

ARTICLE VI: SIGN REGULATIONS

6.10 APPLICABILITY

The purpose and intent of this section is to provide control of the erection, installation, and maintenance of signs for the purpose of aesthetic values and for safety, convenience, comfort, propriety, and the general welfare. All signs placed, erected, or established subsequent to the adoption of this ordinance shall conform to the requirements herein.

For the purpose of this Article the word "sign" does not include street or traffic signs or warnings or State approved directional signs; the flag, pennant or insignia of any nation, group of nations, state, city, or other governmental units; Temporary "for sale," "for rent," or political signs are not subject to the regulations herein except to the extent of the regulations relating to safety, lighting, and the prohibition against flashing or animated signs. These regulations shall not apply to non-illuminated signs and window posters that are displayed from within a building.

6.11 Non-conforming Signs. Any sign existing prior to the adoption of this Ordinance on March 14, 1989 and not conforming to the terms of this Ordinance shall be allowed to continue. Nothing herein shall prevent the replacement of a non-conforming sign so long as the replacement does not result in a new or increased violation.

6.12 Removal of Unused Signs. Any sign, now or hereafter existing which no longer advertises a bona fide business conducted or product sold, shall be removed by the owner, agent, or person having the beneficial use of the building or property upon which the sign is located within fourteen (14) days after written notification from the Administrator.

6.13 Site Plan Review. All signs to be erected in conjunction with a new site plan or a change in site plan shall be subject to Site Plan Review.

6.20 GENERAL REQUIREMENTS

6.21 Permitted Signs.

- A. **On-Premises Signs:** On-premises signs shall refer only to a use or activity occurring at the premises on which the sign is located.
- B. **Off-Premises Signs:** Except for State approved signs, off-premises signs may be permitted by the ZBA by special exception. Such signs shall be used solely to direct persons to a premises within the Town of Lyme and shall advertise only the name of the premises to which the directions relate. There shall be no more than two Town approved signs to any premises, and there shall be no more than one sign on any one lot. No off-premises sign shall be located within 50 feet of another such sign.

6.22 Size of Sign.

- A. **On-Premises Signs.** The total area of on-premises signs on any lot shall be limited to 16 square feet per side for businesses and institutions and three square feet per side for dwellings including home occupations and cottage industries. The total sign area may be increased during Site Plan Review .
- B. **Off-Premises Signs.** The area of an off-premises sign shall not exceed six square feet.
- C. **Increase in Sign Area.** If a sign is located at least 100 feet from the road right of way, the maximum area of the sign may be increased by 25%. If the sign is located at least 200 feet from the road right of way, the maximum area of the sign may be increased by 50%.

6.23 Illumination. Signs may be illuminated only by continuous indirect white light with the light sources so placed that they will not constitute a hazard to driving or be a nuisance to neighboring properties. No business sign shall be illuminated more than one hour after the business closes for the night.

6.24 Lighting & Movement. No flashing or moving signs or signs with visible moving parts or intermittent lighting to create the visual effect of movement are permitted. Neon and tubular signs are permitted when they are located within the building and are seen through a window.

6.25 Construction & Location. Signs shall be constructed of durable materials and shall be maintained in good condition and repair. No signs shall be located more than 20 feet above ground level. No sign shall extend above the roof or parapet line of any building on the premises, nor more than 4 inches out from and parallel to the wall to which it is attached. No sign shall be placed upon or supported by a tree, rock, or other natural object. Any motor vehicle primarily used to display a sign will be subject to any and all regulations as contained in this article. No sign shall be located within side and rear set back areas as provided in Table 5.1. There is no road setback.

6.26 Pole Signs. Only one Pole Sign may be erected upon any premises.

6.27 Restrictions as to Location. No sign other than official street signs or traffic directions shall be erected or maintained within the road right-of-way. No sign shall be placed in such a position as to endanger motor vehicle or pedestrian traffic or obscure or otherwise cause confusion with official street or highway signs or signals.