

## 11.0 – SIGNAGE (DRAFT 2 dated 09/15/2017)

11.1 INTENT – This Section is intended to protect and enhance the character of the community and its various neighborhoods and districts and to provide protection from visual blight while respecting the desire to promote and advertise.

11.2 PURPOSE – The purpose of these Regulations is to permit the identification of land uses for the convenience of the general public, while regulating and restricting Signs so as to prevent them from: being excessive in number, illumination, area, or height; distracting to motorists; incompatible with the use of the land or Buildings to which they are accessory; having an adverse impact on property values or the aesthetic and historic character of the Town of Colchester; or otherwise impairing the public health, safety and welfare.

### 11.3 GENERAL:

1. These Regulations shall govern the size, height, location and illumination of Signs.
2. If a use is located on a Lot or Parcel that is within more than one zoning district, all Signs erected in conjunction with such use shall conform to the Regulations for the zone in which the Sign is located.
3. If a Building or group of Buildings is located on a single Lot within a zone that permits non-residential or mixed use land uses and serves two (2) or more tenants or occupants, all Signs erected on the Premises shall be of consistent dimensions, lighting and height.
4. The Zoning Enforcement Officer may issue sign Zoning Permits for replacement of existing Signs or new Signs on an existing developed site. All new development requiring approval of the Commission shall include proposed signage for Commission review and approval.

11.4 PROHIBITED SIGNS – The following Signs are prohibited in all zoning districts. Nothing in this Section shall be construed as prohibiting Signs viewed principally from within a Building.

1. Moving Signs, including but not limited to Signs containing moving parts or inflatable, spinners, streamers, banners, balloons, flags, bunting, pennants, ribbon Signs and the like (excluding Signs relating to approved/permitted temporary events, such as grand openings, festivals, and sales). Signs that move as a result of wind pressure because of the manner of their suspension or attachment or design, and including but not limited to spinners, streamers, Banner Signs, balloons, flags, bunting, pennants, ribbon Signs and the like (excluding Signs relating to approved/permitted temporary events, such as grand openings and festivals).
2. Step stick-in Signs (excluding Signs for temporary directional purposes related to "Open House" in connection with the sale of rental of Premises or tag/yard sale Signs. Portable Signs, including but not limited to so-called "A" frame Signs or "sandwich board" and "step stick-in" type Signs.
3. Mobile Signs, including but not limited to any Sign, which is mounted on wheels, or is collapsible. Signs on vehicles are permitted provided the Sign is attached or painted on the vehicle and does not