# SECTION 16 PERFORMANCE STANDARDS GENERAL REQUIREMENTS

M. Signs

1. General

a. All signs must comply with these requirements unless there is a specific exception.

b. No sign may be positioned so as to prevent or block the free ingress to or egress from any door, window, or fire escape, or in a manner which confuses, impedes or impairs traffic movement or visibility.

c. No sign may be erected adjacent to any public way in such a manner as to obstruct clear and free vision of roadways or where, by reason of its position, shape, color, illumination or wording, it interferes with, obstructs the view of, or is confused with any authorized traffic sign, signal, or device or where it otherwise constitutes a hazard to pedestrian or vehicular traffic.

d. The owner and/or lessee of the land upon which a sign is located is responsible for its safe construction, installation, maintenance and removal.

2. Scope of Sign Regulation

a. If the sign contains more than nine square feet of sign area, the person erecting it must first obtain a sign permit from the Code Enforcement Officer. The fee for such a sign is to be set by the Board of Selectmen.

b. Application for a permit is to be made on forms prescribed and provided by the Town.

c. The Code Enforcement Officer will review the application to ensure that the signs meets the standards of the ordinance. The Code Enforcement Officer may also require that new signs are placed in alignment with existing signs on the street in order to maintain a uniform appearance.

3. General Regulations

a. All signs and their supporting structures must be properly maintained to prevent rust, rot, peeling, or similar deterioration.

b. Any outdoor sign which advertises, identifies, or pertains to an activity or business no longer in existence must be removed by its owner or person otherwise responsible, within 30 days from the time the activity or business ceases existence. If a discontinued sign might reasonably be used by a future tenant or property owner within 1 year of the activity or business ceasing to exist, then the sign area may be modified by painting or by covering with a durable cloth or canvas, within 30 days from the time the activity or business ceases to exist, so that the sign pertaining to the discontinued business or activity is no longer visible. This provision does not apply to the seasonal activities or businesses during the regular periods in which they are closed.

c. Internally Illuminated Signs – All incandescent, fluorescent, noble gas or LED illuminated lighting sources for internally illuminated signs shall be fully enclosed in the sign and kept in good repair so that the light source cannot be viewed. Illumination shall be measured with a diffused light meter at 6 feet above the grade of the road, 25 feet from the face of the sign, with the light meter directed at the face of the sign. The maximum light reading shall be 0.5 foot candles~~. Illuminated signs may only be lit during the hours in which the business is open to the public.~~

d. Externally Illuminated Signs - Lighting shall be located, directed and/or shielded such that it only sheds light downward and is limited to the message display area. 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 it in any way be distracting to vehicular traffic. The maximum light reading shall be 1.0 foot candle at the face of the sign

e. Electronic changeable message signs shall be prohibited unless they exclusively display time and temperature and then they may only change once every four (04) seconds or more.

f. Outdoor neon signs are prohibited.

g. Allowed are service (gas) stations that display digital fuel pricing without flashing, moving or other undue excessive illumination.

~~d~~. h No sign may:

(1) Have visible moving parts or emit sounds

(2) Have blinding, moving, flashing, or flaring illumination

(3) Consist of banners, pennants, ribbons, streamers or similar devices except as temporary displays not to exceed ten days, and approved by the Code Enforcement Officer in writing.

(4) Consist of bunting or flags except “open,” state, religious, or national flags. No unrelated message may be displayed on any flag

(5) Be located on any other premises other than the premises where the activity occurs.

(6) Include the use of smoke, vapors, noxious odors or noise

(7) have motion light emitting diodes (LED).

~~e~~. i No ground sign may be closer than:

(1) five feet to a side or rear lot line, in the Village Commercial District;

(2) 15 feet to a side or rear lot line, in any other district in the Town; or

(3) five feet to a street right of way. If no right of way can be determined, a right of way of 66 feet will be assumed.

~~f.~~ j. All outdoor signs must meet the requirements of the Maine Traveler Information Services Act.

4. Standards

a. Outdoor signs may be displayed as:

(1) Ground signs;

(2) Wall, window, or roof signs;

(3) Projecting signs, hanging signs, awning signs

(4) Sandwich board signs, reader board message signs; or

(5) Combination of these, but the total sign area of all outdoor signs displayed may not exceed 100 square feet per business.

(6) The maximum number of outdoor signs displayed for any business may not exceed four.

b. Ground signs are limited to a maximum sign area of 40 square feet and a height of 20 ~~25~~ (top most height) feet above the ground on which it is located, and be limited to one per premises except where the premises is commercial and abuts two streets, in which case up to two ground signs would be permitted, each limited to 40 square feet in area and 20 ~~25~~ feet in height.

c. Wall signs may occupy no more than 30% of the wall (sign area of the wall) to which they are attached or affixed and, in any case, may not contain more than 100 square feet of sign area. No more than four (04) wall signs are allowed per business.

d. Roof signs may only be displayed in place of wall signs but are subject to the 50 square foot limit of wall signs and may not extend above the highest point of the roof or 3 feet above a flat roof.

e. Projecting signs, awning signs, or hanging signs may not extend above the second floor and shall not impede snow removal. The maximum sign area is 15 square feet.

f. Sandwich board signs or reader board message signs may only be displayed during open business hours and are limited to 3 feet in width and 4 feet in height. When placed on sidewalks, a minimum of 4 feet of sidewalk shall remain clear.

g. Required or ancillary business signage, such as state inspection signs, will not be counted in the square footage and/or number of signs.

5. Non-conforming Signs

The use of any non-conforming sign, lawfully in existence at the time of the adoption of this Ordinance may continue but only in strict compliance with the following:

1. No non-conforming sign shall be enlarged, increased or extended to occupy a greater area than it occupied when it became non-conforming or in any other way that increases its non-conformity.
2. A legally existing non-conforming sign may be replaced only with a sign that complies with this ordinance in all respects, except that a legally existing non-conforming sign, the replacement of which is necessitated by vandalism, or by forces of nature, may be replaced with a sign identical in all aspects to the one being replaced.
3. Any sign removed may be replaced only with a sign that complies with this ordinance in all respects.
4. Normal maintenance and repairs including painting are permitted but the sign shall not be enlarged in any dimension except in conformance with this ordinance, and subject to permit.

e. If a non-conforming sign is abandoned, the grandfathered rights shall terminate and any replacement shall comply with the requirements of this ordinance.

6. Political Signs

Signs bearing political messages relating to an election, primary or referendum must comply with State Law with the following limitations:

a. On public property signs may not be displayed earlier than twenty-one (21) days prior to the election, primary or referendum date and must be removed not later than seven (7) days thereafter.

b. On public property signs may not exceed sixteen (16) square feet per sign face or be more than six feet in height.

~~c. Signs may not be displayed on public property at the intersection of Routes 302 and 5 and/or at the intersection of Route 302 and Pine Street.~~

c. ~~d~~. Signs may not be placed on any town owned property, including but not limited to the Town Office, Transfer Station, and any Town parks.

7. Real Estate Signs

1. Signs advertising the sale or lease of a residential structure or individual vacant lots intended for residential uses may not exceed 4 square feet. Signs advertising commercial buildings, vacant lots intended to be used for commercial or industrial purposes, or lots within an approved subdivision for sale or lease may not exceed 32 square feet.
2. Real estate signs may only be located on the actual property for sale and are limited to one per street frontage.
3. Real estate signs must be removed within 10 business days of the sale or lease of the property.

8. Business Cluster Signs

* 1. Business clusters: There may be only one ground sign per business cluster, limited to 100 sq ft in size and ~~25~~ 20 ft in height, in which each business may advertise. It will be up to the owner or operator of the business cluster to divide the signage area amongst the present and planned businesses. Each business represented on the ground sign may also have a roof, wall, window, projecting, hanging or awning signs provided the total signage for each business does not exceed 100 square feet and that there are no more than 4 signs for each business.

9. Temporary Signs Giving Notice

a. Signs of a temporary nature such as advertisements for charitable functions, notices of meetings, and other non-commercial signs of a similar nature are permitted to be displayed for 10 days prior to the function and shall be removed within 48 hours after the function is complete.

10. Temporary Contractor Signs

a. Signs identifying a construction contractor are permitted at the specific site where the actual construction is taking place provided each sign does not exceed 8 square feet. One sign is permitted per contractor. The signs must be removed when the project is finished and prior to the issuance of a certificate of occupancy.

11. Education and Industrial Campus Signage;

a. One 6 square foot ground sign shall be allowed per principle building for identification purposes. In addition, one 3 square foot wall sign shall be allowed per principle building for identification purposes.

b. Non-illuminated, 1 square foot, directional/information signs shall be allowed to identify appurtenances such as amenities and features within the campus.

12. This ordinance does not apply to signs installed by the Town of Fryeburg, the State of Maine or the Federal Government;

**Section 25. Definitions:**

Internally Illuminated Signs – A sign with the light source internally concealed or contained which becomes visible in darkness by shining through a surface.

Externally illuminated Sign – A sign with an external light source directed to illuminate the exterior surface of the sign. External illumination includes downlit (lit from above), and backlit; provided, that the light does not transmit through translucent material.