback, sign and supporting structure materials, and illumination of the sign;

[c] Statement specifically addressing compliance with off-site commercial sign restrictions; and

[d] Analysis regarding impact of safety, specifically addressing lighting/glare and line-of-sight blockage for vehicles and pedestrians.

[3] Upon receipt of a complete application, the Zoning Officer shall have up to 14 days to either approve or deny the application.

[4] If the application is denied, the Zoning Officer shall issue a written decision stating the reason(s) for denial.

[5] If the application is approved, the Zoning Officer shall issue an approval for the erection of a sign. The sign permit is valid for one year from date of approval. If the sign is not erected within one year, the permit shall expire.

(1310) Design standards. The following design standards shall be required to ensure compliance with the intent of these regulations:

(a) Illumination. Signs shall not be illuminated from within; signs may be illuminated only by external light. Lighting shall be affixed to and, for dimensional purposes, considered part of the sign structure. Lighting shall be located, directed and/or shielded such that it only sheds light downward and is limited to the message display area. The lighting sources shall be of white light and be energy-efficient fixtures when possible. Fixtures shall be located, directed and/or shielded such that no direct light emissions are visible at any point along the property boundary, nor shall they be distracting to vehicular traffic. [Amended 4-12-2016 ATM by Art. 2]

(b) Neon. Neon lighting shall be prohibited.

(c) Motion. Moving signs, or signs which give the appearance of motion, shall be prohibited.

(d) Flashing/Blinking. Flashing, blinking, alternating-type or digital-type lighting, such as a digital message board, shall be prohibited.

(e) Structural supports and base. The support and base structure of a sign shall not exceed 50% of the maximum permitted message area of the sign. Such supports and base shall be measured on the single side or face having the greatest surface area. If the sign structural supports and base are made of wood, brick and/or stone, with only incidental use of other materials, the structure/base size limit shall be increased to 100% of the maximum permitted message area of the sign. The top of the supporting structure of a freestanding sign shall extend no farther above the top of the message area than 1/3 of the maximum permitted height of the message area.

- (f) No sign shall project over a street or sidewalk, except for projecting signs as permitted herein.
  - (g) No sign shall be placed in such a position as to endanger vehicular or pedestrian traffic by obstructing a clear view, by causing confusion with government signs and signals, or by any other means.
- (~~14~~11) Movable signs. Movable signs shall be prohibited. No vehicle, including parts thereof, trailers, and other accessories, shall be used as a means of circumventing the purpose and intent of this chapter. A vehicle displaying a commercial message which is licensed, registered and inspected shall be exempt from these sign regulations if it is regularly and customarily used to transport persons or property for the business.
- (~~15~~12) Flags, banners, pennants, etc.
- (a) In addition to the signs otherwise permitted by this chapter, there may be displayed, on any lot, up to three flags displaying any otherwise legal symbol, message or information, commercial or noncommercial; except that off-site commercial flags shall be restricted as set forth in this chapter. No such flag shall exceed 24 square feet measured by one face of the flag only. Any such flag shall be mounted directly to one flagpole. A "flagpole" is a pole intended and placed solely for the support and display of a flag or flags, and does not include utility poles, light poles, trees or other sign structures. All flagpoles shall be erected vertically or within 45° of the vertical. No portion of any flagpole shall be sited within 10 feet of a property line. No flagpole shall extend more than 35 feet in height above grade or, if mounted on a building, 55 feet above the average finished grade of the building.
  - (b) Banners, feather flags, pennants, searchlights, twirling signs, balloons or other gas-filled figures, and other such materials shall be prohibited, except as specified herein.[Amended 4-14-2015 ATM by Art. 2]
  - (c) This subsection shall not be construed to prevent any sign otherwise permitted by this chapter, and which conforms to all sign requirements of this chapter, from taking the form of a flag or other fabric. Banners may be used to cover part or all of an existing freestanding, projecting or wall sign to advertise temporary events. The net effect of this activity shall not increase the message area of any permitted sign or signs.
- (~~16~~13) Maintenance. All surfaces and supporting structures of signs, whether erected prior to the effective date of this chapter or not, shall be maintained in a safe and slightly condition to the satisfaction of the Board of Selectmen or its authorized agent. A permit is required for any maintenance except the following: repainting; other surface renewal; or change of message on the same surface.