

DIVISION 5. SIGNS

Sec. 70-711. Purpose

The purpose of the Division is to encourage effective use of signs as a means of communication within the Town; to maintain and enhance the aesthetic appearance of the Town and the Town's ability to attract economic development; to improve and maintain pedestrian, bicycle and vehicular safety; and to minimize possible adverse effects of signs on public and private property.

Sec. 70-712. Applicability

- (1) This ordinance shall apply to all exterior signs and signage placed on buildings and structures as seen from the exterior.
- (2) Except under section 70-717 Nonconforming Signs or for signs otherwise exempt under this ordinance, no sign may be erected, enlarged, illuminated or substantially altered without a Sign Permit issued by the Code Enforcement Officer.
- (3) These standards do not supersede any state or federal requirements. Where any apparent conflicts between local and state standards occur, the more restrictive standard shall apply.
- (4) Where conflicts between this ordinance and other Town of Lisbon code or ordinance occur, the more restrictive of the requirements shall apply.

Sec. 70-713. Permitting and Fees

- (1) For all signs requiring a permit under this ordinance, a Sign Permit issued by the Code Enforcement Officer is required prior to the erection, replacement, relocation or construction of any sign, its structure or appurtenances to the structure.
- (2) All requests for a Sign Permit under the provisions of this ordinance must be submitted, on an application form supplied by the Town, to the Code Enforcement Officer.
- (3) Applications for a Sign Permit submitted to the Code Enforcement Officer must be accompanied by the required fee, as specified in Appendix C – Fee Schedule of the Lisbon Code of Ordinances.
- (4) If an applicant for a Sign Permit has a recently approved Site Plan, the property's sign permit fees shall be waived for the first twelve (12) months after the Site Plan approval date.
- (5) All sign plans or signs not requiring a permit and must comply with the standards and requirements of this ordinance and any state or federal regulations.

Sec. 70-714. Enforcement, Penalty, Appeals

- (1) This ordinance will be enforced by the Code Enforcement Officer.

- (2) When any violation of any provision of this ordinance is found to exist, the Code Enforcement Officer will institute any actions and proceedings that may be appropriate or necessary to enforce the provisions of this ordinance.
- (3) Any person aggrieved by a decision of the Code Enforcement Officer may appeal to the Board of Appeals within 45 days.
- (4) Any person aggrieved by the decision of the Board of Appeals may appeal said decision to the State of Maine Superior Court. The appeal must be filed within 45 days after the decision of the Board of Appeals.

Sec. 70-715. Definitions and Sign Types

Agricultural Signs – Any signs associated with a commercial agricultural use or agricultural-related home occupation.

Animated Sign – Any sign that uses movement or change of lighting to depict action or create a special effect or scene.

Building-Mounted Signs – Any sign which is mounted directly onto or incorporated onto an architectural feature of or the exterior of a building, including wall-mounted, hanging signs, roof signs, canopy signs, or wall graphics.

Changeable Message Sign – A sign capable of displaying words, symbols, figures or images that can be electronically or mechanically changed by remote or automatic means. See also Reader board.

Banner – a sign of lightweight fabric or similar material that is mounted to a pole or a building at one or more edges. National flags, state or municipal flags, or the official flag of any institution or business shall not be considered banners.

Canopy or Awning Sign – a sign that is a part of or attached to an awning, canopy, or other fabric, plastic, or structural protective cover over a door, entrance, window, or outdoor service area. This shall include gas station canopies.

Digital or Electronic Sign – any sign that in whole or in part uses electronic or digital means to display words, symbols, figures or images, including signs that can be electronically or mechanically changed by remote or automatic means. See also Animated Sign, Reader board, and Changeable Message Sign.

Free Standing Sign – a fixed sign supported by one or more uprights or braces, permanently affixed to the ground, and not attached or affixed in any way to a building.

Hanging Sign – a sign affixed to a building or wall and projecting outward from the building in such a manner that its leading edge extends more than six inches beyond the surface of such building or wall, or a sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

Identification Sign – a sign identifying the name of a business or other non-residential use, located on the property which the use or activity is on.

Informational Signs – Private signs which provide instruction or direction (including way-finding) and are located entirely on the property to which they pertain, such as restroom, handicap access, public telephone, pedestrian-oriented signs, parking signs, or vehicular circulation or entrance/exit signs. Information signs may not include the name of the business or the business logo.

Internally Illuminated Sign – a sign where light shines through a transparent or semi-transparent sign face to illuminate the sign's message.

Exposed neon is considered to be a form of internal illumination.

Off-Premises Sign – a sign which advertises activities, goods or services not rendered on or taking place on the property on which the sign is located. Off-Premises Signs include signs posted or displayed in the public right-of-way.

Permanent Sign – a non-portable sign that is designed and intended to be permanently mounted or affixed to the ground, a building, or a structure, and is intended for continuous and/or long-term use. Under this ordinance, all signs are considered Permanent unless specified as Temporary.

Portable Sign – a sign that is not designed or intended to be permanently affixed in the ground or to a building or other structure, but may be used on a regular basis (versus only a temporary or limited timeframe). This shall include sandwich boards, which consist of two one-sided surfaces hinged at the top.

Public Safety Signs – Any Permanent Sign used to maintain public safety, health, and well-being by the Town of Lisbon, or any state or federal agency or authority.

Public Traffic and Roadway Signs – Any sign within the public right-of-way under the jurisdiction of the Maine Department of Transportation and/or the Town of Lisbon, including official road and traffic signs, official permitted business directional signs (Department of Transportation), and temporary road safety or construction signs. Public signs are not regulated under this ordinance.

Reader board Sign (or Changeable Lettering Sign) – A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or the surface of the sign. A sign on which the message changes more than eight times per day shall be considered an animated sign and not a changeable lettering sign for purposes of this Ordinance. A sign on which the lettering that changes is an electronic or mechanical indication of time or temperature shall be considered a "time and temperature" portion of a sign and not a changeable lettering sign for purposes of this Ordinance.

Residential Signs – Any signs related only to a residence and residential use, such as street address numbers, homeowner name signs (such as surname posted on a building or sign), not including any sign related to a home occupation or commercial product or business advertising, and not including other temporary signs as listed below.

Roof Sign – a sign erected and located wholly on and over the roof a building, supported by the roof structure, or extending vertically above the highest portion of the roof.

Temporary Sign – a sign that is not designed or intended to be permanently mounted or affixed to the ground, a building, or a structure, and which is displayed only for a temporary or limited timeframe.

Temporary Sign Types:

- (a) Real Estate Signs – Any temporary sign placed by a real estate agency or realtor to advertise a property or building for sale, rent or lease.
- (b) Political Signs – Any temporary sign for use in political advertising.
- (c) Signs Giving Notice – Temporary signs used to provide public notice, as required by local, state or federal law.
- (d) Project/Contractor Signs – A small temporary sign advertising a builder(s), engineer(s), designer(s), or similar individual(s) who is (are) responsible for the development under construction, used only during the construction and development of a site or building.
- (e) Advertising Flags and Banners – Any use of flags or banners to advertise and promote a business, product, or business-related activity.
- (f) Window Signs for Advertising – Any non-permanent signs placed in the window or doorway to be visible to the public or clients.
- (g) Temporary Business Identification Signs – The use of a banner or other temporary signage form as an interim identification sign, or business/use relocation sign, intended to be replaced by a permitted permanent sign.
- (h) Community, Charitable and Non-profit Signs – Any signage used expressly for a community, non-profit, or charitable entity, use or activity.
- (i) Temporary Public Safety Signs – Any Temporary Sign used to maintain public safety, health, and well-being for a limited time period by the Town of Lisbon, state or federal agency or authority, or for use in a construction area as maintained by a professional contractor.
- (j) Temporary Advertising Features – Any object displayed outside that advertises or may be construed to advertise a business/use, product, service, event, or non-residential activity.
- (k) Temporary Advertising Signs at a Residence – A sign advertising the sale of goods or personal property at a place of residence, but not including advertisement for services (e.g. lawn care) or other home occupation.
- (l) Farm stand signage – A sign used seasonally to advertise the sale of agricultural goods or products. See also Agricultural Signs.

Time and Temperature Sign – A type of changeable message sign that is capable of displaying only public service information such as time, date, temperature, but not words, symbols or other advertising messages.

Town Signs – Signs used and maintained by the Town of Lisbon, including welcome/gateway signs, town business park signage, public school signs, and town office or other town department signs.

Window Sign – any sign, text, graphics, symbol, or combination thereof, designed to communicate information about anon-residential activity, business, goods, services, event, or sale, that is placed inside a window, or upon the window panes or glass, and is visible from the exterior of the window.

Sec. 70-716. Signs Not Requiring a Permit

The following types of signs do not require a Sign Permit, and do not count towards the total sign square footage (maximum sign area) allowed for a property. All signs in this Section (below) are subject to the provisions of Sec. 70-718 General Standards except where expressly noted, and Temporary Signs are subject to the provisions of Sec. 70-720 Temporary Signs.

- (1) Residential signs, not exceeding two (2) square feet.
- (2) Temporary political signs.
- (3) Temporary real estate signs.
- (4) Trespass, Hunting, Posted Property Signs. Any signage permitted or required by state or local law to post public notice of no trespassing, no hunting, or otherwise posting a private property.
- (5) Other Temporary Signs. Temporary signs smaller than twelve (12) square feet.
- (6) Public safety signs, placed by or required by the Town or any State or Federal authority.
- (7) Informational signs less than two (2) square feet in size, providing direction or information to the public or clients, provided that the signs are located entirely on the property to which they pertain, and that signs do not include the name or logo of the business or use. Any property with more than four (4) such signs with additional Permitted Signs shall be required to submit a signage plan for approval to the Code Enforcement Officer.
- (8) Signs and graphics printed on or affixed to a registered motor vehicle. (See also standards related to motor vehicle signs, Sec. 70-718 (2).)
- (9) Signs permitted through the Maine Department of Transportation not related to traffic or roadway rules and information, and located within the road right-of-way, such as Official Business Directional signs or service club signs.
- (10) Street address numbers not exceeding two (2) square feet.
- (11) The flag of any nation or political subdivision.

- (12) Flags, banners, balloons, or other decorations not expressly used to advertise a business, product, or business-related event or activity.
- (13) Religious symbols or insignias.
- (14) Historic plaques, or memorial signs or tablets, provided that such plaques do not exceed four (4) square feet in area.
- (15) Subdivision or residential development signs. A residential development may have one (1) non-internally lit sign at each driveway entrance, not to exceed twenty-four (24) square feet per sign.

Sec. 70-717. Non-Conforming Signs

The eventual elimination of nonconforming signs is an objective of the Town. Such elimination of nonconforming signs shall be brought about over a period of time and in such a manner as to avoid the invasion of vested rights of the sign's owner and the infliction of unnecessary hardship.

- (1) Definition. A nonconforming sign is an otherwise legally erected sign that does not comply with the provisions of this ordinance (as adopted on __[date]__), including location, structure, size, dimension, setback, type, or any other provision of this ordinance.
- (2) Nonconforming signs may be maintained, given new lettering, colors or logos, or otherwise altered, as long as there is no change to the size or the location of the sign, changes to the dimensions of the sign, or as long as the braces, uprights, poles or any portion of the system used to affix the sign to the ground, wall or structure is not changed.
- (3) No nonconforming sign may be altered in such a manner as to aggravate the nonconforming condition.
- (4) No illumination may be added to any nonconforming sign except if such illumination complies with the provisions of this section.
- (5) Nonconforming signs may be retained and maintained until one of any of the following criteria are met:
 - (a) No later than twelve (12) months following the close of a business or non-residential use that uses a nonconforming sign to advertise its name, location or any other feature of the business, unless a new business or non-residential use occupies the building before the end the twelve (12) month period;
 - (b) Upon the change of use of a structure utilizing a nonconforming sign, when such change in use requires a Site Plan Review by the Planning Board;
 - (c) Changes made to the braces, poles or any portion of the system used to affix the sign to the ground or wall or structure.

- (d) Upon the sale of the property, when the use on the property is also nonconforming at the time of the sale, which results in any change in signage.
- (e) The condition of the nonconforming sign deteriorates to the point where it is considered a safety hazard, or if the sign fails to meet the requirements for maintenance under the General Standards, Sec. 70-718 (8) Maintenance of Signs.

Sec. 70-718. General Standards

- (1) Signs located adjacent a state numbered roadway are subject to applicable state sign regulations under the Maine Department of Transportation and Maine state law (Title 23 MRSA Chapter 21), in addition to the Town of Lisbon regulations. If there is any apparent conflict found between the state and local regulations, the more restrictive shall apply.
- (2) Except for Temporary Signs, all signs shall be constructed of permanent materials, and shall be permanently attached to the ground, a building, or other structure by direct attachment to a rigid wall, frame or structure. Signs shall not be permanently attached to trees or utility poles.
- (3) All signs not expressly listed as a Temporary Sign are treated as Permanent Signs, and shall be regulated according to this section.
- (4) Size, Dimensions, Number of Signs.
 - (a) No sign or any part of its structure shall exceed 20 feet in height, as measured from the normal grade and not a landscape mound or berm.
 - (b) For any given property, no more than two (2) signs requiring a Sign Permit shall be located on a property. This shall not include permitted Public Safety Signs, Trespass/Hunting/Posted Property Signs, Signs of Notice, or other Temporary Signs requiring a permit or not requiring a permit. See special provisions for Temporary Signs, Informational/Directional Signs, Multi-Tenant Properties and Home Occupations under Sec. 70-719 Standards by Sign Type and Sec. 70-720 Temporary Signs.
 - (c) Properties fronting on two or more public streets, such as corner lots, are allowed the permitted number of signs or sign square footage for each street, but signage cannot be accumulated and used only on a single street.
 - (d) Signs requiring a Sign Permit are subject to a total maximum sign square footage (total square footage of all signs requiring a permit) according to the Zone which they are in. Signs not requiring a sign permit are subject only to size and dimensional standards (a) and (b) above. For properties abutting Route 196, the total allowed square footage for signs is increased by up to 50% with Code Enforcement Officer approval.
 - (e) The table below indicates the total maximum sign square footage by zone, and other requirements.

(f) Sign Type	Permit Required?	Maximum Sign Area/Size ⁶	Allowed in Zones (C if conditional):	Special Town Standards Apply? ¹
Residential Signs	N	Total 2 square feet max.	C, DD, GR, I, LR, LRR, ROS-I, ROS-II, RP ² , RR, V	N
Non-Residential Signs in Non-Residential Zones	Y	Total 40 square feet max.	C, GR ³ , V, (see next for DD, I)	Y
Non-Residential Signs in Residential and RP Zones	Y	Total 24 square feet max.	GR, ROS-I, ROS-II, RP ²	Y
Directional or Informational Signs	N	Total 2 square feet max.		Y
Temporary Signs	N	Total 12 square feet max. except with permit ⁴	C, DD, GR, I, LR, LRR, ROS-I, ROS-II, RP ² , RR, V	Y (See Sec. 70-720, Temporary Signs)
Home Occupations Signs	Y	Total 8 square feet max.	GR, I, LR, LRR, ROS-I, ROS-II, RP ² , RR, V	Y (See Home Occupations, Sec. 70-606)
Trespass, Hunting, or Posted Property Signs	N	none	C, DD, GR, I, LR, LRR, ROS-I, ROS-II, RP, RR, V	N
Public Safety Signs	N	none	C, DD, GR, I, LR, LRR, ROS-I, ROS-II, RP ² , RR, V	N
Signs for Multi-Tenant Properties (Non-Residential)	Y	Total 40 square feet max. for Main Identification Sign, and Total 30 square feet max. for tenant signs ⁵	GR ³ , V	Y (See Sec. 70-719 (1), Multi-Tenant Signs)
Signs for Multi-Tenant Properties (Non-Residential) in DD, I or C Districts	Y	Total 60 square feet max. for Main Identification Sign, and Total 40 square feet max. for tenant signs ⁵	C, DD, I	Y (See Sec. 70-719 (1), Multi-Tenant Signs)

¹ See Sec. 70-719, Standards by Sign Type, in addition to any specific sections indicated.

² Conditional use permit required.

³ Only applicable to properties abutting Route 196 only.

⁴ See Sec. 70-720, Temporary Signs, for standards applied to signs over 12 square feet.

⁵ For single buildings less than 5,000 square feet in floor area, the maximum signage area and dimensions are cumulative for all Individual Identification Signs. For multi-tenant properties over 5,000 square feet in floor area and/or with multiple buildings, an application for a waiver is permitted through the Code Enforcement Officer, who may allow the maximum signage area for each individual tenant or use. (See Sec. 70-719 (1), Multi-Tenant Signs)

⁶ The maximum sign area/square footage is allowed a 50% increase for properties abutting Route 196, per (4)(d) above.

(5) Location and Placement

- (a) No sign shall be erected in such a manner as to obstruct clear and free vision or where, by reason of its position, shape, color, illumination or wording, the sign may interfere with, obstruct the view of or be confused with any authorized traffic sign, signal or device or otherwise constitute a hazard to pedestrian or vehicular traffic.
- (b) No sign or any portion of a sign or its structure shall be located within four (4) feet of a street right-of-way or other lot line. An application for a waiver for this setback standard will be permitted within the Village Zone. This shall apply to all signs, including signs requiring a Sign Permit and signs not requiring a permit, except for signs that are expressly allowed within the right-of-way.
- (c) Signs must be placed on the parcel on which the activity or use referred to on the sign occurs. The following exceptions for Off-Premises Signs are allowed (as permitted by state or federal regulations, and in accordance with this ordinance), with appropriate permission to locate said signage on an off-premises property or right-of-way:
 - 1) Political signs
 - 2) Agricultural signs – must be located within 5 miles of the farm stand or agricultural use or activity being advertised
 - 3) Temporary directional or way finding signs
 - 4) Public safety signs
 - 5) Sandwich Boards or Portable Signs – may be located on the sidewalk immediately in front of the property on Village Street and Main Street only, within the Village Zone, so long as the signs do not represent a pedestrian hazard or interfere with ADA standards
 - 6) Non-political Town signs, used for informational or economic development purposes
- (d) Building Mounted Signs. Building mounted signs should be considered part of the building design, and should be scaled and designed appropriate to the building on which they are placed. Building mounted signs should not obscure architectural details on the building. All building signs are counted towards the property's allowed maximum signage area (square feet) and the number of permitted signs allowed, and must meet applicable dimensional standards. This shall include lettering and advertising graphics placed directly on the building façade.
 - 1) The height of a Roof Sign, as measured from the highest part of the sign, may not exceed the height of the building roof.

- 2) Hanging Signs on buildings shall not interfere with vehicle, pedestrian, or cyclist safety, and shall extend no lower than ten (10) feet above ground level. All hanging signs must comply with applicable lot and sign setback standards.
 - 3) Canopy Signs and the canopies on which they are displayed are considered part of the building design, and should be scaled and designed appropriate to the building on which they are placed.
 - 4) Wall graphics or signs stenciled, printed, painted or affixed directly onto the wall of a building, including any lettering and text, symbols, or graphics that advertise a commercial use, product, service or activity, will be counted towards the allowed maximum signage area, dimensional standards, and number of signs per property. This will not apply to wall graphics that are not intended or construed to be intended for commercial use, such as artistic, political, religious, or community non-profit graphics or messages.
- (e) Gas Station Canopy Signs. Gas station canopies are limited to displaying the fuel company or product, and shall not count towards the property's allowed sign area or number of signs. Other freestanding canopies that include the business or use name or any kind of related product or service, shall be counted towards the property's allowed sign area and number of signs.
- (f) Free Standing Signs. The maximum allowed square footage shall only apply to the physical dimensions of a freestanding sign, such that if the sign is two-sided the dimensions are not counted twice.
- (g) Window Signs. Window Signs shall not apply to the maximum allowed square footage if the lettering and graphics are for directional, way finding, or informational purposes, and not scaled to serve as advertisement and identification visible from the road or by motorists. All window signs and graphics may not cover more than 30% of the total glass surfaces of any building façade facing any public road. Buildings with more than one side facing a public road are allowed 30% window coverage per side/frontage.
- (h) Signage on Vehicles. Cars, trucks or other vehicles shall not be used as signage. Commercial vehicles with advertising information shall not be regularly or permanently parked or placed in a location where a sign would not be permitted, or used in a way that has the effect of circumventing these standards or Lisbon's Ordinances.
- (i) Portable Signs. One (1) portable sign, such as a sandwich board sign, is allowed per property, provided the sign is only placed outside during the business or operation hours for that use (not overnight), and not placed in a manner that would otherwise be construed to be intended for permanent (non-portable) use. A portable sign is not considered a temporary sign, but is for prolonged and/or regular use. Chalkboard or white board signs are allowed, and changeable message or reader board signs are allowed for portable signs.

The maximum allowable size is six (6) square feet on each face. Portable signs shall not be internally or externally illuminated.

(6) Graphics, Color, Lettering

- (a) Signs shall be simple, legible, and attractive, using simple geometric shapes. Complex graphics or colors, and signs with excessive wording, are discouraged due to their negative visual impact and reduced legibility.
- (b) Flashing, moving or animated signs are prohibited.
- (c) Lettering and graphics on signage should be sized appropriate to the posted speed limit (for motorist visibility), unless expressly for pedestrian use.
- (d) Hand lettered signs are not allowed unless lettering is stenciled and laid out in a well-designed, professional manner.
- (e) Banners or other temporary sign material or type are not allowed for Permanent Signs. Signs must be constructed using a solid frame structure with durable materials, including but not limited to wood, metal, stone, or plastic, in accordance with (3)(a), above.

(7) Lighting of Signs

- (a) Signs may only be illuminated by stationary, shielded, non-flashing light sources, directed solely at the sign and not casting light off the premises. Any sign lighting that creates a safety hazard or glare to pedestrians or motorists must be replaced to address the safety hazard, or removed entirely.
- (b) External sign illumination. Lighting should be fully shielded and should not produce a glare that is distracting to motorists, pedestrians, or cyclists. Fixtures should be carefully aimed so that light is directed only onto the sign. Top-mounted shielded lighting or indirect lighting is preferred over ground-mounted lighting as it has reduced impacts on light pollution and glare.
- (c) Internally illuminated signs. Internally illuminated signs shall not create glare that would distract motorists, nor should the degree of illumination disturb any surrounding residential areas or contribute to light pollution.
 - 1) Neon signs. Neon tube lettering or graphics may be used only for window signs, and may not exceed 25% of the window area in which they are located.
- (d) Changeable Electronic or Digital Signs. See Sec. 70-719, Standards by Sign Type.

(8) Maintenance of Signs

- (a) Every sign shall be maintained in a safe, presentable and good structural condition, with timely replacement of defective parts and periodic cleaning and painting when necessary.

The construction, alteration, maintenance and repair of all signs shall conform to all applicable building and electrical codes adopted by the Town.

- (b) Signs relating to any business or use that has been closed or discontinued for more than twelve (12) months shall be removed or covered.
- (c) The Code Enforcement Officer shall cause to be removed any sign that endangers public safety, including signs which are materially, electrically or structurally defective, or signs for which no permit has been issued.

Sec. 70-719. Standards by Sign Type

(1) Signage for Multi-Tenant Properties.

- (a) Multi-tenant buildings or multi-building sites may have one Identification Sign conveying an overall identity for the property. This sign should be located near the main entrance drive. Properties fronting on two or more public streets, such as corner lots, are allowed an Identification Sign for each street if the Identification Signs are located at least 500 feet apart.
- (b) If the building's or development's Main Identification Sign also lists multiple tenants, only essential information (i.e. tenant name) shall be displayed on the main Identification Sign. Phone numbers, hours of operation, advertising slogans, and similar information should not be listed on the main Identification Sign.
- (c) The individual businesses within a multi-tenant property may each have only one (1) exterior Individual Identification Sign (business name sign). For single buildings less than 5,000 square feet in floor area, the maximum signage area and dimensions are cumulative for all Individual Identification Signs. For multi-tenant properties over 5,000 square feet in floor area and/or with multiple buildings, an application for a waiver is permitted through the Code Enforcement Officer, who may allow the maximum signage area for each individual tenant or use.
- (d) The maximum signage area shall not include way finding and directional signage or similar supplementary signage for a multi-tenant property.
- (e) A master signage plan for a multi-tenant property shall be required for properties seeking Site Plan Review approval and permitting. The Plan should describe the size, location, lighting, color, and material for all proposed signs, including directional and informational signs.

- (2) Reader boards. Reader boards attached to permanent signage, including both digital or manual lettering reader boards, should be integrated into the overall sign design through scale, color and detailing, and shall not occupy more than 50% of the total area of the sign or contain more than three lines of text. See also Electronic or Digital Signs (including Digital Reader boards) below.

(3) Electronic or Digital Signs.

- (a) Animated Signs are not permitted.
- (b) Changeable Message Signs and Digital Reader boards. Changeable message signs are permitted provided that each message remains fixed on the display surface, but "which may be changed at reasonable intervals by electronic process or remote control," and do not "include any flashing, intermittent or moving lights" in accordance with Title 23 MRSA Section 1914.11-A. For the purpose of this section, signs whose text/numeric messages change by mechanical or electronic means are not prohibited as long as the intermitted lighting is used to change messages and not solely to attract attention and comply with the following.
 - 1) Static display with a ten (10) second hold rate of change minimum between changes. Changes in the message or transitions are limited to an instant change and may not include any phasing, rolling, scrolling, flashing, or blending of messages or light intensity. Time and Temperature Signs are allowed to change a display with a three (3) second message hold rate.
 - 2) In no event shall a display on a changeable message sign flash, phase, scroll, or display continuous streaming of information or video animation.
 - 3) In no event shall a display on a changeable message sign obscure or interfere with traffic control devices or traffic safety.

(4) Home Occupations Signs. No more than one (1) exterior sign not to exceed eight (8) square feet shall be allowed, with no other exterior display or exhibits, no exterior storage of materials or any other exterior indications of the home occupation or variation from the residential character of the principal building or accessory structure.

(5) Informational Signs and Directional Signs. Informational Signs and Directional Signs must be located on the property to which they pertain, and shall not include any form of advertising, including a business or entity name or logo. Such signs must not create signage clutter on the property.

Sec. 70-720. Temporary Signs

(1) Size, Dimensions, Number of Signs.

- (a) No sign or any part of its structure shall exceed 20 feet in height, as measured from the normal grade and not a landscape mound or berm.
- (b) The total number of temporary signs or features for an individual property shall not exceed four (4) signs per business or use at any one time. Temporary political signs shall be exempt from this restriction.

- (c) Any temporary signs, banners, or other features are allowed in addition to any permitted signage under this ordinance, and do not count towards the number of permitted, permanent signs allowed, or the maximum square footage of signage allowed, for an individual property.
- (d) Temporary signs larger than twelve (12) square feet shall require a permit, are subject to a permit fee, and may be subject to additional standards under Sec. 70-718 General Standards, if applicable.
- (e) No temporary sign shall exceed the maximum sign size for the zone it is in, as indicated in Sec. 70-718(4)(e).

(2) Location and Placement.

- (a) 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.
- (b) No temporary sign or any portion of a temporary sign or its structure shall be located within four (4) feet of a street right-of-way or other lot line, except for off-premises signs, as allowed under 70-718 (5)(c). An application for a waiver for this setback standard will be permitted within the Village Zone.
- (c) Illumination, both internal and external, is prohibited.

(3) Duration of Sign Use or Posting; Sign Removal.

- (a) Temporary signs, both requiring a permit and not requiring a permit, shall be limited to use for ninety (90) days in any 12-month period.
- (b) A temporary sign for advertising a builder(s), engineer(s), designer(s), or other individual(s) who is (are) responsible for services being rendered on a private property is limited to use for the duration of the project construction period or period of services rendered, and shall be removed within thirty (30) days after the completion of the project or services.
- (c) Temporary public safety signs shall not be limited in duration of use or posting. If appropriate, such signs that are determined to be permanent in use will be encouraged to follow Permanent Sign standards.
- (d) Temporary signs directly related to a use or activity that has been inactive or discontinued for more than seven (7) days shall be removed, except as specified below under (4) *Standards by Temporary Sign Type*.
- (e) A temporary sign used to indicate the change in location for a business or use may remain in place for up to six (6) months after the date of change in location.

(4) Standards by Temporary Sign Type.

- (a) *Community, Charitable and Non-profit Signs.* One (1) sign of a temporary nature such as an advertisement of a charitable function, notice of meeting or other non-commercial sign of a similar nature is permitted on the lot where the event occurs for a period not to exceed thirty (30) days and shall be removed by the organization that posted the sign.
- (b) *Real estate signs.* One (1) temporary freestanding or wall real estate sign may be erected advertising the sale, lease, or rental of the premises upon which the sign is located, for the duration of the property's availability.
- 1) Real estate signs for residential properties or subdivisions may not exceed twelve (12) square feet.
 - 2) Real estate signs for commercial properties or subdivisions may not exceed twenty-four (24) square feet. For properties abutting Route 196, the total allowed square footage for signs may be increased by up to 50%.
 - 3) Real estate signs shall be removed within 1 week of the property sale or transaction.
- (c) *Development or construction site.* Up to two (2) temporary development or construction signs, with up to twenty-four (24) square feet of display area, may be erected on the project site provided such signs shall be limited to the general identification of or funding for the project and shall be removed within thirty (30) days after completion of the construction and building phase.
- For project contractor signs on a development or construction site, up to three (3) temporary signs, no larger than sixteen (16) square feet each, shall be allowed for advertising a builder(s), engineer(s), designer(s), or similar individual(s) who is (are) responsible for the development under construction. Contractor signs shall be removed within thirty (30) days after completion of the construction and building phase.
- (d) *Political signs.* Signs bearing political messages relating to an election, primary or referendum may be placed in any district. Political signs may be placed within a public right-of-way in such locations as will not create a safety hazard, not prior to six (6) weeks before the election, primary or referendum to which they relate and must be removed by the candidate or political committee not later than one (1) week after election day.
- (e) *New business or business relocation signs.* A maximum of two (2) temporary signs may be erected to announce a new business or a relocated business provided each sign is no larger than eight (8) square feet of display area and is removed within sixty (60) days of installation. Home occupations are not eligible for temporary signs under this section. Sign types permitted are:
- a. One (1) wall sign which may consist of any material and temporarily cover a permanent wall sign or temporarily attached to a wall, and

- b. Either a free-standing sign which may utilize existing sign posts or be on new posts that are removed at the end of the time period, or an A-frame which must be removed during non-business hours.
 - c. Location shall be on the same property as the business and shall not interfere with sight distance from any egress.
- (f) *Farm stand signs.* Farm stand signs shall follow the provisions of Maine Title 23 MRSA Section 1913-A.