

Section IX. Signs

A. General Guidelines

1. Sign design should be consistent with the character of the community.
2. No sign shall be situated so that it is a hazard to vehicular or pedestrian traffic.
3. Signs on buildings shall not be mounted so as to project above the roofline or parapet wall if mounted thereon.
4. Externally lit signs shall use only shielded light fixtures.
5. Any new or replacement sign, whether associated with an existing use, business or otherwise, shall require site plan approval by the planning board.

(a) Signs that are part of an overall site plan application should be presented and reviewed as part of that process.

(b) The planning board may require a scaled drawing, dimensions, advertising content, construction materials, type and style of illumination, method of structural support, colors, location on site and in relation to other buildings, roadways, driveways and sidewalks, and any other information the board may find helpful in making its determination.

B. Guidelines for Freestanding Signs

1. Only one double or single-faced, freestanding sign shall be permitted per lot or parcel unless the property is a corner lot and is accessed from two different streets. In such a case, one freestanding sign is permitted on each separate street frontage with access.
2. When a lot contains a multiple-occupancy building, or there are multiple businesses on a single lot, only one freestanding sign shall be allowed regardless of the number of businesses located on the property. The single freestanding sign may be designed so as to list all businesses on the single sign.
 - (a) If multiple businesses or stores are located on a corner lot and the property is accessed from two different streets, then one freestanding sign capable of listing all businesses on the property can be located at each separate street frontage access point.
2. All freestanding signs shall be a maximum of 20 feet high and shall be set back a minimum of 15 feet from any public or private roadway right-of-way. In no event shall any sign be placed so as to create a traffic hazard or visually impair a driver's line of sight.
3. The maximum size of any freestanding sign shall be:

- (a) 12 square feet in the RR district.
- (b) 32 square feet in all other districts.

4. All freestanding signs should have landscaped bases. The planning board may consider other landscaping options.

C. Guidelines for Signs Attached to Buildings

1. The square footage of sign area on the face of any building should be in proportion to the building size. In no event shall any sign or combination of signs attached to any building exceed 30% of the building's face area on the side where the sign or signs are to be attached.
2. Each individual storefront in a building with multiple stores or businesses may have one sign not exceeding 6 square feet hung from a roof overhang perpendicular to each storefront, or situated on the building above or adjacent to the business's front entranceway.

D. Prohibited Signs

The following signs are prohibited unless exempted after review by the planning board:

1. Signs that contain flashing and/or moving lights.
2. Advertising billboards.
3. Externally mounted neon signs.
4. Signs with mercury vapor, low or high-pressure sodium, or metal halide lighting.
5. Signs placed on utility poles or trees.
6. Temporary, moveable signs, or signs with or that consist of pennants, ribbons, streamers, spinners or other moving, fluttering or revolving parts except when used for:
 - (a) Holiday Season decorations;
 - (b) Grand opening celebrations;
 - (c) Other temporary event announcement;

However, in no event shall such a sign be allowed for a period of more than 30 days from the first display date.

E. Exempt Signs

The following signs are exempt from the requirements of this section:

1. Memorial or historical markers.

2. The names of buildings and dates of erections whether cut or cast into any masonry, or plaque made of bronze, stainless steel or other similar, permanent material.
3. Legal or emergency notices.
4. "For Sale" or "For Rent" Real Estate signs that do not exceed 6 square feet.
5. Signs or bulletin boards that do not exceed 15 square feet used to display temporary, public information notices, like those customarily present at places of worship, libraries and museums.
6. Temporary, off premises, non-illuminated, directorial signs for the convenience of the general public that do not exceed 6 square feet - commonly known as "garage sale" or "yard sale" signs.
7. Signs commonly found on active construction sites that identify the contractor, architect, engineer, etc., or that announce anticipated occupancy, and that do not in the aggregate exceed 32 square feet.
8. Any sign placed or required to be displayed by the provision of any statute, law or ordinance.
9. Traffic control signs

