

## Sign Survey

### Saco

#### From Zoning Ordinance, Sec. 707

4. In addition to other signs permitted in business districts only, a single banner not larger than three (3) feet by five (5) feet may be displayed during business hours. However, such banners shall be subject to an annual permit to assure compliance. The annual permit shall expire on March 1 each year. Such banners shall be displayed on the building or on a permitted freestanding sign only. Banners shall be installed in a safe manner that does not interfere with pedestrian or other traffic, and shall be maintained in an attractive, untattered condition. One banner for the purpose of advertising a new business or owner may be erected for a period not to exceed (30) days. Said banner is limited to twenty (20) square feet in area as measured on one side. A permit for said banner is required.

6. In Business and Industrial Districts where illuminated signs are permitted, they shall conform to the following requirements: a) Signs shall be illuminated only by steady, stationary, shielded light sources directed solely on the sign without causing glare or by constant internal illumination. Any light source shall be shielded with a fixture so that bulbs are not directly visible from neighboring properties or public ways. No sign shall be animated by means of flashing, blinking or traveling lights or by any other means not providing constant illumination. Signs shall not be illuminated from within unless they utilize light-colored letters and symbols on a dark-colored background in order to avoid undue glare radiating from the sign, except in the B-2 and B-6 districts, where the letters and backgrounds shall be designed to avoid excessive brightness. Sign illumination shall be of reasonable intensity and shall avoid excessive brightness or glare on nearby properties and to avoid creating unnecessary distractions on the street.

b) Gas-filled light tubes shall be allowed for indirect illumination when placed in such a manner that light tubes are not exposed to view. In the B-2b and B-6 districts, gas-filled or LED light tubes within view of the public way are allowed.

7-21c) d)

Article 7 - Standards of Performance

Illuminated signs shall be constructed and erected in such a manner as to deflect light away from residential properties and public roads.

Notwithstanding the above, electronic message center signs are permitted if they change messages no more than every five (5) minutes. Electronic message center signs shall not have continuously scrolling, blinking or intermittent lighting.

Electronic message center signs are permitted as any sign type (freestanding, wall, or projecting) within the overall sign allowance.

9. One small A-frame sandwich board sign may be placed on the sidewalks in

front of any business in the B-3 and B-7 districts. Such signs shall be taken in each day before the close of business. Such signs shall not exceed 30 inches in width and 42 inches in height, and shall be placed only in locations where the sidewalk is wide enough to allow four feet for passage. Such signs shall be constructed of exterior grade plywood, such as MDO, or of other durable materials intended for exterior use, be of sturdy construction, and shall be weighted to prevent them from blowing over. All such signs shall be neatly painted, not illuminated, and subject to review under the Historic Preservation section of this ordinance. The city may remove from public property any A-frame sign which is not in compliance with this ordinance. Signs, merchandise and other objects used for marketing must be removed prior to and 24 hours after any snow event to allow for municipal snow

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Freestanding signs shall be required to be attached to permanent posts and to be Article 7 - Standards of Performance

removal efforts. The City is not responsible for any signs, merchandise or other objects damaged nor is the City of Saco responsible for any harm to people or property occurring as a consequence of a sign being placed on public property.

(Amended 12/6/10)

10. A system of decorative banners may be placed on buildings, utility poles or light poles in the B-1, B-3 and B-7 districts by a business association or civic group if approved by the City Council.

11. Pennants may be displayed in the B-2b and B-6 districts. An individual pennant on a pennant string shall not exceed 12 inches by 12 inches. Pennants shall be installed in a safe manner that does not interfere with pedestrians or other traffic, and shall be maintained in an attractive, untattered condition.

Article 7 - Standards of Performance

**Table 707 - Signs in Business and Industrial Zones** (Amended 9/5/06)

	<b>B-3/B-5, B-4 if no planned development under 410-8</b>	<b>B-1/B-2c/I-1/I-2 and B-2D</b>	<b>B-2b/B-6</b>	<b>B-2a</b>	<b>B-7</b>
Overall Size Allowance per premise per foot of width of principal structure	2 sf to maximum of 100 sf	2 sf to maximum of 150 sf	2 sf to maximum of 200 sf	2 sf to maximum of 200 sf	2 sf to a maximum of 48 sf
Number of signs per single occupancy premise	2 signs, only one of which may be freestanding, plus 1 additional wall sign not exceeding 12 sf	2 signs, only one of which may be freestanding, plus 1 additional wall sign not exceeding 12 sf	2 signs, plus 1 additional wall sign not exceeding 12 sf	2 signs, plus 1 additional wall sign not exceeding 12 sf	2 signs only one of which may be freestanding
<b>Multiple occupancy premises, number and type of signs:</b>					
For entire complex	1 freestanding or wall sign serving as a directory or anchor tenant sign not to exceed 50% of overall size allowance	1 freestanding or wall sign serving as a directory or anchor tenant sign not to exceed 50% of overall size allowance	1 freestanding or wall sign serving as a directory or anchor tenant sign not to exceed 50% of overall size allowance	1 freestanding or wall sign serving as a directory or anchor tenant sign not to exceed 50% of overall size allowance	2 signs only one of which may be freestanding
For each first floor occupancy	2 wall, projecting or awning signs per occupancy	2 wall, projecting or awning signs per occupancy	2 wall, projecting or awning signs per occupancy	2 wall, projecting or awning signs per occupancy	N/A
Upper floor and basement occupancies:	1 wall or projecting sign not exceeding 12 square feet	1 wall or projecting sign not exceeding 12 square feet	1 wall or projecting sign not exceeding 12 square feet	1 wall or projecting sign not exceeding 12 square feet	N/A
<b>Size limits, individual sign types for all zones:</b>					
Wall and awning signs maximum size	100 sf	100 sf	150 sf	150 sf	16 sf
Freestanding and projecting signs maximum size per side	50 sf	75 sf	100 sf	100 sf	16 sf
Minimum size allowance per premise			48 s.f.		

## York, Maine

A-frame sign: An advertising sign located on the ground, not permanently attached and easily movable, and usually two-sided. Also called a “sandwich board.”

Banner. A sign composed of light weight cloth, plastic material, or other non-rigid material, affixed to a structure either by ropes, pins, cables, etc. or by framing, in such a way that it moves in the wind.

Open Flag. A flag placed outside a business, during business hours, indicating a business is open.

#### Illumination of Signs

Externally illuminated signs shall be illuminated only by steady, stationary, shielded light sources directed solely on the sign without causing glare. Internally lit signs shall not cause undue glare.

Light levels shall be deemed acceptable if they do not exceed a factor of 3 above the ambient light intensity at any point on the ground when measured with an incident light meter and the following procedure:

a.

b.

The intensity of the sign illumination, in foot candles, is measured with all normal background and ambient illumination on. With the sign turned off, the same measurement is repeated.

c. It shall be the responsibility of the applicant to provide documentation that proposed sign lighting meets the above maximums.

Except in the case of permitted and/or grandfathered neon signs, LED lights shall be the source of sign illumination, unless it can be demonstrated that another bulb type is equal or greater in energy efficiency.

A-Frame Signs a. A-Frame signs may be double sided with the identical sign face displayed on both sides; a double-sided a-frame sign shall constitute one sign and only one side shall contribute towards total sign area. One A- frame sign is permitted per business. An A-frame sign shall not exceed 8 square feet, and may not exceed a maximum height of 4 feet from the ground to the top of the sign.

b. An A-frame sign must be placed within fifteen feet of the primary entrance of the business it is advertising, and must not interfere with pedestrian traffic or violate standards of accessibility as required by the American with Disabilities Act. Placement of A-frame signs must maintain a five foot sidewalk clearance at all times.

c. A-frame signs may only be displayed during business hours, and must not be left out over night.

Illuminated signs shall be constructed and erected in such a manner as to deflect light away from residential properties and public roads.

Open Flags Open Flags shall not exceed 3'x5'; no more than one per business shall be displayed; it shall be displayed only when the business is open; it shall only be displayed on the business premises; it shall not be illuminated; and it shall not obstruct free and clear vision of vehicle operators; interfere with, obstruct the view of or be confused with any authorized sign; or otherwise constitute a hazard to pedestrian or vehicle traffic.

A-frame and open signs do not require permit and are not included in the max total amount of signage allowed

**Summary Table of Dimensional Standards**

Type of Sign	Zoning District	Maximum Sign Area	Total Number Allowed	Min. Setback	Maximum Height
A-Frame Signs	All Zones	8 sq. ft.	1 per business	n/a	4 ft.
Blade Signs	All except RES-1-A, RES 1-B, RES-2, RES-3	8 sq. ft.	1 per 1st floor business	n/a	12 ft.
	RES-1-A, RES 1-B, RES-2, RES-3	4 sq. ft.	1 per principal use	n/a	12 ft.
Directory Sign	All Zones	4 Sq. ft.	1 per public entrance	n/a	n/a
Freestanding Signs Multiple Business Signs	Route 1 Zones	100 sq. ft.	1 per lot, unless lot fronts on more than one road	12 ft.	15 ft.
	BUS-1, BUS-2, GEN-1, GEN-2, GEN-3, RES-4, RES-5, RES-6, RES-7, YBVC	64 sq. ft.	1 per lot, unless lot fronts on more than one road	12 ft.	12 ft.
Freestanding Signs	Route 1 zones	48 sq. ft.	1 per lot, unless lot fronts on more than one road	12 ft.	15 ft.
	BUS-1, BUS-2, GEN-1, GEN-2, GEN-3, RES-4, RES-5, RES-6, RES-7, YBVC	20 sq. ft.	1 per lot, unless lot fronts on more than one road	12 ft.	12 ft.
	RES-1-A, RES 1-B, RES-2, RES-3	4 sq. ft.	1 per principal use	n/a	12 ft.
Identification Sign	All Zones	3 sq. ft.	n/a	n/a	7 ft.
New Business Openings	Route 1 Zones	32 sq. ft.	1 per business	n/a	n/a
	All Other Zones	20 sq. ft.	1 per business	n/a	n/a
Open Flags	All Zones	15 sq. ft (3ft. X 5ft.)	1 per business	n/a	n/a
Open House	All Zones	5 sq. ft.	4 per open house	n/a	n/a
Temporary Development	All Zones	16 sq. ft. each/32 sq. ft. total	n/a	n/a	n/a
Temporary Event Signs	Route 1 Zones	32 sq. ft.	1 per business, unless lot fronts on more than one road	n/a	n/a
	All Other Zones	20 sq. ft.	1 per business, unless lot fronts on more than one road	n/a	n/a
Temporary Real Estate Signs	Route 1 Zones	12 sq. ft.	1 per unit for sale for each street frontage	n/a	n/a
	All Other Zones	5 sq. ft.	1 per unit for sale for each street frontage	n/a	n/a
Wall Signs	All Zones	25 sq. ft or 10% of wall area	1 per business	n/a	15 ft.
Window Signs	All Zones	25% of window surface	n/a	n/a	n/a
Yard Sale Signs	All Zones	5 sq. ft. each	4 signs off premise	n/a	n/a

## Old Orchard Beach

Open banners. Flags or banners manufactured with the generic word "open" shall be permitted for display on any licensed business property or storefront located in any of the business districts. Such banners and flags shall be exempt from aggregate sign area and dimension requirements specified in the zoning district, provided no

advertisement of a business or product is contained thereon and the banner or flag is removed at the close of the business day.

Outdoor letterboard signs. The square footage of such letterboard shall be deducted from the allowable square footage of signage for the property.

*Lighting.* All proposed signs may be illuminated by one or more shielded external light fixtures affixed to the building, the sign, or uprights emanating from the ground. Neon signage shall be permitted. Internally lighted signs shall consist of light hue lettering in a dark hue background. No flashing, rotating, or string lighting shall be allowed. Nonneon light emanating from such fixtures shall be white-colored illumination.

*Sign area.* Total aggregate sign area located on the site, displayed on awnings, affixed to the building shall not exceed the following area ratios:

Floor	Sign Area Ratio
Sidewalk level	One square foot signage per 12 square feet of first story facade and street frontage
Second story	One square foot signage per 20 square feet of second story facade on street frontage
All stories above second floor	No additional signage

*Bonus sign area.* Procedures for obtaining bonus sign area are as follows:

a.

*Qualifying signage.* Additional or bonus sign area may be granted if proposed signage conforms to one or more of the following criteria:

1.

*Wood, window, and awning signs.* Proposed signs are limited to professional quality carved, painted wood signs; window lettering; and/or cloth awnings of high-quality design composition and

construction.

2.

*Architectural signage.* Signage is harmoniously incorporated into the design and architectural character of the building.

3.

*Graphic signage.* Custom-designed signage is designed so as to graphically convey the product sold on the premises, the nature or the name of the business, thereby minimizing the amount of lettering required on the signage to a total of eight syllables and/or graphic elements.

4.

*Victorian signage.* Signage is designed in a Victorian era motif incorporating materials, design, lettering, scrollwork, and other decorative elements customarily associated with signage of the period.

5.

*Custom neon and moving signs.* Signage consists of custom-designed neon lettering, logo, or graphic character incorporated into a sign of distinctive design. Intermittent-lighted neon depicting a unique moving logo or object may be permitted, such as a juggling clown, provided that:

i.

The moving graphic is appropriate for the character of the surrounding area.

ii.

The relative scale, intensity

of illumination, the speed of movement, or orientation of the moving graphic will not distract or impair the vision of motorists.

iii.

Flashing arrows or similar directional signs shall be prohibited.

b.

*Bonus area conveyed.* Provided the standards in this subsection are met, maximum aggregate signage permitted on any property or storefront may increased as follows:

Floor	Sign Area Ratio
Sidewalk level	One square foot signage per six square feet of first story facade on street frontage
Second story	One square foot signage per 12 square feet of second story facade on street frontage

## Scarborough

For Temporary Grand Opening Signs and Temporary Going Out of Business Signs under subsection J. the fee will include a refundable deposit to be forfeited to the Town if the applicant fails to remove the sign or banner upon expiration of the permit. Except as otherwise provided in subsection J., temporary signs must conform to all provisions of this Ordinance, but shall not be counted in calculating the maximum number of signs allowed on a lot or the maximum gross display area allowed on a wall. Permits are not required for:

Internally-lit signs shall have an opaque or dark background to minimize glare and lighting impacts.

21. A banner, limited to a maximum of twenty five (25) characters (numbers and letters), the dimensions of which do not exceed twenty-four square feet may be displayed by any retail business or service establishment, personal service establishment, restaurant establishment, business service and business office establishment, financial, insurance, or real estate establishment, health club, hotel or motel, or a fully enclosed place of assembly, amusement, culture and government (except home occupations) during the hours such business is open for customers and shall not be counted toward calculating the maximum number of signs or the maximum gross display area of signs on the property.



Under this subsection, a business may display both one (1) “open” banner and one (1) banner limited to a maximum of twenty-five (25) characters during the hours such business is open for customers. This subparagraph does not prohibit or restrict displays of the United States Flag or the State of Maine Flag. [4/6/94] [Amended 08/19/09]

Temporary Sandwich Board Sign. [Adopted 08/19/09] One (1) Sandwich Board Sign may be displayed on the premises of a retail business and service establishment, personal service establishment, restaurant establishment, business service and business office establishment, financial, insurance, or real estate establishment, health club, hotel or motel, or a fully enclosed place of assembly, amusement, culture and government for the purposes of advertising specials, other items for sale, or events being offered. Sandwich Board Signs shall be limited to a maximum gross area of eight (8) sq. ft. and a maximum height of 48”. The location of Sandwich Board Signs shall be limited to the sidewalk or walkway leading to the main entrance of the building in which the business is located and shall be located no greater than fifteen feet (15’) from the building’s main entrance. Sandwich Board Signs shall only be displayed during the hours the business or use is open for customers or visitors and shall not be counted toward calculating the maximum number of signs or the maximum gross display area of signs on the property. A Sandwich Board Sign shall require a sign permit, per subsection A.2., which will establish a business or uses ability to use such a sign and delineate the area in which it will be displayed. A Sandwich Board Sign shall be located on a sidewalk or walkway in a manner that it does not infringe on handicap accessibility or safe pedestrian movement and that safely secures the sign in one location.

ii. Temporary Sign:

A sign or advertising display (such as a political poster) designed, intended to be displayed, or displayed for a short period of time.

**Kennebunk**

No permit required:

- (17) One (1) “open” and/or one (1) “closed” sign not exceeding six (6) square feet in sign area, having a solid background color and containing no advertising matter.

Permit required:

- (j) Illumination - All illuminated signs shall have lights which are shielded or hooded so that the light source is not visible off of the premises. Only white lights shall be used for external illumination. Illuminated signs shall not be illuminated with an intensity of greater than 50 foot candle at 100 feet from the sign when directly viewed.

Prohibited signs:

3. Sandwich board and other mobile, portable or wheeled signs, except for permitted temporary signs.
4. Any private sign located on public property or public rights-of-way, except for:
  - a) Permitted temporary signs.
  - b) Signs which are attached to buildings located in the Downtown Business and Lower Village Business Zones and which are set back at least two (2) feet from the curb line (or if no curb line, shall be set back two (2) feet from any travel portion of the right-of way). A clear space of not less than eight (8) feet shall be provided below all parts of such signs. Notwithstanding this provision, in no case shall any part of the sign interfere with the use or maintenance of the public right-of-way.
  - c) Permitted off-premise signs

### Temporary Signs:

Temporary/Portable Signs – Temporary/Portable signs may be erected and maintained in the Town only in accordance with the following standards:

1. Temporary/Portable signs require a permit from the Code Enforcement Officer.
2. Temporary/Portable signs shall not exceed twelve (12) sq. ft. in size and may be posted in any zone for a period of time no to exceed thirty (30) continuous days for each permit period.
3. No more than six (6) temporary permits may be issued within any twelve (12) month period per business location. In the case of a multi-unit lot, these limitations apply per business storefront and written approval from the property owner is required for any Temporary/Portable sign.
4. Banners may not exceed fifty (50) sq. ft. in size.
5. Signs that are sandwich boards may be permitted in the public right-of-way adjacent to the subject business in accordance with the requirements herein.
6. Any sign which prevents safe vehicular or pedestrian passage along public rights-of-way or sidewalks is prohibited.

### Falmouth

Illumination of Signs [Amended 1/24/11] Illumination of Signs shall meet the requirements of applicable design guidelines where required under Section 9.7. In addition, the following restrictions shall apply.

- a. Internal Illumination Internal illumination of signs shall be permitted only in the MUC district between the hours of 7:00 a.m. and 11:00 p.m., except that this time

restriction shall not apply to the illuminated signs of retail establishments during such hours as the establishments are lawfully open to the public.

### **Sec. 8-363. General.**

Temporary signs are permitted and shall conform to standards within municipal, state or federal ordinances, statutes or regulations and the following standards:

- (1) Temporary signs specified in this section shall not be attached to fences, trees, utility poles, or the like, shall not be placed in a position that will obstruct or impair vision or traffic, either pedestrian or vehicular, shall not infringe on handicap accessibility, nor in any manner create a hazard or disturbance to the health and welfare of the general public.
- (2) Unless specifically permitted in [section 8-364](#), no signs are permitted in any public right-of-way.
- (3) No digging or excavation shall occur within any public right-of-way.
- (4) Signs under this section are exempt from setback requirements in the zoning and site plan review ordinance.
- (5) No sign may be placed within five (5) feet of street pavement.
- (6) Maximum allowable height for free standing signs is ten 10 feet, except for signs placed in a street right-of-way between five (5) and fifteen (15) feet from the edge of the street pavement, where signs are limited to thirty-six (36) inches in height.
- (7) Illumination, both internal and external, is prohibited.

(8)

No sign or part of a sign shall consist of or include visible moving parts, pennants, ribbons, streamers, balloons, spinners or other similar devices to attract attention.

*Temporary A-Frame Signs in VC Districts.*

a.

*Applicability.* Any individual business owner may place temporary advertising signs in accordance with this section provided that the building entrance where the sign is placed is in conformance with the setback requirements under Section 3.6 of the Zoning and Site Plan Review Ordinance. This section is in addition to:

b.

*Standards.*

1.

One (1) A-frame temporary advertising sign may be utilized during business hours.

2.

No more than one (1) sign per building entrance.

3.

Sign shall be within twelve (12) feet of the building entrance.

4.

Sign shall be a minimum of three (3) feet from any entrance, stairs or other pedestrian access.

5.

Sign shall be located in a well-lit area after sunset.

6.

Sign may be in the public ROW if a revocable license agreement and waiver of liability are executed and permission granted by the town.

7.

Sign shall be stored inside outside

business hours.

8.

Signs shall be weighted or secured to avoid being carried away.

9.

No add-ons such as balloons, flags, streamers or lighting are permitted.

10.

No changeable copy is permitted.  
Chalkboard or white board is allowed.

11.

Maximum allowable size is six (6) square feet of display area on each sign face, with legs a maximum of six (6) inches in height.

*(Ord. of 5-30-2012; Ord. of 5-13-2013)*

## **Yarmouth**

5.

6.

7.

Permits are not required for: a. personal occupant signs, 2 square feet or less; b. historical designation signs; c. temporary real estate, (For Sale, rent or lease) signs; d. traffic and informational signs erected by governmental agencies. e. utility signs

f. temporary road hazard and traffic control signs g. flags and insignias of any recognized government h. special purpose temporary signs

(1) These exemptions shall not relieve the owner or person in control of the sign or signs from the necessary safe condition and maintenance so as not to be detrimental to the public health, safety or scenic beauty of the Town or to constitute a traffic hazard.

(2) All temporary signs erected for a special event such as an election or sale shall be placed by the advertiser no more than four (4) weeks prior to the event and shall be removed within five (5) days after the event

d. No portable, animated, flashing or apparently moving signs shall be permitted.

## **Freeport**

Need permit

**Temporary Banners** – Temporary banners on the poles provided adjacent to Independence Drive shall be allowed by permit only. Only Freeport non-profit organizations are permitted to apply. Maximum time allowed for banners is 14 days prior to the event advertised or beginning of the promotion. Removal is required within 48 hours after the date of the event. Permits are issued on a first come, first serve basis from the Codes Officer. Maximum size of the banner shall be 42 inches by 30 feet and the minimum size of the banner shall be 32 inches by 20 feet . If there is a product sponsor, logo shall not exceed 10% of the banner.

Illumination of signs shall be permitted only between the hours of 7:00 a.m. and 11:00 p.m. , except that this time restriction shall not apply to the illuminated signs of emergency facilities and retail , commercial and industrial establishments during such hours as the establishments are lawfully open to the public or work hours are regularly in effect .

### **Open Flags**

5.6.1 In addition to the maximum number, total square footage per lot and size of permitted signs, “Open” flags are permitted in all districts except on Main Street in the Village Commercial I and Village Commercial II Districts subject to the following conditions:

5.6.2 Only one flag per business establishment shall be permitted.

5.6.3 The flag shall be flown only during open business hours.

5.6.4 The flag area is limited to a maximum of sixteen (16) square feet, except that in the VC-I and VC-II Districts flag area is limited to twelve (12) square feet.

5.6.5 Flag design shall be limited to the standard “Open” type with red, white and blue coloring only.

5.6.6 Flags that project over a Sidewalk must be at least 6.5 feet above the sidewalk at its lowest hanging point and at a 45 degree or greater angle.

4.13 No portable signs shall be permitted.

The following signs are not regulated by this section:

5.1.1. Temporary signs;

## **Portland - Downtown Urban Design Guidelines**

Portable/Movable Signs

Portable sandwich board signs commonly found throughout the Downtown are the only portable freestanding signs (other than special temporary signs and public information signs) which are encouraged Downtown. All portable signs placed within the public way require special permitting through the City. In addition to requirements of that process, all such signs should be designed and located in a manner that does not detract from the character of the pedestrian environment, nor create obstacles to pedestrian circulation or visibility.

#### 6. Temporary Signs

This category of sign is exhibited for a limited time to advertise special events or sales and is removed following the event. Included within this category are “For Sale or Lease” signs, construction signs, sale or promotional signs, and special events signs.

#### 7. Banners, Flags and Pennants

Colorful flags, pennants and banners add color and movement into the streetscape. The incorporation of such elements into the streetscape or the placement on buildings should complement the character of the building fabric. While the flag or banner is relatively temporary in nature, the brackets or poles from which these elements hang tend to remain for extended periods. Attachment of such support devices to buildings or other structures should not cause irreversible damage to significant architectural features or fabric.

### **Cumberland**

Business directional signs.

(1) Purpose. This subsection regulates and restricts business direction signs within the Town in order to promote the safety and well-being of the users of the public ways, reduce distractions, and preserve the natural beauty and other aesthetic features of the Town.

(2) Scope. This subsection controls off-premises signs in the Town directing the public to the specific location of a business. The provisions of this subsection shall take effect on April 27, 1986, and any sign covered hereunder not in compliance within 120 days of the effective date shall be subject to removal 30 days after written notice.

(3) Standards. Directional signs erected or in place after the effective date of this subsection shall meet the following specifications:

- (a) Size: 48 inches long by 12 inches wide.
- (b) Lettering: 3 1/2 inches.
- (c) Signboard: one-half-inch plywood overlay.
- (d) Post: four inches by six inches, painted green.
- (e) Color: background color shall be blue (highway blue, color tolerance charts PR Color No. 3). The background sign legend and border of all signs shall be reflectorized with reflective sheeting to show the same shape and color for both day and night. Edges and backs of signboards shall be sealed and painted. Reflectorized legend and border shall meet the requirements of Federal Specifications LS-300R.
- (f) Style: all lettering used in the name of the business, including the directional legend and mileage, shall be helvetica medium lowercase lettering with initial uppercase.
- (g) Legend: directional legend shall be located on the left or right edge of the sign depending upon the direction of the turn required. The distance in miles from the intersection shall be shown below the directional arrow.
- (h) Signs shall meet all applicable Department of Transportation guidelines.

#### (4) Location.

(a) Business directional signs shall be located within the highway right-of-way, subject to Maine Department of Transportation (DOT) placement approval, only on approaches to the Town intersections of:

#### **Camden**

Signs exempted from Sign regulations

- (7) A single blackboard sign on which the message may change, located near an entrance and attached to a building located in the Downtown Business (B-1), Highway Business (B-2), Business Transition (B-3), Neighbor Service (B-4), Harbor Business (B-H), Transitional Harbor Business (B-TH), Transitional River Business (B-TR), or River



Business (B-R), for the purpose of posting information such as, but not limited to, menus, specials, new products, sales, real estate listings, or sample designs, provided the sign does not exceed 3 square feet. (Added 11/10/09, Amended 11-6-2012 )

(8) Temporary sandwich board signs used to direct vehicles or pedestrians to an event sponsored by a civic group, organization or arts group, however, except as permitted under Section 11, (3), (e), other uses of sandwich board signs are prohibited. (Added 11/10/09, Amended 11-6-2012)

#### Section 8. Flags, Banners and Pennants

Flags, banners, and pennants may be used for the promotion of an event by a civic group, organization, or arts group, provided they are displayed for no longer than seven consecutive days. Flags, banners and pennants may be used for customer or employee appreciation days, provided they are displayed no more than once a year and no longer than seven consecutive days; or upon the grand opening of a new business provided they are displayed for more than seven consecutive days. A permit from the Code Enforcement Officer for such flags, banners, and

XI - 4 pennants shall be required for each event. All other use of flags, banners, and pennants as signs is prohibited; provided, however, that nothing in this Ordinance shall prohibit the flying of national, state, or municipal flags, or the official flag of any institution or business. (Amended 11/10/09)

(e) One (1) freestanding or A-frame blackboard sign up to 17" x 28" in size may be allowed with a permit from the Code Enforcement Officer, on private property in the Downtown Business (B-1), Transitional Harbor Business (B-TH), and Transitional River Business (B-TR). One (1) freestanding or A-frame blackboard sign up to 24" x 36" in size may be allowed with a permit from the Code Enforcement Officer, on private property in the Highway Business (B-2), Business Transition (B-3), and Neighborhood Service (B-4). In determining whether to issue a permit the CEO shall consider pedestrian and vehicle safety. (New – 11/6/12)