Revised

## 5.1.17 STREET GRAPHICS - SIGNS

5.1.17.1 **STATEMENT OF PURPOSE.** The purpose of this section is to create the legal framework for a comprehensive and balanced system of street graphics that will preserve the right of free speech and expression, provide an easy and pleasant communication between people and their environment, and avoid the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance. With these purposes in mind, it is the intent of this ordinance to authorize the use of street graphics that are:

5.1.17.1.1 appropriate to the activity that displays them;

5.1.17.1.2 expressive of the identity of individual activities and the community as a whole;

5.1.17.1.3 promote the free flow of traffic and protect pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to cluttered, distracting, or illegible signage;

5.1.17.1.4 promote the use of signs which are aesthetically pleasing, of appropriate scale, and integrated with surrounding buildings and landscape, in order to meet the community's expressed desire for quality development; and

5.1.17.1.5 legible in the circumstances in which they are seen.

5.1.17.2 **NONCOMMERCIAL SIGNS AND MESSAGES.** Any street graphic that can be displayed under the provisions of this ordinance may contain a noncommercial message.

5.1.17.3 **DEFINITIONS**

5.1.17.3.1 Above-roof Graphic. A street graphic displayed above the peak or parapet of a building.

5.1.17.3.2 Activity. An economic unit designated in the classification system given in the North American Industrial Classification System (NAICS) manual published by the U.S. Department of Commerce.

5.1.17.3.3 Animation or Animated (See also changeable copy and movement). The movement or the optical illusion of movement of any part of the street graphic structure, design, or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity.

5.1.17.3.4 Architectural Detail (See also signable area, wall and roof graphics). Any projection, relief, cornice, column, change of building material, window, or door opening on any building.

5.1.17.3.5 Architectural, Historic, or Scenic Area. An area that contains unique architectural, historic, or scenic characteristics that require special regulations to ensure that street graphics displayed within the area enhance its visual character and are compatible with it.

5.1.17.3.6 Awning. A cloth, plastic, or other nonstructural covering that either is permanently attached to a building or can be raised or retracted to a position against the building when not in use.

5.1.17.3.7 Banner. A street graphic composed of a logo or design on a lightweight material either enclosed or not enclosed in a rigid frame and secured or mounted to allow motion caused by the atmosphere.

5.1.17.3.8 Bare-bulb Illumination. A light source that consists of light bulbs with a 20 watt maximum wattage for each bulb.

5.1.17.3.9 Building. A structure having a roof supported by columns or walls.

5.1.17.3.10 Campus. A single business, non-profit, or other entity located on a single lot or controlling the development of lots (as in a retail power center) spread across a large area with on-site roads connecting separate buildings or uses.

5.1.17.3.11 Canopy (See awning).

5.1.17.3.12 Changeable Copy. Copy that changes at regular or irregular intervals, either manually or digitally.

5.1.17.3.13 Directional Graphic. A street graphic at the exit or entrance of a premises that has two or more driveways, or along the internal transportation network of a campus or shopping center style development.

5.1.17.3.14 External Illumination. Illumination of a sign that is affected by an artificial source of light not contained within the sign itself.

5.1.17.3.15 Facade (See also signable area). The side of a building below the eaves.

5.1.17.3.16 Facade, Blank. The side of a building below the eaves that is blank and does not have windows or architectural detail.

5.1.17.3.17 Flashing Illumination. Illumination in which the artificial source of light is not maintained stationary or constant in intensity and color at all times when a street graphic is illuminated, including illuminated lighting.

5.1.17.3.18 Graphic. A street graphic or special street graphic, as defined by this ordinance.

5.1.17.3.19 Grand Opening Graphic. A banner displayed on a premises on which a grand opening is in progress.

5.1.17.3.20 Ground Graphic. A street graphic supported by one or more uprights, posts, or bases placed upon or affixed in the ground and not attached to any part of a building. It includes a pole graphic and a monument graphic.

5.1.17.3.21 Height. The vertical distance measured from grade at the edge of the adjacent right-of-way to the highest point of the street graphic.

5.1.17.3.22 Illumination or Illuminated. A source of any artificial or reflected light, either directly from a source of light incorporated in, or indirectly from an artificial source, so shielded that no direct illumination from it is visible elsewhere than on and in the immediate vicinity of the street graphic.

5.1.17.3.23 Indirect illumination. A source of external illumination, located away from the sign, that lights the sign, but which is itself not visible to persons viewing the sign from any street, sidewalk or adjacent property.

5.1.17.3.24 Internal Illumination. A light source that is concealed or contained within the street graphic and becomes visible in darkness through a translucent surface.

5.1.17.3.25 Item of Information. A word, an initial, logo, abbreviation, number, symbol, or geometric shape.

5.1.17.3.26 Marquee. A permanent structure, other than a roof, attached to, supported by, and projecting from a building and providing protection from the elements.

5.1.17.3.27 Monument Graphic. A ground graphic permanently affixed to the ground at its base, supported entirely by a base structure, and not mounted on a pole or poles.

5.1.17.3.28 Movement. (See also Animation) Physical movement or revolution up or down, around, or sideways that completes a cycle of change.

5.1.17.3.29 Multi-use Building. A building consisting of more than one non-residential use.

5.1.17.3.30 Neon Tube Illumination. A source of light for externally lit street graphics supplied by a neon tube that is bent to form letters, symbols, or other shapes.

5.1.17.3.31 Nonconforming Street Graphic. A street graphic that was lawfully constructed or installed prior to the adoption or amendment of this ordinance and was in compliance with all of the provisions of this ordinance then in effect, but which does not presently comply with this ordinance. A street graphic is nonconforming only if its size, height, or setback exceeds the size, height, and setback regulations in this ordinance by more than ten (10) percent.

If a premises has more street graphics than this ordinance allows, any street graphic in excess of that number is nonconforming. The owner of the premises shall register with the Department of Development Services the street graphics it designates as nonconforming.

5.1.17.3.32 Occupant. A use located in a multi-use building or shopping center.

5.1.17.3.33 Peak. The highest point on a roof or the highest point on another architectural element that blocks the rear view of a street graphic.

5.1.17.3.34 Pole Graphic. A freestanding street graphic that is permanently supported in a fixed location by a structure of poles, uprights, or braces from the ground and not supported by a building or a base structure.

5.1.17.3.35 Portable Graphic. A street graphic not permanently attached to the ground or a building or designed to be permanently attached to the ground or a building.

5.1.17.3.36 Premises. The lot or lots, plots, portions, or parcels of land considered as a unit for a single use or development, whether owned or leased, and not located in a shopping center or multi-use building.

5.1.17.3.37 Projecting Graphic. A street graphic attached to and projecting from the wall of a building and not in the same plane as the wall.

5.1.17.3.38 Roof Graphic (See also Above-Roof Graphic). A street graphic that is displayed above the eaves and under the peak of a building.

5.1.17.3.39 Shopping Center. A non-residential development under unified control consisting of three or more separate non-residential establishments sharing a common building, or which are in separate buildings that share a common entranceway or parking area.

5.1.17.3.40 Signable Area for Projecting Graphics and Awnings. (1) One area enclosed by a box or outline, or (2) within a single continuous perimeter composed of a single rectangle, circle, triangle, or parallelogram enclosing the extreme limits of characters, lettering, illustrations, ornamentations, or other figures.

5.1.17.3.41 Signable Area for Roof and Wall Graphics. One area free of architectural details on the facade of a building or part of a building, which shall include the entire area (1) enclosed by a box, or (2) within a single continuous perimeter composed of a single rectangle, circle, triangle, or parallelogram enclosing the extreme limits of characters, lettering, illustrations, ornamentations, or other figures. A "facade" is the side of a building below the eaves.

5.1.17.3.42 Reserved

5.1.17.3.43 Size. The total area of the face used to display a street graphic, not including its supporting poles or structures. If a graphic has two faces that are parallel, not more than two feet apart, and supported by the same poles or structures, the size of the graphic is one-half the area of the two faces.

5.1.17.3.44 Special Event graphics.

5.1.17.3.45 Special Street Graphic. A street graphic, other than a ground, roof, or wall graphic, regulated by Section 5.1.17.8 of this ordinance.

5.1.17.3.46 Street Graphic. A lettered, numbered, symbolic, pictorial, or illuminated visual display, not located inside a structure, designed to identify, announce, direct, or inform that is visible from a public or private right-of-way, including internal circulation roads for mall or campus-style settings. At least one Item of Information must be present in order for the display to be defined as a Street Graphic.

5.1.17.3.47 Temporary Window Graphic. A window graphic displayed for a limited period of time.

5.1.17.3.48 Town Center. The central business district designated by the zoning ordinance.

5.1.17.3.49 Wall Graphic. A street graphic attached directly to an exterior wall of a building or dependent upon a building for support, with the exposed face of the graphic located in a place substantially parallel to the exterior building wall to which the graphic is attached or which supports the graphic.

5.1.17.3.50 Window Graphic. A street graphic applied, painted or affixed to or in the window of a building. A window graphic may be temporary or permanent.

5.1.17.4 **GROUND GRAPHICS.**

5.1.17.4.1 **Where Permitted and Limitation on Number.** A premises may display ground graphics for on-premises activities in the following zoning districts and with the following restrictions on number of ground graphics:

5.1.17.4.1.1 In the CB, CC, CD, GS, IA, KBD2, MED, and PD on each street or highway on which the premises has frontage;

5.1.17.4.1.2 Only one ground graphic in the BP, RBV, RC, RD, and RV on one street or highway on which the premises has frontage;

5.1.17.4.1.3 Only one ground graphic in the PD2, RA, RB1, RB2, RPDS, RR, RR2, RRES, and only when no other street graphics are erected, constructed, or placed on the premises.

5.1.17.4.1.4 All shoreland overlay zoning districts shall have the same limitations on the number of ground graphics as the underlying base district.

5.1.17.4.2 **Size, setback, and height regulations.** Ground graphics must comply with the following size, setback, and height regulations. Size shall be reduced by 10 percent for every 10 feet, or portion thereof, that a sign does not meet the proper distance between ground graphics in §5.4.3.

| District | Size (Sq. Feet) | Setback (side and rear only) (Feet) | Height (Feet) |
|---|---|---|---|
| CD, PD, IA | 200 | 10 | 25 |
| CB, CC, KBD2, MED, PD2, RBV | 120 | 10 | 25 |
| GS, KBD1, RD, RV | 50 | 10 | 15 |
| BP, RA, RB1, RB2, RC, RPDS, RR, RR2, RRES | 15 | 10 | 15 |
| All Shoreland zoning districts, except GD | 12 | 10 | 15 |
| GD Shoreland zoning district | Regulations shall be identical to the underlying base zoning district | | |

5.1.17.4.3 A premises that displays a monument graphic as its only ground graphic may increase its size by up to 10 percent.

5.1.17.4.4 **Distance Between Ground Graphics.** A ground graphic shall be at least 75 feet from any other ground graphic where the speed limit on the adjacent road is 35 MPH or less. A ground graphic shall be at least 150 feet from any other ground graphic where the speed limit on the adjacent road is 35 MPH to 45 MPH. A ground graphic shall be at least 300 feet from any other ground graphic where the speed limit on the adjacent road is more than 45 MPH. These distances may be reduced, provided there is a corresponding reduction in the size of the sign, as outlined in Section 5.1.17.4.2.

5.1.17.4.5 **Shopping Centers or Campus Style Development.** A shopping center or campus style development may display one ground graphic at each exit and entrance. A ground graphic displayed by a shopping center may exceed the area limitations for ground graphics by twenty (20) percent. Occupants within a shopping center may display ground graphics in accordance with all provisions of this ordinance.

5.1.17.4.6 **Multi-Use Buildings.** A multi-use building may have one ground graphic facing each street or highway on which the building has frontage, if no ground

graphics are displayed by the occupants of the multi-use building. The maximum size restriction for such ground graphic may be increased by up to twenty (20) percent if three or more occupants share the same ground graphic.

5.1.17.4.7 **Auto Dealers.** Auto dealers may install one ground graphic per franchise dealership they hold plus one additional ground graphic beyond the number of franchises they hold. No single ground graphic may be larger than the size allowed by Section 5.1.17.4.2.

5.1.17.4.8 **Landscaping.** A landscaped area located around the base of the ground graphic equal to 2.5 square feet for each square foot of ground graphic area, is required for all ground graphics. The landscaped area shall contain living landscape material consisting of shrubs, perennial ground cover plants, or a combination of both, placed throughout the required landscape area having a spacing of not greater than three feet on center. Where appropriate, the planting of required deciduous or evergreen trees, installed in a manner that frames or accents the ground graphics structure is encouraged.

5.1.17.5 **WALL AND ROOF GRAPHICS.**

5.1.17.5.1 **Where permitted.** In the following zoning districts, a premises, and each occupant of a shopping center or multi-use building, may display wall or roof graphics, or a combination of both, on walls or roofs adjacent to each street, patron parking area consisting of more than 15 parking spaces, or highway on which it has frontage: All base zoning districts

5.1.17.5.2 **Signable area designation.** The person displaying the street graphic shall select one signable area on each facade of the building that faces a property line that has frontage on a street or highway. As used in this subsection, a "signable area" is an area within a single continuous perimeter composed of a single rectangle, circle, triangle, or parallelogram enclosing the extreme limits of characters, lettering, illustrations, ornamentations, or other figures. The signable area is used to determine the size of the permitted street graphic, but not necessarily the location of the street graphic.

If the signable area exceeds 50% of the total area of the façade, the signable area that may be used shall be reduced to 30% of the calculated signable area. In no case shall the signable area be greater than five hundred (500) square feet.

In all shoreland overlay districts, except the GD district, the signable area shall not exceed 12 square feet. In the GD shoreland overlay district, the signable area shall be identical to that of the underlying base zoning district.

5.1.17.5.3 **Sign structure or graphic display area allowed.** The aggregate area of the wall and roof graphics a premises displays shall not exceed the following percentages of the signable area:

In the KBD1 district, 40% of the signable area. In all other districts, 60% of the signable area.

5.1.17.5.4 **How displayed.** The sign structure or graphic display area may be displayed as one or divided among two or more wall or roof graphics. If more than one wall or roof graphic is displayed, the total number of items of information displayed when aggregated shall not exceed the standard in Section 5.1.17.10.

5.1.17.5.5 **Additional limitations.** The following additional limitations apply to projecting graphics:

5.1.17.5.5.1 Wall graphics may be painted on or attached to or pinned away from the wall, but must not project from the wall by more than 12 inches and must not interrupt architectural details.

5.1.17.5.5.2 Roof graphics must not be more than 35 feet above grade.

5.1.17.5.5.3 Wall and roof graphics may not include electronic or digital changeable copy.

5.1.17.6 **PROJECTING GRAPHICS**

5.1.17.6.1 **Where permitted.** A premises, and each occupant of a shopping center or multi-use building, that does not display a ground graphic may display one projecting graphic on each street or highway frontage in the following zoning districts: All zoning districts.

5.1.17.6.2 **Size of projecting graphics.** Projecting graphics must comply with the following size regulations:

In all base districts, projecting signs shall be no larger than 50 square feet.

Projecting graphics shall not project above the roofline or 18 feet above grade, whichever is lower.

5.1.17.6.3 **Signable area.** Any signable area selected for display as a projecting graphic shall not exceed and shall be subtracted from the signable area allocated to wall and roof graphics permitted for each premises and each occupancy under

Section 5.1.17.5.

5.1.17.6.4 **Additional limitations.** The following additional limitations apply to projecting graphics:

5.1.17.6.4.1 Projecting graphics must clear sidewalks by at least nine (9) feet and may project no more than six (6) feet from a building or the width of the sidewalk, whichever is less.

5.1.17.6.4.2 Projecting graphics must be pinned away from the wall at least six (6) inches and must project from the wall at an angle of ninety (90) degrees.

5.1.17.6.4.3 Projecting graphics may not extend vertically above the window sill of a third story.

## 5.1.17.7 AWNINGS AND MARQUEES

5.1.17.7.1 **Where permitted.** A premises, and each occupant of a shopping center or multi-use building, may display an awning on each street or highway frontage in the following zoning districts: All base zoning districts.

5.1.17.7.2 **Signable area.** A street graphic may be displayed on one signable area selected for display on an awning. It shall not exceed 40 percent of the area of the principal face of the awning and shall not exceed and shall be subtracted from the signable area selected for wall and roof graphics permitted for each premises and each occupancy under Section 5.1.17.5.

5.1.17.7.3 **Height and width.** Awnings must clear sidewalks by at least eight feet and may extend to within one foot of the vertical plane formed by the curb or the right-of-way line.

## 5.1.17.8 SPECIAL STREET GRAPHICS

5.1.17.8.1 **Special Event graphics.** A premises, or an occupant of a shopping center or multi-use building, may display one or more special event graphics, with no size or height limitations, for no more than fourteen (14) days during any ninety (90) day period.

5.1.17.8.2 **Window graphics.** Reserved.

5.1.17.8.3 **Directional graphics.** A premises, or an occupant of a multi-use building, may display one directional graphic at each entrance or exit not more than two (2) square feet on two-lane streets or highways and on any highway with a posted travel speed less than 35 miles per hour, and not more than four (4) square feet on multi-lane roads and on any highway with a posted travel speed greater than 35 miles per hour. Within a shopping center or campus style development, additional directional signage may be placed at on-site road intersections.

5.1.17.8.4 **Sandwich Board graphics.** A premises, or an occupant of a multi-use building, may display one sandwich board graphic if located in the KBD1, KBD2, and RD districts. The following shall apply to all sandwich board signs:

5.1.17.8.4.1 The sandwich board shall measure no more than twenty four (24) inches wide and be between thirty (30) and forty (40) inches tall; and

5.1.17.8.4.2 May not be more than twenty (20) feet from the public entrance to the premises or occupant of a multi-use building with which it is associated; and

5.1.17.8.4.3 Shall not reduce the useable width of a public sidewalk to less than four and a half (4 ½) feet; and

5.1.17.8.4.4 Shall not be placed within twenty (20) feet of another sandwich board graphic; and

5.1.17.8.4.5 Shall be placed at the edge of the curb; and

5.1.17.8.4.6 Shall not obstruct or obscure vehicular stops, benches, fire hydrants, planters, or other street furniture and amenities requiring access; and

5.1.17.8.4.7 Shall be secured to prevent tipping; and

5.1.17.8.4.8 Shall not be electrified or have any moving parts; and

5.1.17.8.4.9 Shall be constructed of durable, weather resistant material, finished and maintained in a clean and original appearance.

5.1.17.8.5 **Manual Changeable Copy Street Graphics.** Manual Changeable Copy street graphics shall meet the following standards:

5.1.17.8.5.1 Shall be permitted only in the following base zoning districts: BP, CB, CC, CD, KBD2, IA, PD, PD2, RC, RD, and RV.

5.1.17.8.5.2 Shall not comprise more than 50% of the total area of a ground graphic, except for movie theaters, where they may comprise 80% of the total area of a ground graphic.

5.1.17.8.5.3 Shall be exempt from the Items of Information Allowance in section 5.1.17.10.

5.1.17.8.5.4 Shall be permanently affixed to the ground or structure.

5.1.17.8.6 **Electronic Message Center.** Electronic Message Center (EMC) shall meet the following standards:

5.1.17.8.6.1 Shall be permitted only in the following base zoning districts CB, CC, CD, KBD2, IA, PD, RD, and RV.

5.1.17.8.6.2 Shall not comprise more than 50% of the total area of a ground graphic.

5.1.17.8.6.3 Shall be exempt from the Items of Information Allowance in section 5.1.17.10.

5.1.17.8.6.4 Shall be permanently affixed to the ground or structure.

5.1.17.8.6.5 Shall not have a message that changes more often than once every 30 seconds.

5.1.17.8.6.6 Shall have automatic dimming capability that adjusts to the brightness of ambient light at all times of the day and night.

5.1.17.8.7 **Temporary Street Graphics.** Reserved.

## 5.1.17.9 ILLUMINATION AND MOVEMENT

5.1.17.9.1 **Movement prohibited.** A street graphic may not be animated or give the illusion of animation and may not have exposed bare-bulb or flashing illumination.

5.1.17.9.2 **Illumination permitted.** A street graphic may be illuminated in the following zoning districts:

| RA, RB1, RB2, All Shoreland Zones (except GD Zone) | KBD1, KBD2, RBV, Shoreland GD Business Professional | CB, CC, CD, MED, PD, PD2, IA, RD, RC, RR, RRES, RPDS, RV, RR2 |
|---|---|---|
| External Illumination only | Internal and External Illumination | Internal and External Illumination |

5.1.17.9.3 **Illumination Requirements.** A permanent street graphic may be non-illuminated, illuminated by internal, internal indirect or external indirect illumination. Street graphics that are externally lit shall be illuminated only with steady, stationary, down-directed, and shielded light sources directed solely onto the sign.

5.1.17.9.4 **Glare.** Any lighting fixture on a street graphic that is located within 10 feet of the line of a residential zoning district or an existing residential use, or within 10 feet of a public right-of-way shall be (a) aimed away from the property line, residential use, or zoning district, or public right-of-way; (b) classified as IESNA Type III or Type IV lighting fixture; and (c) shielded on the side closest to the property line, residential use, zoning district, or public right-of-way.

5.1.17.9.5 **Special District Standards.**

5.1.17.9.5.1 Internal Illumination Color Requirements. In the Medical (MED) and Riggs Brook Village District (RBV) all internally illuminated signs must use a dark colored background with a light colored copy.

## 5.1.17.10 ITEMS OF INFORMATION ALLOWANCE

5.1.17.10.1 **Items of information allowed.** Each street graphic displayed on a premises or by an occupant of shopping center or multi-use building may contain up to fifteen (15) items of information.

5.1.17.10.2 **Exclusions.** The following do not count as items of information:

5.1.17.10.2.1 Any item two inches or less in height that would otherwise qualify as an Item of Information.

5.1.17.10.2.2 Letters carved into or securely attached in such a way that they are:

5.1.17.10.2.2.1 not illuminated apart from the building, are not made of a reflecting material, and do not contrast sharply in color with the building; and

5.1.17.10.2.2.2 do not exceed two inches in thickness.

5.1.17.10.2.3 Changeable copy.

5.1.17.11 **STREET GRAPHICS PROHIBITED**

5.1.17.11.1 The following street graphics are prohibited:

5.1.17.11.1.1 Graphics which by color, location, or design resemble or conflict with traffic control signs or signals.

5.1.17.11.1.2 Above-roof graphics.

5.1.17.12 **STREET GRAPHICS EXEMPT.**

5.1.17.12.1 The following street graphics are exempt from the regulations contained in this ordinance:

5.1.17.12.1.1 Street graphics required by law, including E911 assigned addresses with numbers and letters 12 inches in height or less; and

5.1.17.12.1.2 Public notices or other street graphic required by a governmental entity; and

5.1.17.12.1.3 Any street graphic integrated into or on a coin-operated machine, vending machine, gasoline pump, parking lot cart corral, or telephone booth; and

5.1.17.12.1.4 A street graphic that cannot be viewed from a public or private right-of-way; and

5.1.17.12.1.5 A street graphic no larger than four square feet placed at the entrance and/or exit of a property to a public or private right-of-way that conveys directional information; and

5.1.17.12.1.6 A single street graphic offering for sale the real estate on which it is displayed, with the following size limitations:

| All Residential Zones & Shoreland Zones (other than GD Zone) | KBD1, KBD2, & Business Professional | CB, CC, CD, MED, PD, PD2, IA, RR, RRES, RPDS, RV, RR2 |
|---|---|---|
| 6 sq. ft. | 20 sq. ft. | 32 sq. ft. |

5.1.17.12.1.7 A street graphic less than two square feet in size posting a property for no trespassing, no hunting, no fishing, or other similar restrictions of public use on private property.

5.1.17.12.1.8 A ground graphic posted in the public right-of-way of a street and categorized as an Official Business Direction Sign (OBDS) as per Title 23, M.R.S.A. Section 1906, and shall be permitted under the following conditions:

5.1.17.12.1.8.1 Shall adhere to all Maine Department of Transportation rules;

5.1.17.12.1.8.2 Shall not exceed 1 foot by 4 feet;

5.1.17.12.1.8.3 Owners of property within 200 feet of the prospective OBDS in the following districts shall be notified and afforded 14 calendar days for comment: RA, RB1, RB2, RBV, RC, RD, RR, RR2, RRES, RPDS.

5.1.17.12.1.8.4 Evidence shall be provided by the applicant or the State of Maine that the proposed OBDS is within a public right-of-way.

5.1.17.12.1.8.5 Inside the urban compact, OBDS shall not be allowed in the following locations:

5.1.17.12.1.8.5.1 On Western Ave from Whitten Road to the City limits;

5.1.17.12.1.8.5.2 On Riverside Drive;

5.1.17.12.1.8.5.3 On Eastern Ave from a point 1,500 feet west of Cony Road to the compact area limits;

5.1.17.12.1.8.5.4 On Northern Ave from a point 1,500 feet south of Townsend Road to its terminus at West River Road;

5.1.17.12.1.8.5.5 On West River Road;

5.1.17.12.1.8.5.6 On Mount Vernon Ave from Bond Street to a point 1,500 feet south of its intersection with Bond Brook Road;

5.1.17.12.1.8.5.7 On Civic Center Drive from Bond Brook Road to the compact area limits;

5.1.17.12.1.8.5.8 On Prescott Road;

5.1.17.12.1.8.5.9 On Leighton Road;

5.1.17.12.1.8.5.10 On Townsend Road;

5.1.17.12.1.8.5.11 On Whitten Road;

5.1.17.12.1.8.5.12 On Old Belgrade Road;

5.1.17.12.1.8.5.13 On Hospital Street;

5.1.17.12.1.8.5.14 On Old Winthrop Road, west of the I-95 overpass.

5.1.17.12.1.8.6 A street graphic carried by a person.

5.1.17.13 **NONCONFORMING STREET GRAPHICS.** Street graphics that are non-conforming due to their size, height, location on a building, lighting, or exceed the number of signs allowed on a site shall be brought into conformance by the owner within ten years of the effective date of this ordinance. Any street graphic that received a variance from a previous ordinance shall not be considered non-conforming.

Non-conforming signs may be removed for repair, but shall not have a change in copy or location without coming into full conformance with this ordinance.

5.1.17.13.1 When the owner(s) of a sign close their doors to the public for more than sixty (60) calendar days, or otherwise cease operations, they shall:

5.1.17.13.1.1 Remove all non-conforming signage and sign-supporting structures within one hundred and eighty (180) days from the day of closure; and

5.1.17.13.1.2 Remove all conforming signage and sign supporting structures within three hundred and sixty five (365) days from the date of closure.

5.1.17.14 **INSTALLATION, MAINTENANCE AND REMOVAL.** All street graphics shall be erected, constructed, applied, fastened, supported, and maintained so it shall in no way endanger, obstructed, or inconvenience pedestrian or vehicular traffic; be a hazard to people or property; or present a derelict appearance.

Signage which fails to meet the requirements of this ordinance and/or threatens the safety of the public shall be made safe, upgraded, or removed upon written notice of the Code Enforcement Officer. Corrective action shall be taken by the sign owner/lesee.

5.1.17.15 **PERMITS.**

5.1.17.15.1 **Permit required.** No person shall erect or display a street graphic unless the Code Enforcement Officer has issued a permit for the street graphic or this section exempts the street graphic from the permit requirement.

5.1.17.15.2 **Application.** A person proposing to erect or display a street graphic shall file an application for a permit with the Code Enforcement Officer. The Code Enforcement Office shall have the authority to create an application form that requires the information necessary to establish compliance with this ordinance, including but not limited to sketch drawings of the proposed street graphic that include all dimensions of the proposed graphic.