

## **SECTION VII**

### **SIGNS**

#### **7.1 PURPOSES**

The intent of this Section is to allow the erection of signs, for the purposes of providing information and advertising, in an orderly, effective, and safe manner. Restrictions on type, location and size of signs protect the public from hazardous and distracting displays and create an attractive environment which is conducive to business, industry, and tourism. Signs should be designed to meet the needs of individual uses while complementing the building, the site and its surroundings. Signs should be scaled to the architectural elements that surround it. Consideration should be given to the sign form, color, lettering, lighting and materials that are compatible with the building and its surroundings.

#### **7.2 GENERAL REGULATIONS**

**7.2.1 Sign Table:** Table 7.3 lists the types, sizes, and locations of permitted signs according to the use of property and zoning districts. Any sign not specifically listed shall not be permitted. The following exceptions are permitted:

- (a) Governmental Signs. Signs erected by the municipal, State, or federal government which are required for the public safety and welfare shall be allowed.
- (b) Directional Signs. In any Zone signs not exceeding two (2) square feet per sign in area to point direction to residences, businesses, other allowed uses or meeting places or for directing traffic into or out of a site are permitted. These signs shall have no advertising information displayed on them. Only information designed to provide directions and traffic flow information shall be allowed.

**7.2.2 Sign Permits:** No sign shall be erected or placed without a sign permit issued by the Building Inspector in accordance with the provisions of this Ordinance or upon a decision by the Board of Adjustment. The application may be part of an application for a building structure.

**7.2.3 Prohibited Signs:** The following signs are prohibited:

- (a) Signs, any part of which moves or flashes or on which the lights appear to travel or are animated, such as neon or other gas tubular lights.
- (b) Signs which, by reason of location, size, color, or design, interfere with public traffic or may be confused with or obstruct the view or effectiveness of any official traffic signal or traffic marking.
- (c) Signs illuminated with naked or unshielded lights.
- (d) Signs with string lights, advertising flags, pennants or banners.
- (e) Privately owned signs extended over a public right-of-way.
- (f) Signs located on the roof of any structures.
- (g) Signs located off of the property that they are advertising.
- (h) Illuminated signs beyond business hours, except for in the VB-1 and VM-1 districts.

**7.2.4 Special Exceptions:** The Board of Adjustment may grant a special exception for an externally or internally lit sign in the B-1, M-1, VB-1, or VM-1 Districts providing the following conditions are met:

- (a) The sign design is appropriate to the use in question and the surrounding area.
- (b) The sign meets the size provisions of Table 7.3.
- (c) The sign does not cause a glare to surrounding properties or the traveling public.
- (d) The sign is illuminated only during the hours of operation of the use it is associated with.

**7.2.5 Temporary Mobile and/or Portable Signs:** New businesses may use a temporary mobile sign (or trailer mounted sign) while awaiting the arrival of a permanent sign. Such signs shall be allowed only until the permanent sign(s) is installed or for thirty (30) days, whichever is shorter. A permit shall be secured from the Building Inspector for the placement of such signs.

**7.2.6 Maintenance:** All signs and sign structures shall be properly maintained and kept in a neat and proper state of maintenance and appearance. All signs of any type and located within any district which are found by the Building Inspector to be in a state of disrepair or are considered dangerous, shall be repaired or removed on order of the Building Inspector. Upon failure to comply with this order within the time specified within the order, the Building Inspector is hereby authorized to cause removal of this sign and any expense resultant thereto shall be borne by the owner/lessee.

**7.2.7 Obsolescence:** Whenever a particular business or industry ceases to operate at a particular location, all signs relating thereto shall be removed and unless permitted as a matter of right under this Ordinance, no new signs shall be erected in their place.

**7.3 PERMITTED SIGNS**

Signs complying with the following regulations are permitted provided all other provisions of this Section are met. All signs to be designed in accordance with Section 7.1 of the Zoning Ordinance.

<u>Type of District</u>	<u>Maximum Aggregate Sq. Ft. of area of ALL signs combined</u>
R-4	4
R-3	4
R-2	4
R-1	4
B-1	15
M-1	20
VR-1	4
VB-1	15
VM-1	20
Home Business in all Districts	4

**Explanatory Notes:**

- 1. Signs may be free-standing, applied to a vertical surface, or projecting from a structure.

**7.4 SPECIAL TEMPORARY SIGNS**

The Building Inspector may allow after application the following signs:

**7.4.1 Temporary Seasonal Signs:** Signs advertising farm products on a seasonal basis may be allowed provided each sign is no larger than 8 square feet, there are no more than 4 total signs

allowed in the Town per business and provided that they are not displayed more than six weeks per year.

**7.4.2 Temporary Public Service Signs:** Signs advertising such activities as fund raising events, church dinners, fairs, and similar public service activities may be allowed provided that the signs are no larger than 8 square feet, there are no more than four total signs allowed in the Town per organization and provided that in the aggregate for all activities they are not displayed more than six weeks per year.

**7.4.3 Temporary Real Estate Signs:** Signs advertising real estate for sale, lease, or rent may be allowed providing that a sign is no larger than 8 square feet in R-4, R-3, R-2, R-1, and VR-1 Districts or 12 square feet in B-1, VB-1, VM-1 or M-1 Districts, and that no more than one sign be placed on the property.