

## SECTION XXII. SIGNS

1. Purpose. Signs are devices designed to inform or attract the attention of persons not on the premises on which the device is located. This by-law regulates the design and placement of signs, and is intended to strike a balance between the need to inform and attract attention, and the preservation of the rural and agricultural character of the Town.
2. Residential-Agricultural Districts.
  - A. Home Occupations. Property that is used for a home occupation may have one permanent sign for that home occupation, not to exceed six (6) square feet in area. The sign may be free-standing, or attached to the building in which the home occupation is conducted.
  - B. Agricultural Activities. Property that is used for agricultural activities may have one permanent freestanding sign for those agricultural activities, not to exceed six (6) square feet in area, and one permanent sign affixed to each building used for those agricultural activities. A projecting or hanging sign attached to a building shall not exceed twelve (12) square feet in area. A sign attached flat to the wall of a building shall be no larger than 5 percent (5 %) of the area of the wall.
  - C. Real Estate Signs. Property that is for sale or for rent may have one sign not to exceed six (6) square feet in area. The sign may be free-standing, or affixed to the building which is for sale or lease.
  - D. Personal Signs. An owner may have one permanent personal sign identifying the property. Free-standing personal signs shall not exceed six (6) square feet in area. Personal signs that are affixed to buildings shall not exceed twelve (12) square feet in area.
  - E. Signs Incidental to a Permitted Use. An owner may have one permanent sign incidental to a permitted use. Free-standing signs incidental to a permitted use shall not exceed six (6) square feet in area. Signs incidental to a permitted use that are affixed to buildings shall not exceed twelve (12) square feet in area.
  - F. “Open” Flags. A home occupation or agricultural activity may have a single “Open” flag affixed to a free-standing sign or to a building when the business is open. “Open” flags shall not be larger than 4 feet by 6 feet.
  - G. Temporary Promotional Signs. A home occupation or an agricultural activity may have one temporary promotional sign when the business is open. The temporary promotional sign shall not exceed six (6) square feet in area.

3. Business and Business-Industrial Districts. Properties and buildings used for business or industrial purposes in Business or Business-Industrial Districts may have permanent free-standing signs identifying the building or property and listing the businesses conducted in the building or on the property. Each business located in a building may have one additional permanent sign affixed to the building.
  - A. Free-Standing Signs – Single Business. Properties that are used for a single business may have one permanent free-standing sign identifying the property and the business not to exceed thirty (30) square feet in area.
  - B. Free-Standing Signs – Multiple Businesses. Properties that are used for multiple businesses may have one permanent free-standing sign identifying the property and the building(s) and listing the multiple businesses, or two permanent free-standing signs if permitted by paragraph 3.D. The portion of a free-standing sign identifying the property or building shall not exceed twenty (20) square feet in area. The portion of a free-standing sign identifying each business on the property or within the building shall not exceed sixteen (16) square feet in area for each business. The total area of a free-standing sign shall not exceed sixty (60) square feet in area.
  - C. Affixed Signs. Permanent signs affixed to buildings may be attached flat against the wall of the building, or projecting or hanging at an angle to the wall of the building. A projecting or hanging sign shall not exceed six (6) square feet in area. The area of a sign attached flat against the wall of a building shall not exceed 5 percent (5 %) of the area of the wall. Where there are multiple businesses within a building, the total area of all signs attached flat against the wall shall not exceed 5 percent (5 %) of the area of the wall.
  - D. Large Properties and Buildings. Properties that have more than 300 feet of frontage or that have a total building area in excess of 10,000 square feet may have two permanent free-standing signs identifying the building or property and listing the businesses conducted in the building or on the property, and additional permanent signs affixed to the building for each business located in a building. The total area of a free-standing sign shall not exceed sixty (60) square feet in area. The total area of two free-standing signs shall not exceed eighty (80) square feet in area.
  - E. Temporary Promotional Signs. A business may have a single temporary promotional sign mounted on a movable, non-permanent frame when the business is open. Temporary promotional signs shall not exceed sixteen (16) square feet in area. For property that is used for multiple businesses, each business may have a temporary promotional sign.
  - F. “Open” Flags. A business may have a single “Open” flag affixed to a free-standing sign or to a building when the business is open. “Open” flags shall not be larger than 4 feet by 6 feet.

4. Design Criteria. All signs shall comply with the following design criteria. In the case of signs existing when this by-law was adopted that do not comply with these design criteria, when those signs are replaced, or repaired at a cost in excess of one thousand dollars (\$1,000.00), the replacement sign or repaired sign shall comply with these design criteria.
  - A. Signs may be three-dimensional, provided that nothing protrudes more than twelve (12) inches from the face of the sign.
  - B. Signs shall be illuminated only by non-flashing white light directed at the sign. The light may be mounted over the sign, or on the ground.
  - C. Signs with neon, other gaseous tubes, or any form of interior illumination, are not permitted.
  - D. Signs (other than “Open” flags) and all components of signs shall be stationary.
  - E. The area of a sign shall be the area of the smallest horizontally or vertically oriented rectangle which could enclose all of the display area of the sign including the backing of the sign. For signs flat against a building, the area of the sign shall also include any backing that is different in color or material from the finish material of the side of the building. In calculating the area, there shall be no deduction for open spaces or other irregularities. Structural members shall not be included in calculating the area. Only one side of a back-to-back sign shall be included in calculating the area.
  - F. Free-standing signs and temporary promotional signs shall not obstruct the view of drivers of vehicles entering or leaving the property.
  - G. Free-standing signs and temporary promotional signs shall be set back not less than thirty (30) feet from the side lot lines of the property.
5. Signs on Town Property. The Board of Selectmen has jurisdiction over all matters involving signs on Town property, including along public rights of way.
  - A. No person shall post, paste, or paint any sign or advertisement upon any tree, rock, fence, guidepost, utility pole, street sign pole, traffic sign pole, or bridge or other structure within the public right of way.
  - B. No person shall place any sign on Town property without the permission of the Board of Selectmen.
  - C. The Board of Selectmen may authorize the placement within the public right of way of signs announcing the time and place of meetings of service clubs and organizations.
  - D. The Board of Selectmen may authorize the placement within the public right of way of directional signs for businesses and places of interest, consistent with the

Manual of Uniform Traffic Control Devices. Any such sign shall be metal, shall be rectangular in shape, shall have plain white lettering not more than 6" high on a blue background, and shall be purchased, installed, and maintained by the Highway Department at the expense of the person requesting the sign.

- E. The Board of Selectmen may authorize the placement of temporary signs within the public right of way advertising locally grown agricultural products or charitable or civic events.
  - i. No such sign shall be placed without the written consent of the owner of the land abutting the location of the temporary sign.
  - ii. Any such sign shall be freestanding, and shall not be attached to any utility pole, tree, street sign post, or traffic sign post.
  - iii. Any such sign shall not obstruct the view of drivers of vehicles entering or leaving the public way.
  - iv. Any such sign shall conform to the size and design criteria in this by-law.
- 6. Exclusions. This by-law is not intended to regulate
  - A. the placement or display of signs for candidates for political office or ballot questions;
  - B. the placement or display of flags and insignia of government, unless in connection with a business activity;
  - C. the posting of legal notices;
  - D. the erection of informational devices required by public agencies;
  - E. temporary signs not within the public right of way erected for a charitable or religious event, provided that such signs are removed within fifteen (15) days following the event;
  - F. signs directing traffic, parking, or pedestrians;
  - G. signs and displays within buildings;
  - H. house numbers; or
  - I. menus, bulletin boards, hours of operation, and similar small print displays affixed to a door, window, or side of a building, and intended to be read by pedestrians entering the building.
- 7. Enforcement. The Building Inspector shall enforce this by-law.