

Proposed Zoning Ordinance Amendments – Sign Requirements

**ARTICLE 3**

~~Question 3~~: Shall the Zoning Ordinance of the Town of Lovell be amended, to clarify the requirements for signs, as set forth in a document dated 11-15-2010, a copy of which is available from the Town Clerk?

Note: The symbol of "\*\*\*\*\*" indicates that there is missing text that will remain unchanged, which has been left out of this document for the purpose of brevity. Underlines indicate proposed language to add, and ~~strikeouts~~ indicate proposed removals of language.

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7.14 Signs and Lights.

A. General Provisions.

1. No sign shall have more than two faces.
2. Signs on residential property are permitted to convey the inhabitants' names, the property name, and safety and caution messages. Such signs shall not be placed on the roof of the building and shall be no larger than two square feet on each face.
23. Rental vacancies may be advertised on the premises only, with a non-illuminated sign no larger than two square feet. ~~Such sign shall be erected only during such times as the rental property is vacant.~~
34. The sale of real estate may be advertised by non-illuminated temporary signs, no larger than six square feet in area on each face. Each broker or person advertising the sale shall be permitted only one sign per thousand feet of street frontage on any premises. All such signs shall be removed upon the completion of the sale.
45. Signs shall relate to the premises on which they are located and shall only identify the occupant of such premises or advertise the product or service available within the premises. There shall be no temporary promotion signs, banners, streamers, or placards erected, suspended, posted or affixed in any manner outdoors or on the building exterior of premises except as provided in this ordinance. Product advertising is prohibited except where the product is generic specific to the business.
56. Illumination of Signs.
  - a. A sign shall not contain or be illuminated with flashing, moving, or animated-type lights, nor contain any moving parts.
  - b. ~~Illuminated signs shall be illuminated only with white light.~~
  - eb. Light fixtures shall be designed and placed in such a manner that the light source is not directly visible off of the lot.
67. No sign or light shall be erected or placed within the right of way of a public way. Any sign or light erected or placed within a public way shall be removed by the code enforcement officer and ~~taken to the municipal office for storage. The code enforcement officer, within 24 hours of removing a sign from a public way shall notify the apparent owner of the sign of the violation of this ordinance and the location where the sign is stored so the owner may retrieve the sign. No sign shall be placed on Town property unless expressly authorized by the Board of Selectmen or its designee.~~
8. Signs relating to trespassing and hunting shall be allowed on private properties without restriction as to number provided that no such sign shall exceed two (2) square feet in area.

~~B. In addition to the signs permitted in subsection A above, in the Medium Density Residential, Rural, and Route 5 Rural districts the following signs shall be permitted.~~

1. ~~Educational and religious uses may display one sign for each building. No such sign shall be larger than eighteen square feet in area.~~
2. ~~Other non-residential uses may display one sign, not exceeding eighteen square feet in area.~~

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~~CB~~. In addition to the signs permitted in subsection A above, in the Commercial Industrial district the following signs shall be permitted.

1. On each premises there is permitted one sign affixed to the exterior of a building for each occupancy therein. Signs shall not be placed on the roof of a building.
2. Free-standing signs are limited in number to one per building, ~~except that, where one occupant occupies more than one building per lot or a combination of lots mutually adjoining and in common ownership, only one free-standing sign shall be permitted.~~ In addition, where more than three businesses occupy a single structure, one sign identifying the property name shall be permitted and one sign or collection of individual signs hanging from the same supports shall be permitted. The top edge of any such free-standing sign shall not be higher than sixteen feet vertical measure above the grade of the street nearest the sign support(s). For traffic safety, where vision may be obscured entering a public street, the whole of the sign board or display elements of any free-standing sign shall be either below three feet in height or above eight feet in height above the street grade. A free-standing sign may be located within the front yard space, but shall be no closer than ~~twelve~~ twenty feet to either of the lot side lines.
3. No sign shall have a signboard area (or display area, if no signboard) exceeding twenty-four square feet for each face. The gross area is the measure of the area within a line connecting and completely enclosing the extreme most points of the sign.

~~DC~~. In addition to the signs permitted in subsection A above, in the Limited Commercial and Village districts, the following signs shall be permitted.

1. ~~No free-standing sign shall be permitted in~~ In the Village district. ~~In the and~~ Limited Commercial districts, free-standing signs are limited in number to one per lot. In addition, where more than three businesses occupy a single structure, one sign identifying the property name shall be permitted and one sign or collection of individual signs hanging from the same supports shall be permitted. The top edge of any such free-standing sign shall not be higher than sixteen feet vertical measure above the grade of the street nearest the sign support(s). For traffic safety, where vision may be obscured entering a public street, the whole of the sign board or display elements of any free-standing sign shall be either below three feet in height or above eight feet in height above the street grade. A free-standing sign may be located within the front yard space, but shall be no closer than ~~12~~ 20-feet to either of the lot side lines.
2. On each premises there is permitted one sign attached to the building for each occupancy.
  - a. If attached to the structure by way of a frame or bracket, which overhangs a pedestrian walkway or public sidewalk, it shall not extend beyond five feet of the structure face to which attached and have a vertical height clearance between the sign bottom and/or sidewalk/pedestrian walkway of 10 feet.
  - b. If the proposed sign is to be attached to the structure surface without the use of overhanging frames or brackets, the “wall sign” shall not extend or project more than 12 inches from the structure surface. Cut out letters should not project more than six inches from the building wall.
  - c. No sign shall be permitted on the roof of any building.
  - d. ~~Signs posted within a window shall not cover more than 30% of the window area.~~
3. No sign shall have a signboard area (or display area, if no signboard) exceeding twenty square feet for each face. The gross area is the measure of the area within a line connecting and completely enclosing the extreme most points of the sign.

~~ED~~. The above regulations shall not apply to the following:

1. Flags and insignia of any government.
2. Legal notices, identification, information, or directional signs erected or required by governmental bodies.

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3. Integral decorative or architectural features of buildings except letters, trade marks, moving parts, or moving or flashing lights.
4. Signs directing and guiding traffic and parking on private property, but bearing no advertising matter or commercial identification.
5. Lights installed by a public utility.
6. Traffic and safety signs erected by utilities, or town or state governments

~~F~~E. Temporary promotion signs, banners, streamers, or placards for special events may be posted in any district ~~upon issuance of~~ without a permit from the Code Enforcement Officer. ~~The Code Enforcement Officer shall only grant such a permit after presentation of evidence that the authorities controlling the proposed location of the sign have approved its posting.~~ A temporary sign shall be posted for a period not to exceed fourteen days. ~~The applicant~~ event holder shall remove said signs upon termination of the event permit. No temporary sign shall project over a public right of way. No temporary sign shall be larger than six square feet in area.

~~G~~. ~~Signs in the Shoreland Limited Residential, Stream Protection, and Resource Protection Districts. Regardless of any general provisions in subsection A above or exemptions in subsection E above, the following standards shall apply in those areas subject to DEP Minimum Shoreland Zoning Guidelines:~~

- ~~1. No more than two (2) signs per premises shall be allowed.~~
- ~~2. Residential users may display a single sign not over three (3) square feet in area relating to the sale, rental, or lease of the premises.~~
- ~~3. Signs relating to trespassing and hunting shall be allowed without restriction as to number provided that no such sign shall exceed two (2) square feet in area.~~

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