

BRADFORD TOWN SIGN ORDINANCE

This ordinance, adopted by the Bradford Selectboard on this 24th day of July 2014, shall supersede and replace all previous Bradford ordinances regulating signs. The purpose of this ordinance is to control the unplanned and uncoordinated proliferation of outdoor advertising in order to protect the economic, historic, and scenic values of the town and to prevent hazards to users of the roads in town except for signs necessary for public safety and those signs exempted by the ordinance, no person shall erect, display or change the location, or size of an outdoor sign or lighted window sign without first obtaining a sign permit from the Zoning Administrator. The Zoning Administrator may issue a permit for any sign that complies with the provisions of these regulations. All exceptions to these regulations must be approved by the Selectboard. Fines will be not less than \$50.00 but not more than \$100.00 per violation.

1. The following general requirements shall apply to all signs in the Residential I District, especially in regard to Home Occupations I, & II.

- A. Free standing signs shall not exceed eight (8) feet in height to the top of the sign.
- B. No sign shall exceed six (6) square feet in area.
- C. No sign or advertising may remain on a non-operating business more than thirty (30) days after the business has closed.
- D. All temporary signs shall be removed within two (2) weeks of the completion of the event being publicized.
- E. All directional signs at intersections shall be no more than six (6) inches high and twenty four (24) inches (2 feet) in length or one (1) square foot in area.

2. The following general requirements shall apply to all signs in the Lower Plain Commercial (LPC) and Industrial (I) Districts.

- A. All signs shall be erected, displayed or located on the same premises as the activity to which it relates, unless the sign is an official business directory sign regulated by the State of Vermont or a temporary sign giving notice of current events. Temporary signs shall be up no longer than two (2) weeks. Directional signs to places of business or activity shall be no more than six (6) inches high and twenty four (24) inches long or one square foot in area.

B. Affixed or projecting signs shall not exceed four (4) feet above the highest point of a building to which it is attached. The internal edge of any hanging sign shall not extend more than three (3) feet from a building and the bottom edge shall be a minimum of eight (8) feet above the walkway.

C. Free standing signs shall not exceed twenty (20) feet in height above the finished grade.

D. Excessively bright exterior lighting, flashing lights or similar displays where the purpose is advertising are considered signs and are prohibited. No lighted sign shall have the effect of being of such high intensity of glare as to impair the vision of the driver of a motor vehicle. Permissible lighted signs shall be lit only during the hours that the related establishment is open for business.

E. Large, portable or additional signs placed in or on immobile vehicles are prohibited.

F. Neon, flashing and moving exterior signs are prohibited.

G. The total size of the sign area shall not exceed that determined by the following Formula: Linear width, or frontage of the business or store front in feet x .8:

Example: Store with 40' frontage x .8=32 square feet total size of sign area. Unless otherwise approved by the Selectboard. Sign area for other signs, including professional and home occupations, shall not exceed 6 square feet.

H. The total combined on premise sign area of all signs per business lot, or public signs per lot, shall not exceed one hundred fifty (150) square feet, unless otherwise approved by the Selectboard.

I. All signs shall be set back at least one-half the minimum setback distance or equal to the existing setback where such is non-conforming.

J. Every permitted sign shall be maintained in good condition and repair at all times.

K. No sign or advertising may remain on a non-operating business more than thirty (30) days after the business has closed.

3. The following general requirements shall apply to all signs in the Village Residential, Village Historic, Residential/Service and Central Business Districts.

A. An outdoor sign which pertains directly to the use of the premises on which it is to be located shall be considered incidental to such principal use and after issuance of a sign permit is permitted by right in all districts provided it does not exceed six (6) square feet in area nor four (4) feet in height to the top of the sign and is not interior lit.

- B.** Signs in excess of six (6) square feet in area are permitted only in the Central Business District (CBD), Residential/Service District (RS) and are subject to the following, requirements:
- I.** An individual ground floor business may have one or two affixed signs. The total size of the sign area shall not exceed that determined by the following formula:
Linear width or frontage of the business or store front in feet multiplied by .8 (point eight).
 Example: Store with 40' frontage x .8=32 square feet total size of sign area.
 - II.** Business occupying other than ground floor premises may have affixed sign not exceeding ten (10) square feet in area.
- C.** A sign not attached to a building shall not exceed ten (10) feet in height.
- F.** Projecting signs shall not exceed eight (8) square feet in area.
- G.** Affixed or projecting signs shall not exceed four (4) feet above the highest point of the building to which it is attached. The internal edge of any projecting sign shall not be more than two (2) feet from the face or roof of the building and the bottom edge shall be a minimum of eight (8) feet above the walkway.
- H.** Business signs with brand name advertising are prohibited.
- I.** District setback minimums shall not apply to signs
- J.** Large, portable or additional signs placed in or on immobile vehicles are prohibited.
- K.** In all districts, no sign other than official street signs shall be placed, erected or maintained within any street or sidewalk right-of-way, nor shall any sign be placed in such a position as to endanger traffic on a street, either by obscuring a clear vision or confusing official street signs or signals.
- L.** No sign or advertising may remain on a non-operating business more than 30 days after the business has closed.
- M.** In all districts, neon, flashing, oscillating or revolving signs are prohibited, with the exception of traditional barber poles for licensed barbers. This includes signs displayed in windows.
- N.** Permissible lighted signs shall be lit only during the hours that the related establishment is open for business. Maximum allowable sign wattage is 150 watts.

- O. Every permitted sign shall be maintained in good condition and repair at all times.
- P. All signs for which a permit is issued shall be erected within six (6) months of the date of the permit.
- Q. All legally existing permanent signs are grandfathered. Once removed—all signage will be subject to the current ordinance.
- R. Both the property owner and the business owner are responsible for adherence to this ordinance.
- S. All exceptions to these regulations must be approved by the Selectboard.

4. SIGN EXEMPTIONS

Permits shall not be required for temporary signs or real estate signs, providing such signs conform to the requirements of the section

- A. No more than two temporary signs shall be permitted on a lot, nor shall the sign exceed nine (9) square feet.
- B. All exempt signs shall conform to the provisions of Section five through eleven (5-11), Obnoxious Uses section of the Bradford Zoning Bylaws.
- C. Contractors may place one sign, not to exceed fifteen (15) square feet in size, on a lot while construction is being diligently pursued.