

Chapter 136 Signs

~~§ 136-1 Findings and purpose. One of the most readily apparent aspects of town character is signage. Since signs are intended to be highly visible and attract attention, they often produce a lasting impression on visitors and provide an indication of the commercial health of a business district. Sign codes are enacted to help improve the visual appearance of towns, but many municipalities adopt inadequate regulations. Others do not make enforcement a high priority. Therefore, the~~ The purpose of this chapter is to encourage the effective use of signs in the Town of Bethel and to provide for a healthy business climate while protecting the aesthetic environment of the Town. To accomplish this goal this chapter is intended to:

- ~~A. — Promote the safety, comfort and well being of the users of streets, roads and highways in the Town.~~
- ~~B. — Reduce distractions and obstructions from signs which would adversely affect traffic safety and to alleviate hazards caused by signs projecting over or encroaching upon public ways.~~
- ~~C. — Ensure that signs provide orientation and identify new uses and activities.~~
- ~~D. — Preserve and enhance the Town's character and scenic vistas by encouraging new and replacement signage which is:~~
 - ~~(1) — Creative and distinctive;~~
 - ~~(2) — Compatible with the surroundings;~~
 - ~~(3) — Appropriate to the type of activity to which it pertains;~~
 - ~~(4) — Expressive of the identity of individual proprietors or of the community as a whole; and~~
 - ~~(5) — Appropriately sized in its context so as to be easily readable.~~

~~§ 136-2 Statutory authority; administration.~~

- ~~A. This chapter is adopted and hereafter amended pursuant to and consistent with Article VIII of the State of Maine Constitution, 30-A M.R.S.A. § 3001.~~
- ~~B. This chapter shall be administered by the Planning Board the Code Enforcement Officer (CEO), and the Town Manager, where applicable.~~

~~§ 136-3 Applicability~~ 3 Applicability.

This chapter applies to all exterior and lighted interior signs in the Town of Bethel visible from the public way.

~~§ 136-4 Amendments; conflicts with other laws.~~

- ~~A. Amendments. This chapter may be amended by vote of a Town Meeting as provided in Chapter 5, Administration, Article VII, Ordinances. [Amended 6-14-2006]~~
- ~~B. Conflict with other ordinances. This chapter shall not be construed to repeal any existing bylaws or ordinances or to impair the provisions of private restrictions placed upon property; provided, however, that where this chapter imposes greater restrictions its provisions shall control.~~
- ~~C. When effective. The effective date of this chapter shall be the date of Town Meeting approval.~~

~~§ 136-5 Enforcement; violations and penalties.~~

- ~~A. — The owner of a sign which was or is unlawfully erected or maintained either prior to or after the effective date of this chapter shall be in violation of this chapter until the sign is removed.~~

~~B. — The Code Enforcement Officer, upon finding that any provision of this chapter or any condition of a permit issued under this chapter is being violated, shall notify the municipal officers. The municipal officers, or their agent, are authorized to institute appropriate proceedings, but not limited to redressing violations of this chapter.~~

~~[Amended 6-11-2003; 6-11-2008]~~

~~C. — The Code Enforcement Officer (CEO), upon noting a violation of the non-safety-related provisions of this chapter for permanent signs, shall notify the municipal officers. The municipal officers, or their agent, shall send a notice to remove to the owner of the sign by certified mail, return receipt requested. If the identity of such owner is not known or reasonably ascertained by the CEO, such notice may instead be sent to the owner of the land on which the sign is placed. The owner shall remove the sign within 30 days of the receipt of the notice to remove. [Amended 6-11-2008]~~

~~D. — The CEO, upon noting a violation of the safety-related provisions of this chapter for permanent and temporary signs, shall notify the municipal officers. The municipal officers, or their agent, shall verbally notify the owner of the sign that it should be removed immediately. If the identity of such owner is not known or reasonably ascertained by the CEO, the owner of the land on which the sign is placed shall be verbally notified. The owner shall remove the sign within seven days of the receipt of the notice to remove. [Amended 6-11-2008]~~

~~E. — The CEO, upon noting a violation of the non-safety-related provisions of this chapter for temporary signs, shall notify the municipal officers. The municipal officers shall send a notice to remove to the owner of the sign by certified mail, return receipt requested. If the identity of such owner is not known or reasonably ascertained by the CEO, the owner of the land on which the sign is placed shall be notified. The owner shall remove the sign within seven days of the receipt of the notice to remove. [Amended 6-11-2008]~~

~~F. — A person who violates the provisions of this chapter or the conditions of a permit shall be deemed to be guilty of a civil violation and, on conviction, shall be fined not less than \$100 nor more than \$2,500 per day as required by 30-A M.R.S.A. § 4452. Each day such violation continues shall constitute a separate violation. Any such persons shall also be liable for court costs and reasonable attorney fees incurred by the municipality.~~

§ 136-65 Permit required.

A. No person, firm or corporation shall erect a sign or a sign structure of any kind without a permit issued by the Code Enforcement Officer or the Planning Board. All applications for sign approval shall be accompanied by the required fee as set forth in the Town of Bethel Fee Schedule. Signs that have been erected without a permit shall pay a fifty-dollar late fee upon application if no action has been taken after 10 days' notice by the CEO.

B. Application for a permit shall include the name and, address and contact information of the sign owner, attach a drawing of the sign(s) that includes the following information:

~~the proposed location relative to lot lines and building(s) on the lot, a sketch of the sign dimensions and position of the sign or signs and such other information as the Code Enforcement Officer and/or the Planning Board may require to ensure compliance with this chapter.~~

1 Sign location: Map & Lot Number and Posted Speed Limit, (MPH)

2) Specific Location - distance of the sign to the centerline of road _____ # of feet; distance of the sign to side and front lot lines _____ # of feet; distance of the sign to the building _____ # of feet

3) Dimensions and Graphics of the Sign Face Area(s)

4) Dimensions of Sign Posts & Height from the ground or finished grade (Free Standing Signs)

5) Dimensions of Building Face (for Wall Mounted Signs only) length of building and square footage of largest face excluding doors and windows _____

6) If the sign will be externally lighted include a sketch of the lighting plan. Internally lit signs are not permitted.

~~C. A sign permit shall become null and void if the work for which the permit was issued has not been substantially completed within three months from the date of the permit; provided, however, that the Code Enforcement Officer and/or the Planning Board may, upon a showing in writing by the applicant of extenuating circumstances, issue extensions covering a period not to exceed six months from the date of issue of the original permit.~~

§ 136-76 Excepted signs.

The following signs do not require permits or payment of the fee but must meet the other requirements of this chapter:

- A. Customary holiday decorations.
- B. House addresses, family name signs, decorative flags, "No Trespassing" and similar signs.
- C. Traffic control signs.
- D. Traffic flow informational signs.
- E. One open flag per premises not to exceed three feet by five feet in size in addition to other sign allowed. Not applicable to residential use.
- F. The flags of any nation, state, town, or military or service organization.
- G. Temporary signs and special business signs. One freestanding on-premises sign, located a minimum of two feet from the edge of a public way, not to exceed six square feet, which may be used for menus, special features, activities, and prices, and which may change from time to time, shall be permitted. [Amended 6-11-2003]
 - (1) Political and campaign signs (four square feet in area or less).
 - (2) Private and charitable/nonprofit special events, e.g., yard sales, bake sales, and suppers.
 - (3) Real estate signs (on premises). (Off-premises real estate signs do require a no-fee permit. See § 136-10G.)
 - (4) Contractor/engineer/architect signs.
 - (5) Season agricultural signs.
- H. Land use signs, such as "No Hunting."
- I. Safety signs.
- J. Transit system.

§ 136-8.7 General restrictions.

A. No sign shall be attached to any tree, traffic control signs or devices, public utility pole or fixtures or be painted upon or otherwise directly affixed to any rock, ledge or other natural feature.

B. No business advertising sign, permanent or temporary, shall be erected on public property.—Including the road right of way.

C. No sign shall:

(1) Be located where, by reason of position, shape, wording or color, it interferes with or obstructs the view of pedestrian or vehicular traffic. Any sign so erected prior to the effective date of this chapter, whether or not considered a prior nonconforming sign, shall be relocated or removed if, in the determination of the Code Enforcement Officer or other Town officials so empowered and following notice to the property owner pursuant to applicable procedures, such sign poses a danger or hazard to public safety.

(2) Be confused with any authorized traffic sign, signal or device.

(3) Be closer than 20 feet to a side lot line, except in the case of a wall sign or corner lot where the setback may be reduced to 10 feet from public ways.

(4) Project from a building over a public way with the bottom of the sign less than eight feet vertically above the ground. The sign owner must provide to the Town proof of liability insurance naming the Town as the insured party for any sign projecting over a public way.

5. Vehicles displaying advertisements which are lawfully carrying valid state registration and inspection stickers shall be exempt from this ordinance. Vehicles displaying advertisements but which are not lawfully carrying valid state registration and inspection stickers shall be deemed to be in violation of this ordinance. if they are parked in a manner intended to be readily visible to motorists and pedestrians, in the judgment of the Code Enforcement Officer.

6. No official business signs, such as those authorized by the State of Maine Department of Transportation, advertising any business or other activity shall be permitted on any roadway within the limits of the Town of Bethel.

D. Signs shall be maintained in a safe and secure condition. If the CEO is of the opinion that a sign is not secure, safe, or in good state of repair, written notice of this fact shall be given to the person responsible for the maintenance of the sign. If the defect in the sign is not corrected within the time permitted by the CEO, the officer may revoke the sign permit, thus placing the sign owner in violation of this chapter and liable for a fine as specified in § 136-5.

E. Any outdoor sign which advertises, identifies or pertains to any activity no longer in existence shall be removed by its owner or persons otherwise responsible within 30 days from the time the activity ceases. This provision does not apply to seasonal activities during the regular periods in which they are closed.

F. No sign shall:

(1) Consist of pennants, ribbons, streamers, sheets, spinners or other moving devices.

(2) Consist of strings of lights or have blinking, flashing or fluttering lights or other illuminating devices which have a changing light intensity, brightness, or color.

(3) Be illuminated by other than steady light.

- (4) Be movable or portable (unless defined as a temporary sign).
- (5) Have visible moving parts or blinking, moving or glaring illuminations.
- (6) Be erected which consists of a sign attached to or printed on any balloon, kite or other aerial device, whether tethered or untethered.
- G. Any change in lettering, size, construction, or location of any sign shall constitute a new sign. [Amended 6-11-2003]
- H. No person shall place or maintain upon or in view of any public way any light intended to illuminate a sign so that its beams or rays are directed at any portion of a public street or highway when the light is of such brilliance and so positioned as to blind or otherwise impair the vision of the driver of any motor vehicle upon said street or highway. (Lighting techniques, such as downward lighting and shielded lighting, are encouraged to mitigate vision impairment of motor vehicle drivers.)
- I. A building housing a business or businesses may display for a seven-day time span one promotional sales sign only in a ninety-day period. A no-fee permit must be obtained before the sign is placed.

~~J. — Roadside directional signs for businesses, organizations or activity located within the Town of Bethel shall conform to the following limitations and specifications:~~

~~(1) — No official business signs, such as those authorized by the State of Maine Department of Transportation, advertising any business or other activity shall be permitted on any roadway within the limits of the Town of Bethel. Any such signs in place on any roadway within the Town limits as of the date of adoption of this section shall be removed on or before December 31, 1998.~~

~~(2) — In those areas where the speed limit is 30 miles per hour or less, a business, organization, or activity may erect, install and maintain a multiple business sign pertaining to a designated area of Town or a particular street in the Town. Any sign so installed shall not in any manner interfere with free pedestrian or traffic passage upon a public way or sidewalk. All signs to be installed pursuant to this subsection shall be approved by the CEO, subject to relevant application procedures. All applications for sign approval shall be accompanied by the required fee as set forth in the Town of Bethel Fee Schedule. All signs installed under this subsection shall conform to design standards as outlined in Example BEN and shall be, among such other requirements as may apply, subject to the following minimum design standards: [Amended 6-11-2003]~~

- ~~(a) — Color: forest green and burgundy.~~
- ~~(b) — Lettering: white, times roman bold.~~
- ~~(c) — Lettering and slat sizes:~~

_____ Miles Per Hour _____	_____ Letter Size _____
(inches) _____ Slat Size _____	(inches) _____
_____ Under 20 _____	_____ 2 _____ 4 x 36 _____
_____ 20 to 25 _____	_____ 2 1/2 _____ 4 x 36 _____
_____ 30 to 35 _____	_____ 3 3/4 _____ 6 x 54 _____
_____ 40 and above _____	_____ 4 1/2 _____ 8 x 72 _____

(3) — In areas where the speed limit is 35 miles per hour or greater, a business, organization or other activity may erect and install a directional sign, to be mounted on double posts, in conformance with the design shown in Example A. EN All individual signs upon such posts shall be of uniform size, and in no case may any such individual sign be larger than the sign indicating the street name. Any signpost so erected shall not in any manner interfere with free pedestrian or traffic passage upon a public way or sidewalk. Signs shall conform to colors and sizes (lettering and slats) as specified in Subsection J(2). All signs to be installed pursuant to this subsection shall be approved by the CEO, subject to relevant application procedures and all relevant fees as the same may apply. [Amended 6-11-2003]

(4) — The costs of erecting, installing and maintaining any signs erected pursuant to this Subsection J shall be borne by the businesses installing the signs. The CEO shall have the authority to determine when signs installed pursuant to this Subsection J shall be in need of repair or maintenance to maintain a legible and presentable appearance. The CEO shall have the further authority to notify the owner of the sign regarding the need for maintenance and to enforce such notice pursuant to all applicable Town ordinances.

K. — If a business or activity is located on a road (hereinafter "the business road") such that the business or activity is not visible from the nearest intersecting principal road, and if there are no more than two businesses/activities located on such business road, then any or all of such businesses/activities may erect and install one business directional sign for each business or activity so located. Mileage from the principal road to the business may be permitted on the directional sign. The sign shall be mounted on the existing street sign at the intersection of the business road and the closest intersecting principal road. Any sign so installed shall not in any manner interfere with free pedestrian or traffic passage upon a public way or sidewalk. All signs to be installed pursuant to this subsection shall be approved by the CEO, subject to relevant application procedures and all relevant fees as the same may apply. All signs installed under this subsection shall conform to design standards as outlined in Subsection J(2) and (3). [Amended 6-11-2003]

§-136-9.8 General standards.

This section applies to advertising signs of businesses, organizations and other activities. All signs to be installed pursuant to this section shall be approved by the Planning Board, subject to relevant application procedures. All applications for sign approval shall be accompanied by the required fees as set forth in the Town of Bethel Fee Schedule. Unless otherwise specified, a business, organization or activity is allowed a total of two advertising signs which must comply to the following standards.

A. Sign size.

- (1) In areas where the speed limit is less than 35 miles per hour, any sign shall not exceed 12 square feet in area.
- (2) In areas where the speed limit is 35 miles per hour or greater, any sign shall not exceed 32 square feet in area.
- (3) In areas where the speed limit is 45 miles per hour or greater, any sign may be 60 square feet, but no part of that sign shall be closer than 50 feet to the paved portion of the road.

B. No freestanding sign shall be exhibited over 16 feet above the average finished grade.

C. The number of signs for a building which houses ~~one~~ up to two businesses and relates to title, goods, or services shall not exceed two signs per business, one of which conforms to Subsection A and the other not to exceed 12 square feet.

D. Signs for a building housing three or more businesses or services shall erect a kiosk advertising under one name the entire activity. A kiosk may be erected at each major entrance separated by a minimum of 200 feet and shall only count as one sign. Each business is also permitted one identification sign not to exceed 12 square feet in area mounted on a building.

E. Any building exposed to a public way may have a wall sign in addition to the one allowed in Section D, provided that such additional sign is located on the opposing wall of the building and shall conform to the following dimensional requirements: a wall sign shall have an aggregate area not exceeding 1 1/2 square feet for each linear foot of building face or 10% of a solid wall surface which excludes windows and doors, whichever is less. All wall signs must run parallel to a street lot line or parking lot. Where two or more wall signs are affixed to one wall, the gross display area shall not exceed the allowed total area for signs. A maximum of 40% of a wall sign may have changeable copy. [Amended 6-14-2006]

F. Signs parallel to and attached to a building shall not be set out more than 10 inches from the building.

G. A business may have as one of its signs a roof sign which conforms to the following:

(1) No roof sign shall be erected such that its top edge is above the main roofline.

(2) No roof sign shall be on any roof surface other than those roofs immediately above the first story.

(3) A roof sign may be lit from the exterior with incandescent lights only.

(4) No sign shall be more than four feet above the drip edge.

(5) In areas where the speed limit is less than 35 miles per hour, the roof sign shall not exceed 12 square feet with a maximum height of two feet.

(6) In areas where the speed limit is 35 miles per hour or above, a roof sign shall not exceed 24 square feet with a maximum height of 2 1/2 feet.

(7) A roof sign for a building housing two or more businesses or services shall be limited to 12 square feet per business. Roof signs per business shall have a maximum height of two feet. All roof signs on a single roof must be identical in size and shape.

H. In the shoreland zone, the above standards apply except where stricter standards apply from Chapter 132, Shoreland Zoning.

I. Any sign must be located on the premises on which the business or service is located, except one additional sign may be erected on a previous site of a business or service which has relocated for reasons of an unforeseen disaster (example: due to fire) for a period of 15 months. [Amended 6-11-2003]

J. Any sign which was lawfully in existence prior to the effective date of this chapter is considered to be "grandfathered." Any change in lettering, size, construction, location or lighting of said sign shall constitute a new sign and such change shall be governed by the terms of this chapter. Nonconforming signs may receive normal maintenance and repairs.

K. Signs may be lit by external lighting only. As of June 12, 1997, internally lit signs are prohibited in the Town of Bethel. Prohibited internal lighting includes electronic or digital message or reader boards, liquid crystal displays (LCD), and light emitting diodes (LED).

L. Neon window signs may be permitted in cases where they are custom designed to be compatible with the building's historic and/or architectural character and where their color has been selected to harmonize with the building's exterior colors. Neon window signs may not exceed 25% of the window.

M. The area of each side of a ground sign shall be considered to be that of the smallest rectangle which encompasses the outline of the sign. Any side area shall not exceed eight square feet. Ground signs must be reviewed by the CEO or the Planning Board on a case-by-case basis.

N. Two nonilluminated awning or two marquee signs per building shall be allowed in addition to approved signs.

O. Subdivision signs. One freestanding sign or ground sign at each public entrance to a subdivision shall be permitted. The sign is not to exceed 16 square feet in area. [Amended 6-11-2003]

~~P. Special business signs. One freestanding on premises sign, located a minimum of two feet from the edge of a public way, not to exceed six square feet, which may be used for menus, special features, activities, and prices, and which may change from time to time, shall be permitted. [Amended 6-11-2003]~~

Q.P. Home occupations signs. One sign not exceeding 12 square feet is permitted for advertising a home occupation as defined in Chapter 140, Site Plan Review.

136-9. Roadside Directional Signs for Businesses

Roadside directional signs for businesses, organizations or activity located within the Town of Bethel shall conform to the following limitations and specifications:

(1) Any sign so installed shall not in any manner interfere with free pedestrian or traffic passage upon a public way or sidewalk

(2) All signs to be installed pursuant to this subsection shall be approved by the Town Manager, subject to relevant application procedures. All applications for sign approval shall be accompanied by the required fee as set forth in the Town of Bethel Fee Schedule.

(3) All businesses shall pay an annual maintenance fee as set forth in the Town of Bethel Fee Schedule. The fee is for the maintenance of the sign posts and header only. Failure to pay the annual maintenance fee shall result in the removal of the sign.

(4) All signs installed under this subsection shall conform to design standards as outlined in Example BEN and shall be, among such other requirements as may apply, subject to the following minimum design standards: [Amended 6-11-2003]

(a) Color: forest green and burgundy.

(b) Lettering: white, times roman bold.

(c) Lettering and slat sizes:

Miles Per Hour	Letter Size (inches)	Slat Size (inches)
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Under 20	2	4 x 36
20 to 25	2 1/2	4 x 36
30 to 35	3 3/4	6 x 54
40 and above	4 1/2	8 x 72

(d) The maximum height of sign posts for any location shall be determined by the Town Manager in consultation with the Department of Transportation.

(e) In those areas where the speed limit is 30 miles per hour or less, a business, organization, or activity may apply for a single or multiple-business directional sign on a single post indicating direction to a particular street in the Town.

(f) In areas where the speed limit is 35 miles per hour or greater, or if a business or activity is located on a road (hereinafter "the business road") such that the business or activity is not visible from the nearest intersecting principal road a business, organization or other activity may apply for a directional sign, to be mounted on double posts, in conformance with the design shown in Example A.EN All individual signs upon such posts shall be of uniform size, and in no case may any such individual sign be larger than the sign indicating the street name. Mileage from the principal road to the business may be permitted on the directional sign. Directional signs pertaining to a designated area of Town may be permitted.

(5) The Town Manager shall have the authority to determine when signs installed pursuant to this section shall be in need of repair or maintenance to maintain a legible and presentable appearance. The Town Manager shall have the further authority to notify the owner of the sign regarding the need for maintenance and to enforce such notice pursuant to all applicable Town ordinances.

(6) The Town of Bethel shall be responsible for the installation and removal of all signs and sign posts. There shall be an installation fee for individual business sign slats as set forth in the Town of Bethel Fee Schedule.

(7) Signs installed by anyone other than the Town of Bethel shall be removed.

(8) Signboards which become lost, stolen, defaced or otherwise damaged or deteriorated shall be replaced by the owner and reinstalled by the Town of Bethel.

§ 136-10 Enforcement; violations and penalties.

A. The owner of a sign which was or is unlawfully erected or maintained either prior to or after the effective date of this chapter shall be in violation of this chapter until the sign is removed.

B. The Code Enforcement Officer, upon finding that any provision of this chapter or any condition of a permit issued under this chapter is being violated, shall notify the municipal officers. The municipal officers, or their agent, are authorized to institute appropriate proceedings, but not limited to redressing violations of this chapter.

[Amended 6-11-2003; 6-11-2008]

C. The Code Enforcement Officer (CEO), upon noting a violation of the non-safety-related provisions of this chapter for permanent signs, shall notify the municipal officers. The municipal officers, or their agent, shall send a notice to remove to the owner of the sign by certified mail, return receipt requested. If the identity of such owner is not known or reasonably ascertained by the CEO, such notice may instead be sent to the owner of the land on which the sign is placed. The owner shall remove the sign within 30 days of the receipt of the notice to remove. [Amended 6-11-2008]

D. The CEO, upon noting a violation of the safety-related provisions of this chapter for permanent and temporary signs, shall notify the municipal officers. The municipal officers, or their agent, shall verbally notify the owner of the sign that it should be removed immediately. If the identity of such owner is not known or reasonably ascertained by the CEO, the owner of the land on which the sign is placed shall be verbally notified. The owner shall remove the sign within seven days of the receipt of the notice to remove. [Amended 6-11-2008]

E. The CEO, upon noting a violation of the non-safety-related provisions of this chapter for temporary signs, shall notify the municipal officers. The municipal officers shall send a notice to remove to the owner of the sign by certified mail, return receipt requested. If the identity of such owner is not known or reasonably ascertained by the CEO, the owner of the land on which the sign is placed shall be notified. The owner shall remove the sign within seven days of the receipt of the notice to remove. [Amended 6-11-2008]

F. A person who violates the provisions of this chapter or the conditions of a permit shall be deemed to be guilty of a civil violation and, on conviction, shall be fined not less than \$100 nor more than \$2,500 per day as required by 30-A M.R.S.A. § 4452. Each day such violation continues shall constitute a separate violation. Any such persons shall also be liable for court costs and reasonable attorney fees incurred by the municipality

§ 136-13 Definitions.

As used in this chapter, the following terms shall have the meanings indicated:

AWNING -- A nonilluminated sign painted on or attached to a fabric cover on a metallic frame. Only individual letters and/or logos may be attached to, painted, stenciled, or otherwise placed on these devices. A letter on an awning or canopy can be no more than six inches high. A logo shall not exceed 10% of the awning area or six square feet, whichever is less.

BILLBOARD -- Any off-premises advertising sign on public or private property regardless of size is not allowed under current Maine law. Billboards are prohibited in the State of Maine.

BUSINESS -- A commercial or mercantile activity engaged in as a means of livelihood and that has been assigned a tax identification number by the Internal Revenue Service.

ERECT -- To construct, build, raise, assemble, place, affix, attach, create, paint, draw or in any other way bring into being or establish.

EVENT FULFILLMENT SIGN -- Any sign, associated with a special event, that specifies an event sponsor by either a name and/or logo.

FREESTANDING SIGN -- A sign self-supported by a pole or post and not attached to any building, wall, or fence but in a fixed location.

GLARING ILLUMINATION -- A light of such brilliance and so positioned as to blind or impair the vision of pedestrians and/or motorists.

GROUND SIGN -- An outside sign identifying housing developments, businesses, services, or homes (such as a shopping area or housing development) made of brick, masonry or stone the bottom of which is attached directly and permanently to the ground and physically separated from any other structure.

KIOSK -- A freestanding structure designed to provide space for advertising ~~two~~three or more activities or businesses on a single premises or group of contiguous premises as follows:

A. In areas where the speed limit is less than 35 miles per hour the part of the kiosk bearing the name of the building or business complex shall not exceed 16 square feet and the top of the kiosk shall not be higher than 13 feet above the ground. Each business sign shall be identical in shape and shall not exceed five square feet in size.

B. In areas where the speed limit is 35 miles per hour or greater the part of the kiosk bearing the name of the building or business complex shall not exceed 32 square feet and the top of the kiosk shall not be higher than 16 feet above the ground. Each business sign shall be identical in shape and shall not exceed 10 square feet in size.

INTERNAL ILLUMINATION -- An internally illuminated graphic representation whose light source is concealed or contained within the graphic itself and which becomes visible in darkness by shining through a surface.—Which includes electronic or digital message or reader boards, liquid crystal displays (LCD), and light emitting diodes (LED).

LOGO -- A single or multicolored symbol or design used by a business as a means of identifying its products or services.EN

MARQUEE -- A sign painted on, attached to, or consisting of interchangeable letters on the face of a permanent overhanging shelter which projects from the face of a building. Letters or symbols shall not exceed six inches in height. A minimum clearance of 10 feet above the sidewalk level shall be required.

NAME SIGN -- The name of a person residing on the premises or operation of a business out of the premises, such as a professional office. Example: "John Brown, CPA."

OFFICIAL BUSINESS DIRECTIONAL SIGN -- A sign erected and maintained within the public right-of-way to indicate to the traveling public the route and distance to public accommodations, facilities, commercial services and points of scenic, historical, cultural, recreational, educational or religious interest. Such signs shall conform to all applicable state regulations regarding the placement of signs in public rights-of-way.

ON-PREMISES SIGN -- A sign which is erected upon the same real property that the business, facility or point of interest is located. The sign shall only advertise the business, facility or point of interest conducted thereon or the sale, rent, or lease of the property upon which it is located.

POLITICAL SIGN -- Any sign that advertises a candidate or an issue which is to be voted on in a local, state or federal election process.

PORTABLE SIGN -- A temporary sign, such as a sandwich board sign or freestanding sign, not designed or intended to be permanently affixed into the ground or to a structure. Said sign must be constructed of rigid materials (preferably wood) and be anchored firmly to the ground.

PROJECTING/BLADE SIGN -- An outdoor sign not exceeding 12 square feet in size which is attached to a wall at a right angle.

PROMOTIONAL SALE SIGN -- A banner, balloon or similar sign promoting products, goods or services.

PUBLIC WAY -- Any way designed for vehicular or pedestrian use and opened for public use. The public highway shall be deemed the full width of the road as laid out by the state, the county or the Town of Bethel and in any case shall be deemed to extend 33 feet each side of the center line of the traveled or built-up portion of the way.

REAL ESTATE SIGN -- A sign used by a real estate agency or a private owner to advertise the sale or rent/lease of real estate.

SAFETY CONTROL SIGN -- Warning, control, OSHA, or required public safety signs. SIGN -- An object, device, or structure, or part thereof, situated outdoors, visible from a public way, which is used to advertise, identify, display, or direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, advertising flags, fixtures, colors, illuminations or projected images. Each substantially different face of a sign shall constitute a separate sign. Whenever dimensions of a sign are specified, they shall include the frame.

SIGN AREA -- The facing of a sign, including copy, insignia, background, structural supports, and borders. The structural supports shall be excluded if they do not constitute a major part of the sign or if the structure is not used to identify or attract attention to the business or product.

SPECIAL EVENT -- An event that is held for the civic or public benefit of the Town of Bethel.

TEMPORARY SIGN -- A sign (e.g., fund-raising sign, garage sale sign, or special event sign) that is displayed no more than a specified number of days (depending on the type of temporary sign) in any ninety-day period (see Table 1).EN

TRAFFIC CONTROL SIGN -- A sign regulating traffic which has been erected by municipal officers having jurisdiction over the public way.

TRAFFIC FLOW INFORMATIONAL SIGN -- A sign directing traffic to or from or within or providing information for a commercial, residential or industrial development.

WALL SIGN -- A sign attached parallel to the exterior surface of a building.

Table 1, Temporary Sign Requirements

Temporary Sign	Permit Fee	Standards	Time Limits	Location
<u>Special Business Signs</u>	<u>No</u>	<u>one-free standing</u>	<u>As required</u>	<u>on-premises</u>