

SECTION VII - SIGNS

7.1 OBJECTIVES - To preserve and enhance town character by requiring new or replacement signs which are compatible with their surroundings and are appropriately sized for their location. To promote the public welfare and safety through the elimination of roadside distractions.

7.2 SIGNS NOT REQUIRING PERMITS

7.2.1 One sign for each family residing on the premises indicating the owner or occupant provided that no sign shall exceed two square feet in area.

7.2.2 One sign not over six square feet in area advertising a Home Occupation.

7.2.3 Directional signs not exceeding one square foot in area.

7.2.4 One temporary unlighted sign not over six square feet in area pertaining to the sale, rent or lease of the premises, except in the National Seashore Park District, where the sign shall not exceed two square feet in area.

7.2.5 One temporary unlighted sign not over six square feet in area pertaining to the construction or renovation of the premises, such sign to be removed upon completion of the work.

7.3 SIGNS REQUIRING PERMITS

7.3.1 One sign not over six square feet in area advertising a Home Industry.

7.3.2 A business other than Home Industry or Home Occupation located off Route 6 may have an aggregate total of twenty-four square feet of sign area. This includes the main business sign, which shall not exceed twelve square feet in area, and all accessory signs, including temporary signs.

7.3.3 Businesses having frontage on Route 6 may have an aggregate total of one hundred square feet of sign area. This includes a main business sign, which shall not exceed sixty-four square feet in area, and all accessory signs, including temporary signs.

7.3.4 Multiple businesses sharing frontage on Route 6 may have one identifying sign not exceeding eight square feet in area mounted on or projecting from the building.

7.3.5 One sign bearing the name of a subdivision or condominium, not to exceed eighteen square feet in area OR one ladder type sign bearing multiple names of residents, provided that each name occupies a portion of the sign which does not exceed one square foot may be erected at the entrance of a subdivision or unimproved Town way.

7.4 GENERAL PROHIBITIONS

7.4.1 Flashing signs, signs containing moving parts, and signs which create the illusion of motion are prohibited.

7.4.2 The source of any sign's illumination which is visible from any public way or from any lot other than that upon which the sign is located is prohibited.

7.4.3 All signs internally illuminated by means of a concealed light source whereby all incandescent fluorescent, or neon devices are shielded from view by opaque or translucent materials, are prohibited, except for directional signs. All neon signs are prohibited.

7.4.4 Any sign which identifies a business, service, project, activity, or lessor which is defunct or which has not existed on the premises for twelve months shall be considered to be an abandoned sign and is prohibited.

7.5 LOCATION OF SIGNS

7.5.1 All signs shall be set back from roadways by a distance of five feet, and must be located on the owner's property in such a way as not to obstruct the view of traffic.

7.5.2 Signs installed on the roof may not project above the ridge of said roof.

7.5.3 Signs, which project over a public way, may be installed only in the Central District on buildings, which cannot meet setback requirements, and such projection is limited to six feet from the face of the building. The minimum clearance of projecting signs shall be eight feet from the public way.

7.5.4 Free-standing signs along Route 6 may not exceed a height of twelve feet above the paved surface of the roadway or eight feet above existing grade. Freestanding signs off Route 6 may not exceed eight feet in height.

7.6 MAINTENANCE OF SIGNS

7.6.1 All signs must be maintained in a secure and safe condition.

7.6.2 Any sign which is deemed by the Building Inspector to be unsafe or to be a prohibited sign must be removed forthwith upon issuance of a citation to the owner. After 30 days of non-compliance, the Building Inspector may cause the sign to be removed at the owner's expense.

7.6.3 Wrapping signs is prohibited. Signs may be removed for winter storage or covered with painted plywood panels or other rigid material. Removal of signs for storage or maintenance shall not jeopardize protection provided under Section 7.7 of this Sign Code.

7.7 NON-CONFORMING SIGNS

7.7.1 Non-conforming signs in existence at the time of adoption of this bylaw shall be

allowed to remain until such time as the premises are transferred or sold and the name or use is changed.

7.8 PERMITS

7.8.1 No sign shall be erected or altered without a permit granted by the building Inspector, except that signs authorized by Sections 7.2.1, 7.2.2, 7.2.3, 7.2.4 and 7.2.5 may be erected without a sign permit.

(Attorney General approval with the understanding that signs containing non-commercial messages may be displayed without the requirement of obtaining any form of permit. See Matthews v. Needham, 764 F.2d 58 (1985))