

#### 4.5 OUTDOOR ADVERTISING

- A. Outdoor advertising in the downtown, agricultural, industrial, industrial/commercial, and commercial districts shall be permitted only if in conformance with the following regulations. Signs within the residential district are not permitted except in accordance with paragraph 'P' of this ordinance.
- B. A free standing outdoor sign may be no larger than fifty (50) square feet per side in the industrial, industrial/commercial, and commercial districts. Free standing signs in the agricultural and downtown districts may be no larger than twenty-five (25) square feet. A free standing sign shall be defined as a sign supported permanently upon the ground by poles, pylons, braces or a solid base and not attached to any building. Freestanding signs include those signs otherwise known as "pedestal signs," "pole signs," "pylon signs," and "monument signs."
- C. No outdoor advertising signs in the form of feather flags, inflatable puppets, balloons, or the like which are visible from a public way are not permitted within any district; so as to not create confusion to motorists.
- D. The area of sign affixed to any building within the industrial, industrial/commercial, and commercial districts may not exceed one hundred (100) square feet.
- E. The total number of permitted signs for a single business or industrial and/or commercial lot within the downtown, agricultural, industrial, industrial/commercial, and commercial districts shall not exceed two (2), of which only one (1) may be free-standing.
- F. A lot with approved entrances on two (2) separate public roads shall be permitted a second free-standing sign, not on the same public road as the principal sign, provided that such sign does not exceed thirty-five (35) square feet.
- G. In addition to the above, one (1) wall sign shall be permitted for each separated business unit. not to exceed twenty-five (25) square feet per unit.
- H. Outdoor signs shall not be placed within twenty-five (25) feet of a right-of-way, nor within one-hundred-fifty (150) feet of any intersection of a right-of-way unless affixed to a building and not extending beyond or above the same by more than three (3) feet.
- I. New business, or a business in a new location, awaiting installation of a permanent sign, may utilize a temporary sign for a period of not more than thirty (30) days until installation of a permanent sign. Such sign must meet all appropriate construction standards of the Town. A separate temporary sign permit for such a new business sign shall be required.
- J. No outdoor sign shall impair or cause confusion of vehicular or pedestrian traffic in its design, color, placement, or display characteristics. No sign shall impair visibility for the motorist at a street corner or intersection by placement and location.

- K. Artificial illumination of outdoor signs shall be permitted, subject to review and approval of the proposed illuminated sign by the Planning Board. In the Downtown, Agricultural, and Residential districts, internally illuminated signs are not permitted. Any sign using artificial illumination in the Downtown, Agricultural or Residential districts must have downward facing lighting to reduce light pollution. Backlit signs are permitted in the industrial, industrial/commercial, and commercial districts.
- L. No outdoor sign shall be illuminated by neon, contain flashing, intermittent, scrolling, rotating or moving lights, except to show time, temperature or fuel gas pricing at gas service stations. Any sign including graphics are prohibited from changing more than once per hour and no displays will be on during non-business hours.
- M. A building permit for erection of outdoor signs shall be obtained from the Board of Selectmen or their designee, at a fee in accordance with the normal procedures in the town,
- N. Each outdoor sign shall be constructed of durable material and shall be maintained in a high state of repairs at all times. The construction standards shall meet the requirements set forth by the Board of Selectmen or their designee.
- O. No outdoor sign shall project over any street or sidewalk.
- P. Exceptions to the above include signs less than nine (9) square feet in size which are typically used or associated with customary home occupation (as defined in section 1.4), the sale of real estate, rental of property, yard or garage sales, and isolated sales of motor vehicles or equipment by persons not in the business of such sales.