

ARTICLE VI Sign Regulations

The purpose of this article is to provide uniformity in the size and treatment of signs within the Town of Bradford. The Town recognizes the need to provide opportunities for businesses in Bradford to advertise and identify themselves, while protecting public safety and welfare, and the rural character of the Town.

- All signs that require a permit must be depicted on an approved site plan prior to the issuance of a permit for placement or erection. The location, method of illumination and a depiction of all signage must be clearly indicated on the site plan. Applications for Site Plan Review and sign permits are available at the Town Office.
- A sign permit must be obtained from the Selectmen or their designee before erection or placement of any sign.
- Property owners or tenants with business, professional, or other service enterprises shall be allowed a maximum of two advertising signs relating only to the use or uses conducted in the building or on the immediate premises thereof.

The following types of signs are prohibited:

- neon or tubular gas
- flashing electric
- mobile or portable signs
- signs that move or have contents that move
- signs on trees, rocks, or other natural surfaces
- A-frame or sandwich board signs (may only be used in accordance with section 4 as Temporary signs)

The following types of signs are allowed without permit:

- Residential signs such as those identifying the name of the owner, occupant, or Tree Farm, with a maximum combined size of 4 square feet
- One temporary on-premise sign per site, no larger than 4 square feet, advertising the sale of property
- One temporary sign no larger than 4 square feet advertising companies involved in the design and construction of the site
- Temporary sign for yard sale, not exceeding 4 square feet in size
- Sign for a home business that conforms with the Zoning Ordinance.
- Traffic and pedestrian control and safety Signs
- Signs warning of hazards
- Signs indicating open, closed, sale or business hours
- Flags
- Signs regulating or defining access to private property which are under one square foot in size

- Displays which do not have the name or logo of the business on the premise and which are temporary display advertising for products or services. Size to be no greater than 12 square feet, no more than one per 8 linear feet of building frontage.
- A sign, which is no larger than two square feet, on the door of a commercial business identifying the business name and/or logo (these signs shall not count toward the total square footage allowed per site)
- Signs for temporary events, as defined in section 4
- All other signs shall require a permit.

All signs shall conform to the following general regulations:

1. Location: No sign shall project over a public way, or project more than three feet beyond the frame of a building, or be located in such a position to endanger traffic by interfering with the sight lines from driveways, intersections, along streets or roads, or otherwise present a safety hazard. No freestanding sign may be placed closer than thirty (30) feet from the center of a road or as mandated by State law.
2. Size and Materials: The size of the sign shall be based on overall dimensions (including moldings, trim, decorations, etc.) but excluding posts and installation devices. Every fixed sign permitted hereunder shall be constructed of durable materials and shall be maintained in good condition and repair at all times.
3. Illumination: Signs may be illuminated only by downward facing continuous external lighting. Illuminating fixtures shall be arranged to direct the light away from streets so that their glare will not constitute a safety hazard to street or high-way traffic. They shall also be directed away or screened from nearby structures. Signs may be illuminated only between the hours of 7AM - 9PM or with site plan approval, during the hours the premises are open to the public.
4. Temporary Signs: Temporary informational signs or signs advertising a local event including political signs are allowed to be displayed without a permit for a time period no longer than 30 days. These signs shall conform to other sections of this article; however, the Board of Selectmen may, at their discretion, waive any of the requirements of this paragraph if they deem it to be in the best interest of the Town of Bradford. The sign must be removed by the owner of the sign after 30 days. If it is not removed the Board of Selectmen or its designee shall remove the sign at the owner's expense.
5. Directional Signs: A sign remotely located from the principal place of business that does not contain advertising in any form is considered a directional sign. On town roads, one directional sign per business may be placed at each intersection indicating the direction to travel. Directional signs shall not be greater than 2 square feet. Location of these signs must be approved by the Selectmen or their designee during the Site Plan Review process. Written consent must be granted by the owner of the property on which the directional sign is placed.

6. Non-conformity: Any non-conforming sign erected prior to the adoption of this regulation may be continued so long as it is properly maintained. Any changes thereafter to such sign shall be made in conformance with this ordinance.
 - a. Whenever a particular business ceases to operate at a particular location, all signs relating thereto shall be removed within 30 days; and, unless permitted as a matter of right under this regulation, no new signs shall be erected in their place.
 - b. Any sign which no longer advertises an ongoing business conducted on the premises (or referred to by an off-premise sign) shall be removed by the owner, agent or person having use of the building or property within thirty (30) days of the business ceasing operation.
7. The following specifics shall apply to the Residential Business District.
 - a. Building Mounted Sign: shall not exceed a total of 32 square feet of surface area and not to extend more than 3 feet beyond and above the building regardless of the number of businesses located in a single operating space.
 - b. Free Standing Sign: One sign for each business shall not exceed 24 square feet for the first business, then 6 square feet of additional area for each additional business up to a total not to exceed fifty-four (54) square feet in size. The maximum height of any free standing sign is fifteen (15) feet. Signs may be double sided provided the two faces are parallel to each other.
 - c. Off Premise Sign: While generally discouraged in order to maintain the small town character, a special exception may be granted by the Zoning Board of Adjustment. The conditions for granting a special exception are that the sign may not exceed six (6) square feet in size, that consent be granted in writing by the owner of the property on which the sign is placed, that the sign be greater than thirty-five (35) feet from the centerline of the nearest road, and that the location of the sign be approved by the Road Agent.

All signs shall be limited to the following sizes (measured in square feet) by zoning district.

<u>Sign Type</u>	<u>Residential Business</u>	<u>Residential Rural</u>	<u>Conservation</u>
Building Mounted	32 sf	32 sf	NA
Freestanding (per Business)	24 sf	24 sf	NA
Freestanding Multiple	6 sf each up to 30	6 sf each up to 30	NA
Off Premises	6 sf	6 sf	NA
Directional	2 sf	2 sf	2 sf

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