

TOWN OF NAPLES

SIGN ORDINANCE

Adopted at Town Meeting June 27, 1998

Revised June 11, 1999

Revised June 11, 2002

Revised June 21, 2006

Revised June 24, 2009

Attested by Town Clerk

ARTICLE I

TITLE, AUTHORITY, PURPOSE & DEFINITIONS

Section 1.1 TITLE

This ordinance shall be known and may be cited as Town of Naples Sign Ordinance.

Section 1.2 AUTHORITY

This ordinance is enacted pursuant to the home rule power conferred by Article VIII, part Second of the Maine Constitution and Title 30-A, Sections 2101, 2109, and 3001 of the Maine Revised Statutes.

Section 1.3 PURPOSE

The purpose of this ordinance is to permit such signs as will not, by their size, location, construction or manner of display, endanger the safety of individuals, confuse, mislead or obstruct the vision necessary for traffic safety, or otherwise endanger the public health or safety. These sign standards are intended to support and complement the comprehensive plan and ordinances of the Town of Naples, while enhancing and protecting the natural scenic beauty of the Town.

ARTICLE II
STANDARDS

Section 2.1 GENERAL STANDARDS

No sign shall be erected, moved or altered except in conformity with the purpose and provisions of this ordinance. All signs governed by this ordinance must be kept clean, neatly painted, and free from all hazards such as, but not limited to, faulty or exposed wiring and loose fastenings, and shall be maintained in a safe and secure condition.

Section 2.2 LOCATION/DISPLAY

A. Number of signs: no more than 2 free-standing signs per lot.

B. Placement:

- 1) Signs may not obstruct free entrance or exit from any door, window or fire escape.
- 2) Signs may not obstruct vision to or from any traveled way.
- 3) Signs must be located on private property, with the exception of State-allowed signs located in their right-of-way.

C. Manner of Display:

- 1) No commercial signs shall be allowed on fences or street sign poles.
- 2) Maximum height for free-standing signs 20 feet.

* D. The display of movable, portable and sandwich signs is limited to the business' operating period.

E. Signs on buildings and roofs.

Section 2.3 SIZE STANDARDS

In the event that there are two free standing signs placed upon a lot as permitted pursuant to Section 2.2A then the combined surface area of both signs shall be determined by the least restrictive of A or B below. In addition, all new and upgraded freestanding signs must have a physical address panel no larger than 8 square feet.

A. If either of the two free standing signs permitted pursuant to section 2.2.A. is visible from a traveled way where posted speed limits are less than thirty-six (36) miles per hour, the maximum combined surface area of both signs shall not exceed thirty-two (32) square feet.

B. If either of the two free standing signs permitted pursuant to section 2.2.A. is visible from a traveled way where posted speed limits are more than thirty-six (36) miles per hour, the maximum combined surface area of both signs shall not exceed sixty-four (64) square feet.

C. In the case of 2 or more businesses sharing a common entrance there shall be a separate area provided for a common entrance sign.

D. Portable signs shall not exceed 32 square feet.

* E. Sandwich signs not to exceed 12 square feet per lot.

F. Building signs shall not exceed 32 square feet per side. Roof signs shall not exceed 32 square feet per side.

Exemption: All Federal and State mandated signs are exempt from the maximum square footage allowed.

Section 2.4 CONSTRUCTION STANDARDS

A. All signs must be structurally safe, and must not be a hazard to public safety or health.

B. Signs may not cause electric shock and may not have exposed electrical wires.

C. Portable signs may not be on wheels.

- E. **Setback.** Electronic signs must be at least 300 feet from the nearest property line of any lot zoned Urban Residence 1 District, Urban Residence 2 District, Multifamily and Service, Low-Density Residential, High-Density Residential, or Rural Residence and Agricultural, except that electronic signs erected in the Urban Service District must be set back a minimum of 50 feet from the nearest property line of any lot zoned URD-1, URD-2, M & SD, LDR, HDR, or RR & A.
- F. **Duration.** Each individual message must have a minimum display duration of no less than 20 seconds. Electronic signs erected in the Urban Service District must have a minimum message display duration of no less than 20 minutes.
- G. **Messages.** Messages must be static for the duration of each individual message. No part of the electronic sign shall blink, flash, rotate, scroll, change in illumination intensity, or otherwise change in outward appearance except when the electronic message is changed to another message. The transition from one message to another must take one second or less.
- H. **Malfunction.** Every electronic sign must be designed and equipped to automatically freeze the sign in a static display if a malfunction occurs. The electronic sign must also be equipped with a means to immediately discontinue the display if it malfunctions and the automatic device fails to freeze the sign. The sign owner must stop the display when notified by the City that it is not complying with the standards of this chapter. Failure to stop the display within 30 minutes of an attempt by the City to contact the owner shall be considered a violation under this section.
- I. **Contact information.** The owner of an electronic sign must provide telephone information sufficient to allow the City to contact, at any day and time, the owner or a representative with the authority and ability to stop an electronic sign display in the event of a malfunction.
- J. **Brightness.**
 - (1) No electronic sign may be of such location, intensity, and/or brilliance so as to adversely impact the vision of a motor vehicle driver with average eyesight or otherwise interfere with the driver's operation of a motor vehicle.
 - (2) No electronic sign may be of such location, intensity, and/or brilliance that it interferes with the effectiveness of an official traffic sign, device, or signal.
 - (3) The message area of an electronic sign may be illuminated by incandescent lamps, LEDs (light emitting diodes), or magnetic discs.
 - (4) Undue brightness is prohibited. For purposes of this provision, "undue brightness" means illumination of any portion of the sign in excess of 7,500 nits during the day or 500 nits at night.
 - (5) An electronic sign capable of producing brightness levels in excess of 500 nits must have a phased proportional dimmer, which must automatically reduce nighttime brightness levels to 500 nits or below. Prior to the issuance of a permit for an electronic sign, the applicant shall provide written certification from the sign manufacturer that the light intensity has been factory preset not to exceed the levels specified above and that the intensity level is protected from end-user manipulation by password-protected software or other method as deemed appropriate by the Code Enforcement Officer.

§ 260-9 Temporary sidewalk (sandwich board) signs.

- A. **Quantity.** One sign per public entrance shall be permitted per building on the sidewalk in front of the entrance, provided that all dimension and location standards are met. A sign may consist of multiple listings. For purposes of this section, frontage on West Market Square is considered street frontage.
[Amended 12-28-2016 by Ord. No. 17-035]
- B. **Sign dimensions.**
 - (1) **Single listing.**
 - (a) Maximum width: 30 inches, or less if necessary in order to retain five feet of unobstructed sidewalk width perpendicular to the storefront.
 - (b) Maximum height: 40 inches to the top of the sign.

(2) Multiple listing.

- (a) Maximum width:** 30 inches, or less if necessary in order to retain five feet of unobstructed sidewalk width perpendicular to the storefront.
- (b) Maximum height:** 48 inches to the top of the sign.

C. Locational requirements.

- (1) Minimum distance between signs:** 12 feet.
- (2) Minimum distance from side street or access drive intersection or side lot line:** 15 feet.
- (3) Under no circumstances shall signs obstruct access to vehicle stops, benches, fire hydrants or other street furnishings.**
- (4) Sign location on sidewalks in the Downtown Development Zoning District, Waterfront Development District, or Urban Service District.** Any sign must be located in front of the building, be set back at least two feet from the edge of the street, and leave at least five feet of unobstructed sidewalk width perpendicular to the storefront. Signs in West Market Square must not obstruct travel through West Market Square, and no part of the sign may be further than 22 feet from the storefront.
[Amended 12-28-2016 by Ord. No. 17-035]
- (5) Sign location on esplanades in the Shopping and Personal Service and General Commercial and Service Districts.** Any sign shall be located in front of (or on) the premises on which the enterprise advertised is located, but no sign shall be located within 20 feet of the edge of frontage street pavement.
- (6) Sandwich board signs shall only be located in the Shopping and Personal Service District, General Commercial and Service District, Urban Service District, Waterfront Development District and Downtown Development District.**

D. Sign removal. All signs shall be removed nightly, and may not be on the sidewalk between midnight and 5:00 a.m. The City may at any time require a sign to be removed temporarily or relocated to accommodate an event or work or if the sign is obstructing travel.

[Amended 12-28-2016 by Ord. No. 17-035]

E. Permit sticker. No temporary sidewalk sign shall be permitted without approval from the Code Enforcement Office and payment of the City's sign permit fee. A City-issued sticker will be permanently attached to the top of the sign in an easily observable location.

[Amended 12-28-2016 by Ord. No. 17-035]

F. Material and graphics. All signs shall be of an A-frame-type design, shall be constructed of durable, weather-resistant material and finish, shall have no moving parts and shall be nonelectrified. All signs shall be maintained in a neat and clean appearance. Sign materials, graphics and finish shall be of a unified design and shall be compatible with local streetscape. All signs shall have horizontal braces spanning each side of the sign to assure rigid support. Lettering shall be legible and consistent.**G. Violations.** In addition to any other penalty prescribed by this chapter, the City may confiscate any sign found in violation of any provision of this section. Any sign confiscated pursuant to this authority shall be returned upon payment to the City of a fee of \$25, provided that all other provisions of this section are complied with prior to return of the sign.**§ 260-9.1 Sidewalk merchandise displays.**

[Added 12-28-2016 by Ord. No. 17-035]

A. Location.

- (1) Sidewalk merchandise displays shall only be located in the Downtown Development District, Waterfront Development District, and Urban Service District.**
- (2) Only first-floor establishments may have sidewalk merchandise displays.**



Permitting and Inspections Department
Michael A. Russell, MS, Director

Sidewalk Sign Permit Application Instructions and Checklist

One sign per establishment for each street frontage with a public entrance. When standards won't permit a new single listing sign, then an existing sign may consist of multiple listings.

Single Listing Sign:

- Maximum width = 24 inches or less, as needed to retain 4 ½ feet of unobstructed sidewalk width
- Maximum height = 40 inches to the top of the sign
- Minimum height = 30 inches to the top of the sign

Multiple Listings Sign:

- Maximum width = 30 inches or less, as needed to retain 4 ½ feet of unobstructed sidewalk width
- Maximum height = 40 inches to top of sign in place
- Minimum height = 30 inches to top of sign in place.

Location:

- Minimum distance between signs = 20 feet
- Maximum distance from advertiser's entrance = 20 feet
- Shall not obstruct vehicular stops, benches, or fire hydrants and must be located near the curb
- Shall be removed when the business is closed or while snow or ice exists on the walk within eight feet

Materials and Graphics:

- A-frame design with horizontal braces or a rectangular shape with a secure stand
- Constructed of durable, weather-resistant materials and finish
- No moving parts and not electrified
- Maintained in a clean and original appearance
- Materials, graphics and finish shall be of a unified design and compatible with the local streetscape.
- Lettering shall be legible and consistent.

Insurance:

No permit shall be issued unless and until the applicant has posted a \$400,000.00 Certificate of Liability listing the City as additional insured.

Enforcement:

If the sign does not conform to the above standards, then the permit may be revoked and the sign removed.

The following information should be submitted electronically to the Permitting and Inspections Department:

- Completed Sidewalk Sign Permit Application Checklist form
- Certificate of liability insurance
- Drawing or picture of proposed signage and existing building with dimensions and design
- Plot plan showing structures, tenant entrance, proposed location of sign and dimensions around the sign

The Permitting and Inspections Department may request additional information prior to the issuance of a permit.

This is not a permit. You may not place any sign until the permit is issued.



Permitting and Inspections Department
Michael A. Russell, MS, Director

Dear Applicant,

Beginning March 19, 2018, all building permits shall be submitted online via the City of Portland's Citizen Self Service (CSS) portal. Online submission of permit applications will help to streamline the application intake process and will improve transparency for the permitting process. In order to submit an application, you will need to register with CSS using a valid e-mail address. Refer to the instructions on the Citizen Self Service homepage, or via the links at the bottom of this page. Please verify that you have selected the correct permit type and checklist and that you have compiled all the required drawings and documents before beginning the application process.

Please note that our format for application submissions has changed. All application documentation shall be compiled into two PDF files-- one file containing all drawing sheets and a second PDF file containing all supporting documentation. Refer to the Requirements for Electronic Submissions for specific instructions on how to prepare your application submission and to the appropriate checklist for required submission items. The review of your application will not begin until a complete application has been submitted and the permit fee has been paid in full. Work may not commence until the permit has been issued.

If you have questions, please contact the Permitting and Inspections Department at (207) 874-8703 or permitting@portlandmaine.gov. Thank you in advance for your patience as we transition to a new and improved permitting system.

For more information:

[How to Apply for a Permit](#)

[How to Register with CSS](#)

[Permit Type Guide](#)

[Requirements for Electronic Submissions](#)

[Citizen Self Service](#)

SECTION XII. SIGN REGULATIONS. [Amended 10/20/2004; Amended 08/20/08; Amended 08/19/09][Amended 07/17/2013]

One (1) Temporary Going Out of Business Sign may be installed 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 announcing that the establishment is going out of business. Business establishments located on corner lots may install two (2) Temporary Going Out of Business Signs. In the instance of two signs, the total gross area of the two signs shall not exceed the maximum sign gross area allowed under subsection E. Temporary Going Out of Business Signs may be in the form of a banner or window sign. The display of a Temporary Going Out of Business Sign shall be limited to no more than sixty (60) days and shall be removed by the person(s) who posted the sign. A Temporary Going Out of Business Sign shall comply with the Sign Dimensional Chart under Section XII.E. and the Variable Setback Standards of Section XII.G.3. of this Ordinance.

7. 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.

8. Temporary Relocation Sign. [Adopted 08/19/09]

One (1) Temporary Relocation Sign may be installed 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 announcing that the establishment is relocating. Business establishments located on corner lots may install two (2) Temporary Relocation Signs. In the instance of two signs, the total gross area of the two signs shall not exceed the maximum sign gross area allowed under subsection E. Temporary Relocation Signs may be in the form of a banner or window sign. The display of a Temporary Relocation Sign shall be limited to no more than sixty (60) days and shall be removed by the person(s) who posted the sign. A Temporary Relocation Sign shall comply

OBJECTIVES

Temporary business signs are signs that are designed and displayed for a short period of time to announce the opening of a new business, special events or sales, seasonal offerings, or similar information. Advertising features are objects other than signs designed primarily to attract public attention. Many of the commercial uses along the Route 302 corridor rely upon temporary signs to convey specific information, alert the public to special events, or announce new businesses. In general, temporary signs and advertising features are discouraged to avoid visual clutter. If temporary signs are necessary, their design and placement should be closely related to the design of the existing signs, landscape improvements, and architecture on the property.

DESIGN GUIDELINES

Content and Design. Guidelines established for the content and design of permanent signs apply to temporary signs and advertising features. The information on the temporary sign should not repeat that already contained on the business's permanent sign.

Temporary Advertising Features include, but are not limited to greater-than-life size models of food or other products, replicas of spokespeople associated with commercial products, rows of flags or banners, and balloons and inflatables.



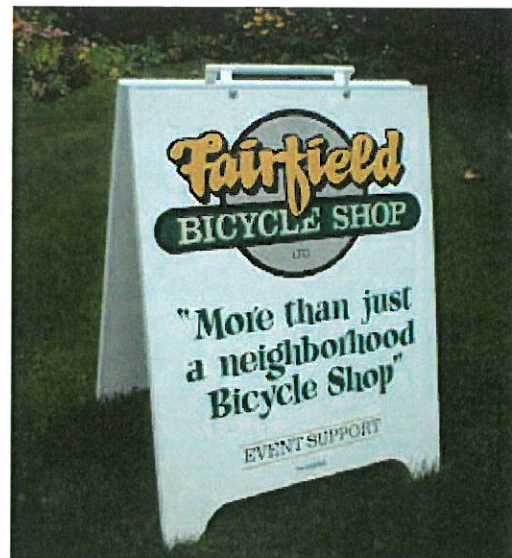
A colorful temporary sign announcing a grand opening.

Location. Raymond ordinances require that temporary signs and advertising features shall be installed in locations that do not create a hazard for pedestrians or vehicles. Their placement shall not exceed the property line nor extend into the travel way.

Length. Temporary signs may be installed no more than four nonconsecutive times a year and shall be removed within 30 days of their installation. (See Sign Ordinance.) Temporary advertising features may be installed or displayed no more than 4 nonconsecutive times a year and shall be removed within 10 days of their installation. In order to be considered nonconsecutive, there shall be a least a 15-day interval between permits.

Size. The total face area of temporary signs, excluding sandwich boards described below, (regardless of function) shall not exceed 32 square feet. (I.e., a two-sided sign 2' x 8' would be allowed.) The area of the temporary sign shall not be counted toward the maximum sign area allowed for an individual building.

Sandwich boards. One temporary sandwich board is permitted for each business provided that it meets the ordinance provisions for permanent signage in relation to its design and lettering. Sandwich boards shall not exceed 3' in height and a total of 9 SF per side in size. Sandwich boards are allowed to be displayed outside only during the hours of operation of the business. Sandwich boards are not subject to lot line setbacks, and may be placed in the portion of a public right of way abutting the property containing the business as long as they are not placed in a travel way or on a public sidewalk and do not create a hazard.



An example of a sandwich board that meets the design guidelines.

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vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

SANDWICH BOARD/MENU SIGN — A removable “A” or “T” frame sign used for on premises advertising. (Amended 3-13-2012 ATM, Art. 7)

SIGN — Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of, or identify the purpose of a person or entity or to communicate information of any kind to the public.

SUSPENDED SIGN — A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

TEMPORARY SIGN — Any sign that is used only temporarily and is not permanently mounted.

WALL SIGN — Any sign attached parallel to, but within six inches of, a wall, painted on a wall surface of, or erected and confined within the limits of an outside wall of a structure, which is supported by such wall, and which displays only one sign surface.

WINDOW SIGN — Any sign, pictures, symbol, or combination thereof designed to communicate information about an activity, business, commodity, event, sale, or service that is placed inside a window or upon the window panes or glass and is visible from the exterior of the window.

Section 5.3. Size, design, construction and maintenance.

5.3.1 The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, circle, rectangle, triangle, or combination thereof that will encompass the extreme limits of the writing, representation, emblem, or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing or decorative fence or wall when such fence or wall otherwise meets zoning ordinance regulations and is clearly incidental to the display itself (see Table II).⁴

5.3.2 The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point.

5.3.3 All signs shall be designed, constructed, and maintained in accordance with the following standards:

- a) All signs shall comply with the latest approved version of the State Building Code and the National Electric Code and shall be maintained in good structural

⁴Editor's Note: See Table II, Size Chart, at the end of this article.

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- c) Projecting signs. (Amended 3-12-2013 ATM, Art. 2, ballot vote: Yes 1963, No 281)
 - 1) Where a lot or building fronts on more than one public street, the provisions of this ordinance shall apply to each frontage.
 - i) Changeable Copy and Electronic Signage.
 - 1) A changeable copy or electronic sign is prohibited from having a strobe that pulses.
 - 2) A changeable copy or electronic sign on which the message changes more than once a minute shall be considered an animated sign and is prohibited.
- d) Directory signs.
 - 1) The development identification shall be at the top and shall have a maximum display area of eight square feet.
 - 2) The sign shall be freestanding and shall not exceed 12 feet in overall height.
- e) Banners.
 - 1) Banners in the residential zones are limited to 30 days.
- f) Flags.
 - 1) Flags shall not exceed three per lot and 50 square feet per flag.
- g) Window signs.
 - 1) Window signs shall not exceed 50% of the total window area of the business which they advertise.
- h) Sandwich board/menu signs. (Added 3-13-2012 ATM, Art. 7)
 - 1) No more than 6 square feet per face; no more than one such sign per each establishment on any property; shall be located on premises only and shall not be located on public roads, public walkways, public rights-of-way, or other public property.

5.4.3 Nonconforming signs are signs that were legally in place and not in violation of any previous sign ordinance prior to the enactment of this ordinance and shall immediately lose their legal nonconforming status when:

- a) The sign is altered in any way such that its effect is more intensive and/or obtrusive.

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condition, in compliance with all building and electrical codes, and in conformance with this ordinance at all times.

- b) Except for flags, temporary signs, and window signs conforming in all respects to the requirements of this ordinance, all signs shall be constructed of permanent materials and shall be permanently attached to the ground, a building, or another structure by direct attachment to a rigid wall, frame or structure.

Section 5.4. Prohibited, permitted and nonconforming signs.

5.4.1 The following signs are expressly prohibited in all zones.

- a) Animated signs.
- b) Beacons.
- c) Portable signs.
- d) Signs which imitate, and may be confused with, an official traffic control sign or signal or an emergency or road equipment vehicle.
- e) Signs which bear or contain statements, words or pictures of obscene, pornographic or immoral character or which contain advertising matter which is untruthful, or as otherwise prohibited by state law.
- f) Off-premises signs except for directory or political signs.
- g) No advertisement shall be affixed, attached, or displayed upon any object of nature, utility pole, telephone booth, or highway sign per RSA 236:75.

5.4.2 Permitted signs for all zones are indicated in Table I⁵ with the following restrictions:

- a) Freestanding signs. (Amended 3-18-2013 ATM, Art. 2, ballot vote: Yes 1963, No 281)
 - 1) Where a lot or building fronts on more than one public street, the provisions of this ordinance shall apply to each frontage.
 - 2) Where more than one freestanding sign is permitted the minimum distance between the signs shall be 300 feet, per frontage.
- b) Roof signs.
 - 1) All roof signs must be set back a distance of at least four feet from all the outside walls of the building on or over which they are located.

⁵Editor's Note: See Table I, Permitted Signs Per Zone, at the end of this article.

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- a) A temporary sign permit shall allow the use of a temporary sign for a specified thirty-day period.
- b) Only two temporary sign permits shall be issued to any one lot in any calendar year.
- c) A temporary sign shall be allowed only in accordance with Table I of this ordinance.

5.5.7 Political signs. Political signs are allowed in all zones subject to the following: (Amended 2002)

For state primaries and elections:

- a) Placement and removal shall conform to RSA 664:17.
- b) The earliest date on which political advertising may be posted or displayed shall be the last Friday in July prior to a state primary.
- c) All political advertising shall be removed by the candidate no later than the second Friday following the election unless the election is a primary and the advertising concerns a candidate who is a winner in the primary.

For all other elections:

- d) Political signs shall not be erected sooner than 15 days prior to the election to which they pertain.
- e) All signs shall be removed within 24 hours following the election.

Table I – Permitted Signs Per Zone

(Amended 3-13-2012 ATM, Art. 7; 3-12-2013 ATM, Art. 2, ballot vote: Yes 1963, No 281; 3-10-2015 ATM, Art. 9, ballot vote: Yes 1,824, No 390)

KEY:

- B = Permitted by the Building Department
- P = Permitted
- PB = Permitted with Planning Board approval
- X = Not permitted
- ZBA = Permitted with special exception from the Zoning Board of Adjustment

Note: The Sign Regulations below that are applicable to the BS Zoning District shall also apply to the BS1 Zoning District.

	RAA	RA	RB	RCS	B	BS	I	G
Animated Sign	X	X	X	X	X	X	X	X
Banner	P	P	P	P	P	P	P	P

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	RAA	RA	RB	RCS	B	BS	I	G
Beacon	X	X	X	X	X	X	X	X
Building Sign	X	X	X	X	P	P	P	P
Canopy Sign	X	X	X	X	P	P	P	P
Changeable Copy and Electronic Signage	X	X	X	X	P	P	P	P
Commercial Sign	X	X	X	X	P	P	P	P
Directory Sign	ZBA	ZBA	ZBA	ZBA	P	P	P	P
Flag	P	P	P	P	P	P	P	P
Freestanding Sign	X	X	X	X	P	P	P	P
Incidental Sign	P	P	P	P	P	P	P	P
Marquee Sign	X	X	X	X	P	P	P	P
Pennant	X	X	X	X	P	P	P	P
Political Sign	P	P	P	P	P	P	P	P
Portable Sign	X	X	X	X	X	X	X	X
Projecting Sign	X	X	X	X	P	P	P	P
Real Estate Sign	P	P	P	P	P	P	P	P
Residential Sign	ZBA	ZBA	ZBA	ZBA	X	X	X	X
Roof Sign	X	X	X	X	PB	PB	PB	PB
Roof Sign, Integral	X	X	X	X	PB	PB	PB	PB
Sandwich Board/Menu Sign	X	X	X	X	P	P	P	P
Suspended Sign	X	X	X	X	P	P	P	P
Temporary Sign	B	B	B	B	P	P	P	P
Wall Sign	X	X	X	X	P	P	P	P
Window Sign	B	B	B	B	B	B	B	B

Table II – Size Chart

(in square feet)

(Amended 3-13-2012 ATM, Art. 7; 3-12-2013 ATM, Art. 2, ballot vote: Yes 1963, No 281; 3-10-2015 ATM, Art. 9, ballot vote: Yes 1,824, No 390)

Note: The size requirements below that are applicable to the BS Zoning District shall also apply to the BS1 Zoning District.

KEY:

% = 50% of the window area

	RAA	RA	RB	RCS	B	BS	I	G
Animated Sign	—	—	—	—	—	—	—	—
Banner	50	50	50	50	50	50	50	50
Beacon	—	—	—	—	—	—	—	—
Building Sign	—	—	—	—	50	50	50	50
Canopy Sign	—	—	—	—	32	32	32	32
Changeable Copy and	—	—	—	—	32	32	32	32