

Y. Signs and Billboards

1. General Purpose

- 1.1. The purpose of regulating signs is to promote and protect the public health, welfare and safety by regulating existing and proposed outdoor advertising, outdoor advertising signs, and outdoor signs of all types; to protect property values, enhance and protect the physical appearance of the community, preserve the scenic and natural beauty and provide a more enjoyable and pleasing community; to reduce sign or advertising distractions and obstructions that may contribute to traffic accidents, reduce hazards that may be caused by signs overhanging or projecting over public right of way, provide more open space and curb the deterioration of natural beauty and community environment and to promote Gardiner as a distinctive community.
- 1.2. Another primary goal of regulating signs is to encourage creative and distinct designs that go beyond standard “off the shelf” solutions, adding value to the visual landscape of Gardiner. The standards for regulating signs reflect the varying character of the Gardiner community and the need for different types, sizes, illumination and design depending on the sign location

2. Definitions

- 2.1. Abandoned Sign: A sign that was legally erected but whose use has ceased or the structure upon which the sign was displayed has been abandoned by its owner for a period of not less than 30 days.
- 2.2. Accessory Sign: A secondary sign that provides on-site information concerning the business that is not indicated on the primary identification sign(s), such as store hours, accepted credit cards, quality ratings, affiliations, vacancies, parking and traffic direction.
- 2.3. Advertising Sign: A sign whose primary purpose is to attract attention to goods offered for sale or lease or services rendered upon property whereupon the advertising is occurring.
- 2.4. Animated Sign: A sign employing actual motion or the illusion of motion. This definition does not include time and temperature signs or electronic message signs. Animated signs which are differentiated from readerboards or changeable signs, include the following types:
 - 2.4.1 Environmentally Activated: Animated signs or devices motivated by wind, thermal changes, or other natural environmental input. These

include spinners, pinwheels, pennant stings, and/or other devices or displays that respond to naturally occurring external motivation.

- 2.4.2 Mechanically Activated: Animated signs characterized by repetitive motion and/or rotation activated by a mechanical system powered by electric motors or other mechanically induced means.
 - 2.4.2.1 Electrically Activated: Animated signs producing the illusion of movement by means of electronic, electrical, or electromechanical input and/or illumination capable of simulating movement through employment of the characteristics of one or both of the classifications noted below:
 - 2.4.2.2 Flashing: An animated sign with an intermittent or flashing light source.
 - 2.4.2.3 Patterned Illusionary Movement: Animated signs or animated portions of signs whose illumination is characterized by simulated movement through alternate or sequential activation of various illuminated elements for the purpose of producing repetitive light patterns designed to appear in some form of constant motion.
- 2.5. Awning Sign: A sign on or attached to a temporary retractable shelter that is supported entirely from the exterior wall of a building with lettering appropriate to that period.
- 2.6. Banner: A sign of temporary construction made of vinyl, canvas, or similar flexible material.
- 2.7. Bulletin Board: A sign associated with religious or educational institutions on which the copy can be changed.
- 2.8. Business Directory Sign: A freestanding sign identifying names and/or uses, and/or locations, in a Planned Development or multi-tenant development.
- 2.9. Copy: Any graphic, letter, number, symbol, insignia, text, sample, model, device, or combination thereof, which relates to advertising, identification, or notification.
- 2.10. Directional Sign: A sign that indicates ingress or egress to a property and does not contain either identification or advertising copy.
- 2.11. Directory Board: A wall sign erected on a building wall at the ground floor level and containing name identification for more than one activity or business located on a single building or a group of buildings. Each listing shall be no larger than one (1) square foot. A directory board shall be considered to be one wall sign.

- 2.12. Doorway Sign: A sign indicating the location of, or direction to, a separate function performed within one portion of a building, which may be erected over by or on the doorway or entrance to such portion of the building. Doorway signs may also be visible from the outside. Only one per door.
- 2.13. Electronic Message Sign: An electronically activated changeable sign whose variable message capability can be electronically programmed.
- 2.14. Exterior Illuminated Sign: A sign with an exterior light source, either attached or detached from the sign, whose purpose is to illuminate the sign board.
- 2.15. Farm Stand Signs: Signs used to advertise a farm stand selling fruits, vegetables or other agricultural crops and products are permitted provided that each sign is not greater than 10 square feet. Such signs may have a changeable copy not subject to review. Farm stand signs may be displayed only during the season when the premises are open for business.
- 2.16. Freestanding Sign: A sign supported by one or more uprights or braces permanently affixed into the ground and no way attached to a building.
- 2.17. Gasoline Station Canopy Sign: A sign mounted or integral with a canopy covering gas pumps.
- 2.18. Gross Display Area: On signs which use a signboard or boards, the total area of the board or boards. On signs where the copy is attached directly to a wall, awning or other building surface, the area within a rectangle which completely contains all the sign's copy.
- 2.19. Historic Marker: A permanent sign whose purpose is to indicate some significant facts about the building or its site. Plaques or historic markers subject to review on an individual basis, but their area will not be figured in the allowable sign area for the building.
- 2.20. Iconic Sign: Those signs which are traditionally accepted pictorial symbols conveying the nature of the business shall be defined as Iconic Signs, such as: Barber poles, eyeglasses, boots, mortar and pestle. They are normally constructed in heavy relief or are three-dimensional.
- 2.21. Identification Sign: A sign that includes, as copy, only the name of the business, place, organization, building, or person it identifies.
- 2.22. Internally Illuminated Sign: A sign with a light source incorporated into the body of the sign and where light emanates through the message of the sign.
- 2.23. Interior Sign: A sign that is visible from the building exterior with the intention of circumventing the intentions of this Ordinance.

- 2.24. Marquee / Canopy: A sign on or attached to a permanent overhanging shelter that projects from the face of the building, such as a theatre and is supported entirely or partially by the building.
- 2.25. Menu Board: A permanently mounted sign displaying the bill of fare for a drive-through restaurant.
- 2.26. Non-Conforming Sign: An existing sign that was lawfully erected in compliance with applicable code requirements and maintained prior to the effective date of this Ordinance.
- 2.27. Official Business Directional Sign (OBDS): An off-premise directional sign allowed under Maine DOT Chapter 200 (or current) Regulations.
- 2.28. Off-premise Sign: A sign located off the premises indicated by said sign.
- 2.29. Open flag: a flag, the dimensions of which do not exceed twenty-four square feet and on which there is only the word "open" and no other lettering or numbering, may be displayed by any retail business or service establishment (except home occupations) during the hours such business is open for customers.
- 2.30. Pennant: An all-weather device constructed of lightweight plastic, fabric, or other material, which may or may not contain copy, suspended from a rope, wire, or string, usually in series, designed to move in the wind.
- 2.31. Political Signs. A sign bearing political messages relating to an election, primary or referendum
- 2.32. Portable Sign: A sign not designed or intended to be permanently affixed into the ground or to a structure.
- 2.33. Principle Sign: The main sign on a property.
- 2.34. Projecting Sign: A sign that is suspended from or supported by any building or structure and projects outward from the supporting structure. Building mounted projecting signs extend perpendicular to the building surface.
- 2.35. Readerboard: A freestanding sign on which the copy changes, or can be changed, by manual, electronic, or mechanical means. A readerboard may contain an electronic message sign, or a time and/or temperature sign.
- 2.36. Real Estate Signs. A sign, attached to a building or free standing, may be erected advertising the sale, lease, or rental of the premises upon which the sign is located
- 2.37. Roof Sign: A sign located upon or over a roof of a building.

- 2.38. Sandwich Signs: A sandwich sign shall be made of wood or materials that appear to be wood. A sandwich sign may be displayed only when the premises it advertises are open for business. Such signs may not impede pedestrian, bicycle or vehicular access. Any sandwich sign which is found to impede the safe movement of pedestrians, bicycles or vehicles may be ordered removed or relocated by the Codes Enforcement Officer.
- 2.39. Sign: An object, device, display or structure or part thereof, situated outdoors or indoors, which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, project, service, event or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, or projected image.
- 2.40. Signable Area: The area for applied or wall mounted signs unbroken by windows or other architectural features. In new developments, the signable area shall be designed as part of the elevation above each planned space.
- 2.41. Special Sign: Any special sign or three-dimensional sign structure requiring special treatment, not included in other definitions.
- 2.42. Temporary Sign: A sign or advertising display (such as a political poster) designed, intended to be displayed or displayed for a short period of time.
- 2.43. Trail sign: a sign, which is part of an open space pedestrian trail network. These are the only signs allowed in the Resource Protection, Shoreland and Shoreland Overlay Districts and require Planning Board approval and cannot circumvent any applicable County, State or Federal regulations.
- 2.44. Under Common Control: Subject to the provisions of a condominium declaration or subject to rules and regulations imposed by an incorporated unit owners' association or lot owners' association.
- 2.45. Planned Development: A group of contiguous lots in a common ownership or under common control, a group of lots in a subdivision approved by the Gardiner Planning Board through Site Plan Review, or a group of units of occupancy on a single lot, where access to the individual lots or units of occupancy is by a common driveway or by a street which serves principally that Planned Development. Examples of Planned Developments include, but are not limited to, office parks, healthcare/hospitals, professional parks, business parks, industrial parks, office buildings, shopping centers and shopping malls. Developments requiring Site Plan Review shall utilize the standards for Business Directory, Freestanding, Directory Board and other required signs. New development will include designed signable areas as part of the facade.
- 2.46. Vehicle Sign: A vehicle, such as a van, with graphics acting as signage and parked in a visible manner on a regular basis as to circumvent the intentions of this Ordinance.

- 2.47. Vision Triangle: The area at the four corners of an intersection that is to be kept free of shrubs, ground covers, berms, fences, signs, structures, or other materials or items greater than thirty (30) inches in height.
- 2.48. Wall Sign: A sign painted on, attached to, or supported by a building wall or part thereof, provided that the sign does not project more than 6" from the wall.
- 2.49. Window Sign: A sign placed, painted, or affixed on the inside or window or door and is visible from the exterior of the building.

3. General Provisions

- 3.1. No signs shall be erected prior to obtaining a permit. Permits for permanent signs shall only be granted to the owner(s) or the agent of the building or the property upon which the sign(s) will be installed. The CEO will inform applicants if proposed signage requires Site Plan Review or other approvals.
- 3.2. Grandfathered and Obsolete Signs: Any sign that is legally existing as of the effective date of this ordinance shall be grandfathered.
 - 3.2.1 Except for prohibited signs as listed in Section 3.4, changes in the content of a non-conforming sign includes names, words, logos or similar information shall not constitute an alteration requiring conformance with this current sign regulations, as long as the changes do not make the sign more non conforming and a permit is obtained for the changes from the Codes Enforcement Officer.
 - 3.2.2 New signage may be proposed for a site that contains grandfathered signage, provided that all new signage is in compliance with this chapter. The Planning Board may make waivers to signage for a site that contains grandfathered signage if such waivers are consistent with Section 2.3. Such waivers may be made only if the signage plan for the entire site furthers the spirit and intent of this chapter by reducing visual clutter or otherwise improves the aesthetic appearance of the signage on the site by bringing the overall site into closer compliance with the requirements of this Ordinance.
 - 3.2.3 Any sign face that identifies or advertises a business must be removed within 30 days of the termination of that business from that site. After a period of one year of the termination of the business if the sign is not reused by another business occupying the same site, all mountings, brackets, poles, sign faces and other signage material must be removed.

3.3. Exempt Signs

- 3.3.1 Signs relating to trespassing and hunting.

- 3.3.2 Real Estate Sign. A real estate sign is a temporary sign advertising the lease or sale of land, space or structure. Real Estate Signs must be removed within ten days of the sale or lease of the property.
- 3.3.3 Open flag. the dimensions of which do not exceed twenty-four square feet and on which there is only the word "open" and no other lettering or numbering, may be displayed by any retail business or service establishment (except home occupations) during the hours such business is open for customers and shall not be counted toward calculating the maximum number of signs or the maximum gross display area of signs on the property. Open flags cannot create unsafe situations for the movement of pedestrians or vehicles. This subparagraph does not prohibit or restrict displays of the United States Flag or the State of Maine Flag.
- 3.3.4 Contractor Sign. A contractor's sign is a temporary sign erected during the construction phase of a project only. Such sign must be removed upon the issuance of a Certificate of Occupancy, where one is required. Contractor Signs may also be used during home improvement or renovation projects that are not subject to Certificate of Occupancy, but must be removed after the work has been completed.
- 3.3.5 Signs for Garage or Yard Sales. Lawn, yard or garage sale signs are prohibited on any state or local public property or right-of-way, or on utility poles. No sign for garage or yard sales shall be posted more than 24 hours before and after the event.
- 3.3.6 Special Events or Notice Sign. Special Events or Notice Signs are temporary signs, such as banner, pennants, wind socks, posters or flags, displayed on a non-residential property for decorative or festive purposes to announce festivals, elections, or other special events. Such signs may not interfere with pedestrian or vehicular traffic. No individual building occupant may utilize the provisions of this section for more than 90 days within a calendar year. Prior to displaying any Special Event or Notice Sign or Signs, the building occupant shall submit written notification to the Codes Enforcement Officer of the installation and removal dates.
- 3.3.7 Household Signs. Signs that display street numbers, last names and personal names given to residential structures shall not require a permit.
- 3.3.8 Sandwich Signs. A sandwich sign shall be made of wood or materials that appear to be wood. A sandwich sign may be displayed only when the premises it advertises are open for business. Such signs may not impede pedestrian, bicycle or vehicular access. Any sandwich sign, which is found to impede the safe movement of pedestrians, bicycles or vehicles may be ordered, removed or relocated by the Codes Enforcement Officer.

- 3.3.9 Farm Stand Signs. Signs used to advertise a farm stand selling fruits, vegetables or other agricultural crops and products are permitted. Such signs may have a changeable copy not subject to review. Farm stand signs may be displayed only during the season when the premises are open for business.
- 3.3.10 Political Campaign Signs. Political Campaign Signs are temporary signs bearing messages relating to an election, primary or referendum. Political Campaign Signs are permitted on private property no sooner than 60 days before an election, primary or referendum and must be removed no later than 5 days after the same election.
- 3.3.11 Public traffic and directional signs and signs designating public or semipublic activities shall be permitted.
- 3.3.12 Legal notices.
- 3.3.13 Memorial signs or tablets containing names of buildings and date of erection when cut into masonry surface or when constructed of bronze or other incombustible materials.

3.4. Prohibited Signs

- 3.4.1 Flashing, moving or animated signs and billboards are prohibited, except for barber poles and time and temperature signs, which are permitted.
- 3.4.2 No sign or part of a sign shall consist of a balloon or other inflatable component.
- 3.4.3 No signage, other than approved traffic and directional signs, shall be placed within traffic islands.
- 3.4.4 No illuminated signs are allowed in the Rural, Residential Growth and High Density Residential Districts.
- 3.4.5 A string of lights shall not be used for the purpose of advertising or attracting attention unless as an integral part of a permitted sign. This paragraph does not prohibit temporary decoration of buildings or structures during holiday seasons when such decoration is customary.
- 3.4.6 Signs in the Shoreland District and the Resources Protection District are prohibited, except Trail signs approved by the Planning Board.
- 3.4.7 Signs attached to trees or utility poles, including temporary signs are prohibited.
- 3.4.8 Portable signs designed for and intended to be moved from place to place and not be permanently affixed to land; buildings or other structures are

prohibited. Portable signs used for the conveyance of traffic and other public safety information are exempt from the prohibition and do not require a permit.

- 3.4.9 No vehicle with directional or advertising signs painted on or affixed to it may be parked, unmoved, on, by or within view of a public way for any period of time greater than five calendar days in any month. Any vehicle so parked must be currently registered for legal operation within the State of Maine and capable of such operation without tow or other secondary assistance.
- 3.4.10 Off premises signs that advertise activities, goods, products, etc. that are available elsewhere than within the building or on the lot where the sign is located are prohibited.
- 3.4.11 Signs placed or painted on roofs or extend wholly or in part above the exterior walls are prohibited.
- 3.4.12 An obsolete sign, which ceases to advertise a bona fide business, conducted or a product sold on the premises after six (6) months are prohibited.
- 3.4.13 Signs with visible moving, revolving or rotating parts or visible mechanical movement achieved by electrical, electronic or mechanical means, except for time-temperature-date signs, gauges, and dials which may be animated to the extent necessary to display correct measurement, and barber poles are prohibited.
- 3.4.14 Signs which incorporate project images, emit any sound, which is intended to attract attention, or involve the use of live animals, are prohibited.
- 3.4.15 Signs with more than 2 types of typography or lettering are prohibited.
- 3.4.16 Signs with chemical (fluorescent) type colors are prohibited.
- 3.4.17 Neon and illuminated tube signs are prohibited, except for theatre marquee signs and signage/lighting that is carefully and deliberately designed as part of the building architecture and receives Site Plan Review and other required City approvals and endorsements.
- 3.4.18 Signs which prevent free egress from any door, window, fire escape, or interfere with pedestrian or vehicular movement.
- 3.4.19 Signs of any kind attached to a standpipe or fire escape.

3.4.20 Signs or other advertising structure, which obstruct free and clear vision; or at any location where, by reason of the position, shape or color it may interfere with, obstruct view or be confused with any authorized traffic sign.

3.5. Maintenance and Conformity

3.5.1 No sign shall be erected or altered except in conformity with the provisions herein. The sign must be kept clean, neatly painted and free from all hazards such as, but not limited to, faulty wiring and loose fastenings, and must be maintained at all times in such safe condition so as not to be detrimental to the public health or safety or detrimental to physical appearance or scenic or natural beauty of the community, or constitute a distraction or obstruction that may contribute to traffic accidents.

3.5.2 The Code Enforcement Officer shall cause to be removed any sign that endangers public safety, including signs which are materially, electrically or structurally defective; abandoned by reason of vacancy and is unoccupied for a period of 1 month or more except signs applicable to businesses temporarily suspended for less than six (6) months due to a change of ownership; or signs for which no permit has been issued. The Code Enforcement Officer shall send by certified mail a notice to the owner of record of the property and/or business of the violation and require correction or removal within fourteen (14) days of the notice mailing. Any sign determined to be in violation and not corrected within the prescribed time period, the town shall seek court authorization for removal of the sign at the owner's expense. The Code Enforcement Officer may cause immediate removal of a dangerous sign without notice.

3.6. Waivers: Notwithstanding any requirements of City Codes or Ordinances, the Planning Board may waive any sign standard(s) where it finds the the City objectives, goals, and policies will be better served.

3.6.1 The Planning Board shall not waive any standard that is expressly prohibited, limited, restricted or specified by State, Country or Federal regulations unless the applicant provides written documentation approving any such waiver from respective authority's.

3.6.2 The intent of waivers is not to relieve hardship of an applicant, but aid an applicant with a special sign that adds value to the visual landscape, not circumvent the standards of the Ordinance.

4. Sign Content, Illumination and Materials

4.1. Content

- 4.1.1 Any premises which utilizes an identification or advertising sign must display its street numbers on at least one of the permanent signs permitted in this Ordinance in a location visible from the nearest street. Numbers shall be placed on the sign face or on a panel parallel to the sign face and shall be as nearly perpendicular to the sideline of the street as possible. If it is not physically feasible to place the street numbers on the sign face, the numbers may be placed on the end of the sign parallel to the sideline of the street as long as they are of contrasting color and easily visible from the roadway. The characters of the street number shall be at least 11 inches high. The street number shall not be counted as part of the gross display area of the sign unless characters larger than 11 inches high are used or are part of the business identity.
- 4.1.2 The content of each sign shall be limited to the official business name and limited additional information, which explains the nature of the business or profession. Signs are to have as few words as possible.
- 4.1.3 Signs with more than 2 types of typography or lettering are prohibited.

4.2. Illumination

- 4.2.1 Signs shall be illuminated only by steady, stationary, shielded light sources directed solely on the sign without causing glare for motorists, pedestrians, or neighboring premises.
- 4.2.2 No illuminated signs are allowed in the Rural, Residential Growth and High Density Residential Districts.
- 4.2.3 Neon and illuminated tube signs are prohibited, except for theatre marquee signs and signage/lighting that is carefully and deliberately designed as part of the building architecture and receives Site Plan Review and other required City approvals and endorsements.
- 4.2.4 Internally lit free standing and gasoline canopy signs are prohibited. Wall mounted internally lit individual letters spelling the name of the business is allowed in the Planned Development and Planned Industrial/Commercial Districts. The wall mounted internally lit text may not be more than 2 feet in height.
- 4.2.5 Signs with lights or illumination which flash, move, rotate, scintillate, blink, flicker, vary in intensity, vary in color, or use intermittent electrical pulsation's are prohibited.

4.2.6 Any light used for the illumination of a sign shall be shielded so that the beams or rays of light will not shine directly onto surrounding areas.

4.3. Materials

4.3.1 Materials such as corrugated plastic, naturally colored aluminum, bulbous plastic letters, non-textured plastic, and gloss tile are prohibited. Any sign that is made of material or treated as to cause glare, which may impair the safe driving of vehicles or impact abutting properties, is prohibited.

4.3.2 Traditional materials, such as wood, brass, bronze, and slate are permitted, as well as plywood if it is treated to appear of professional quality and does not look like plywood sheet goods. In all zones wood signs or contemporary materials, which appear to look like traditional wood signs, are encouraged. These signs must be professionally engraved and painted/treated.

5. Specific Sign Design Standards

5.1. Applied Signs: An Applied sign shall be limited to the sides and back of the building and contain lettering only.

5.2. Awning Sign: No awning or canopy may extend over two-thirds of the sidewalk or eight (8) feet from the building face whichever is the greater. This fixture shall not extend beyond the streetlights or trees. Signage or logo on an awning or canopy sign may only be located on the valance of the awning. This area of information will count towards the total allowable gross display area. Awnings shall maintain 8 feet of clearance from the sidewalk for pedestrian safety.

5.3. Business Directory Signs are required for Planned Developments such as new multi lot developments, (a business park or mall), for single lot developments with multiple tenants (such as a shopping plaza), or for a building with more than four professional/commercial tenants, such as a historic home subdivided into new uses. A Business Directory Plan will be submitted as part of Site Plan Review with information of the location, height, style and other information specified in Section 5, Site Plan Review. **(NOTE: Need more coordination/refinement on this subject)**

5.3.1 Business Directory Signs shall be permitted only in Planned Development, Central Business, Planned Industrial/Commercial and Professional/Residential Districts. The goal is to promote an orderly appearance and reduce visual clutter and minimize disorientation.

5.3.2 The maximum gross display area of a Business Directory Sign shall be 150 square feet. At least 10 percent of the gross display area shall be

devoted to identifying the Planned Development by name (or by generic description such as "office park" or "shopping center" if no name has been assigned) and by street address. The numbers of the street address must be no less than 11" (eleven) inches high. The remaining gross display area may be used only to identify and advertise uses within the Planned Development and must be located below the name and street address of the Planned Development.

- 5.3.3 The individual uses within the Planned Development shall be listed in horizontal lines of uniform height no greater than 11”.
- 5.3.4 In the Central Business and Professional/Residential Districts, the listings of the individual uses must be a lettering of consistent size, color and style. The background color and material of each horizontal listing must be the same. Maximum total height is 16 feet.
- 5.3.5 In the Planned Development and the Planned Industrial/Commercial District the listings of the individual may be representative of the business identity. The individual Business Directory listings shall match the individual wall or freestanding signs located within the Planned Development in design style, but not size. The background color and material of each horizontal listing must be the same.
- 5.3.6 Before the CEO issues a permit for a Business Directory Sign, the CEO must determine that the name of the Planned Development is not identical to or likely to be confused with the name of any other development already existing in Gardiner. No lot within a Planned Development, which utilizes a Business Directory Sign, may contain more than one freestanding sign, except that the lot on which the Business Directory Sign is located may contain both the Business Directory Sign and one other freestanding sign otherwise allowed by this Ordinance.
- 5.3.7 In the Central Business District no freestanding sign is allowed in conjunction with the Business Directory Sign. Only wall, projecting, applied, awning and business directory boards are allowed. In the Professional/Business District a Business Directory Sign may only be used in conjunction with a Directory Board, not wall, projecting, window or other signs.
- 5.3.8 The CEO shall not issue a permit for a Business Directory Sign without the written consent of each lot owner within the Planned Development to the limitation of one freestanding sign per lot and the written agreement of the owner of any lot on which there are two or more freestanding signs to remove all but one of such signs upon the erection of the Business Directory Sign.

- 5.3.9 A Business Directory Sign must be located on property within the Planned Development which abuts the main frontage, must be visible from the main frontage street and must be located at or near the driveway or street entrance to the Planned Development in order to direct motorists to that entrance. When a Planned Development abuts and has a driveway or street entrance from more than one street, one Business Directory Sign may be installed at or near the driveway or street entrance from each of the streets.
- 5.3.10 Business Directory Signs shall comply with all applicable setback requirements, except that no setbacks shall be required from property lines separating lots within the Planned Development from one another or from common areas (other than streets), and no setbacks shall be required from boundaries of leasehold or easement interests (other than streets) within the Planned Development.
- 5.3.11 No Business Directory Sign may be located within 200 feet of any other freestanding or business directory sign in the Planned Development.
- 5.3.12 If provided, electrical service to a Business Directory Sign must be by underground wiring only.
- 5.3.13 Each owner of a lot or unit of occupancy, which is identified or advertised on a Business Directory Sign, shall be responsible for any violations of this Ordinance arising out of the erection or maintenance of the Business Directory Sign. The City may enforce the provisions of this Ordinance against any or all such owners.
- 5.4. Directory Board: A wall sign erected on a building wall at the ground floor level and containing name identification for more than one activity or business located on a single building or a group of buildings. Each listing shall be no larger than one 1 square foot. A directory board shall be considered to be one wall sign. The listing of the individual uses must be a lettering of consistent size, color and style. The background color and material of each horizontal listing must be the same.
- 5.5. Freestanding Sign: Freestanding signs may be located only at ground level and must not interfere with pedestrian or vehicle traffic. Free standing signs must meet all setback and dimensional requirements identified in the Ordinance and cannot be placed under utilities or within 8 feet measured horizontally from the of overhead utilities.
- 5.5.1 Only one freestanding sign shall be allowed per premise. Locations, which have multiple occupancies, shall utilize the standards for Business Directory Signs and the intentions of Planned Developments. Only one freestanding sign per 250 feet of lot frontage is allowed.

- 5.5.2 Freestanding signs with a height greater than 10 feet shall be a minimum setback 200 feet from the Rural, Residential Growth and High Density Residential Growth Districts.
- 5.6. Home Occupation Sign: In a Residential Districts may display a single sign not exceeding 8 feet in total height relating to goods or services rendered on the premises. Home Occupation Signs in Rural, Residential, and High Density Residential shall not be lit.
- 5.7. Official Business Directional Sign: Any business establishment located within the City of Gardiner, which does not front or face upon Route 201 or _____ **(NOTE: needs further clarification)** which does not own or control the land upon which the business is located, and which does not have a free standing or wall sign fronting or facing upon U.S. Route 201 regulated by this Ordinance, may locate two signs off the business premises. Whenever any eligible business establishment as defined above applies for an Official Business Directional Sign the following conditions must be met:
- 5.7.1 Comply with Maine Department of Transportation "Regulations for the Installation of Official Business Directional Signs" except as is otherwise specified above.
- 5.7.2 Maximum sign size shall not exceed 16" x 72"; (Note: sign size to be determined by Maine DOT but not to exceed 16" x 72")
- 5.7.3 Signs will include white standardized lettering as determined by the CEO on a blue background and no logos or other colors are allowed.
- 5.7.4 Home occupations are prohibited from having an Official Business Directional Sign.
- 5.8. Projecting Sign: Projecting signs shall not extend over a property line or sidewalk except in the Central Business District. No projecting sign can overhang the public way beyond a line 3 feet from the building face, and its bottom shall not be mounted above the level of the second story windowsill. All signs overhanging the public way must leave a minimum pedestrian clearance of 8 feet.
- 5.9. Temporary Signs
- 5.9.1 Temporary Signs Giving Notice. Signs of a temporary nature such as, advertisements of charitable functions, notice of meetings and other non-commercial signs of a similar nature, are permitted for a period not to exceed thirty (30) days and shall be removed by the person(s) who posted the signs. Temporary signs specified in this section shall not be attached to fences, trees, utility poles, or the like, and shall not be placed in a position that will obstruct or impair vision or traffic or in any

manner create a hazard or disturbance to the health and welfare of the general public.

- 5.9.2 Temporary Real Estate Signs. One temporary real estate sign, attached to a building or free standing, may be erected advertising the sale, lease, or rental of the premises upon which the sign is located,
 - 5.9.3 Temporary Development or Construction Site. One temporary development or construction sign, attached to a building or free standing, may be erected provided such sign shall be limited to a general identification of the project and shall be removed within thirty (30) days after completion of the project.
 - 5.9.4 Political Signs. Signs bearing political messages relating to an election, primary or referendum may be placed in any district, except in a floodplain. Notwithstanding section 3.4.3, political signs are not subject to lot line setbacks and may be placed in a public right of way in such locations as will not create a safety hazard. Political signs may not be placed within a right-of-way or elsewhere prior to 6) weeks before the election, primary or referendum to which they relate and must be removed by the candidate or political committee not later than on week after Election Day.
 - 5.9.5 Farm Stand Signs. Signs used to advertise a farm stand selling fruits; vegetables or other agricultural crops and products are permitted provided that each sign is not greater than 10 square feet. Such signs may have a changeable copy not subject to review. Farm stand signs may be displayed only during the season when the premises are open for business.
- 5.10. Wall sign: A wall sign can project no more than six (6) inches from the building surface. No wall sign shall extend beyond the side of the building.

6. General Sign Calculation Standards

- 6.1. The sign area includes all lettering, wording, and accompanying design symbols, together with the background whether open or enclosed, on which they are displayed, including sections between paneled signs. Minimal supporting bracing or framework is excluded, but any decorative structure is included.
- 6.2. Painted or applied sign area includes any background color of a different color than the natural color of the building. Where lettering and/or symbols of an applied sign are painted or applied directly on the natural surface and coloring of a building, the area is considered to be that area within a line drawn around the outside of all letters and symbols, plus 20% of that enclosed area.

- 6.3. The sign area of complex signs is that within a line connecting all major points of the sign's circumference.
- 6.4. Two sided signs: Only one side of a sign shall be counted when determining the size of such a sign.
- 7. Sign Zone and Size by Type of Sign (see above Sections for other criteria regulating signs, particularly Sections 3.3 and 5)
 - 7.1. Awning Sign: (CB, PI/C, PD)
 - Area on valance cannot be more than 11” high and more than 75% of the length. No text or logos are allowed on the top surface of the awning.
 - 7.2. Applied Sign (CB)
 - 20% of the side of the building
 - 7.3. Business Directory Sign (CB, PI/C, PD, P/R)
 - 150 square feet maximum
 - 7.4. Doorway Sign (All Districts)
 - 1 square foot
 - 7.5. Freestanding (Districts noted by type)
 - 7.5.1 Advertising
 - CB: 30 square feet (maximum height 16 feet)
 - P/B: 6 square feet (maximum height 16 feet)
 - PI/C: 50 square feet (maximum height 25 feet)
 - PD: 50 SF (maximum height 25 feet)
 - 7.5.2 Contractor Sign
 - CB: 8 square feet
 - P/B, R, RG, HDR: 4 square feet
 - PD, PI/C: 32 square feet
 - 7.5.3 Directory Board (CB, PI/C, PD, P/R)
 - 1 square foot per name
 - 7.5.4 Directional Sign (CB, PI/C, PD, P/R)
 - 7 square feet
 - 7.5.5 Farm stand Sign (PD, R)
 - 10 square feet

- 7.5.6 Garage/yard sale Sign (all Districts)
4 square feet
- 7.5.7 Political Sign (all Districts)
8 square feet
- 7.5.8 Real Estate Sign:
 - CB: 8 square feet
 - P/B, R, RG, HDR: 4 square feet
 - PD, PI/C: 32 square feet
- 7.5.9 Sandwich Sign (CB)
7 square feet
- 7.6. Gasoline Canopy (CB, PIC, PD)
 - 7.6.1 No sign shall exceed 15% of the square footage of the side of the canopy. No side shall contain more than one sign. Two signs total on a canopy. Signs cannot rise above the height of the canopy and should be designed as integral parts of the canopy, preferably comprised of individual letters describing the business.
- 7.7. Home Occupation Sign (All Districts, but in CB must conform to applicable standards for window signs and Directory Boards)
3 square feet
- 7.8. Official Business Directional Sign (R, PD)
16" x 72"
- 7.9. Wall Sign (C/I, PD and CB)
2 feet high and not to exceed 75% of the signable area
- 7.10. Window Sign (C/I, PD and CB)
25% of window area and not to exceed 2 feet high
- 7.11. Projecting Sign (C/I, PD, CB and P/R)
 - C/I and PD: 16 square feet
 - CB: 10 square feet
 - P/R: 8 square feet
- 7.12. Iconic (I/C, PD, CB and P/R)
44" x 18"
- 7.13. Historic Sign (All zones)
12" x 15"

7.14. “Open” Flag (CB, PI/C, DP and P/R)

24 square feet

7.14.1 Not part of square footage count towards allowable signs

7.14.2 Not allowed for Home Occupations.