

CHAPTER 603

WAYFINDING AND DIRECTIONAL SIGN ORDINANCE

Town of Yarmouth, Maine

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WAYFINDING AND DIRECTION SIGN ORDINANCE

ARTICLE I

A. TITLE

This Ordinance shall be known as the Wayfinding and Directional Sign Ordinance of the Town of Yarmouth, Maine.

B. PURPOSE

The purpose of this Ordinance is to promote the health, safety and general welfare by (1) providing tourists, travelers and other users of the public ways in the Town of Yarmouth with information and guidance concerning public accommodations, facilities, and points of commercial, scenic, cultural, historic, educational, recreational and religious interest; (2) reducing visual distractions which pose a hazard to drivers of motor vehicles and other users of the public ways; and (3) preserving, enhancing and protecting the natural scenic beauty and other aesthetic features of the Town.

C. AUTHORITY

This Ordinance is enacted pursuant to 23 M.R.S.A., Section 1922, as amended and supplemented to date.

D. DEFINITIONS

1. Sign. Sign means any structure, display, logo, device or representation which is designed or used to advertise or call attention to anything, person, activity or place and is visible from any public way.
2. Directional Sign. Directional sign means any Official Public Directional Sign or Official Business Directional Sign as defined herein.
3. Official Public Directional Sign. Official Public Directional Sign means a sign erected and maintained in accordance with the Maine Traveler Information Services Act, 23 M.R.S.A., Sections 1901-1925, which provides a Welcome to Yarmouth.
4. Official Business Directional Sign. Official Business Directional Sign means a sign erected and maintained in accordance with the Maine Traveler Information Services Act, 23 M.R.S.A., Sections 1901-1925, which points the way to public accommodations and facilities for the traveling public, and points of scenic, historical, cultural, recreational, educational, commercial, and religious interest. All such accommodations, facilities, services and points of interest must be located within the Town of Yarmouth and must be of principal uses in Yarmouth as defined in the Yarmouth Zoning Ordinance.

5. Group Sign Board. Group Sign Board means an Official Business Directional Sign which consists of two or more Component Signs.
6. Component Sign. Component Sign means an Official Business Directional Sign which points the way to only one public accommodation, facility, commercial service or point of interest, and is placed within a Group Sign Board.
7. Individual Directional Sign. Individual Directional Sign means an Official Business Directional Sign which points the way to only one public accommodation, facility, commercial service or point of interest, and which is not placed within a Group Sign Board.

ARTICLE II

A. SIGN REGULATIONS

1. Compliance with Ordinance, Statute and Regulations.
No person may erect or maintain any Directional Sign visible from a public way in the Town of Yarmouth except as provided in this Ordinance. All Directional Signs erected or maintained in the Town of Yarmouth shall also comply with the provisions of the Maine Traveler Information Services Act, 23 M.R.S.A., Sections 1901-1925 and any regulations of the Maine Department of Transportation promulgated thereunder.

B. SIZE, SHAPE AND COLOR

1. Official Public Directional Signs shall be 48 inches tall by 48 inches wide and shall bear the words "Welcome to Yarmouth", except upon the recommendation of the Town Manager and approval by the Town Council. All accompanying lettering and iconography shall remain consistent with the Town's branding standards.
2. Group Sign Boards shall be 48 inches tall by 48 inches wide, except upon the recommendation of the Town Manager and approval by the Town Council. A Group Sign Board may be 82 inches tall and 82 inches wide, except upon the recommendation of the Town Manager and approval by the Town Council. Group Sign Boards shall bear the Town's branding standards and may contain two or more Component Signs which shall comply with the requirements of subsection 2 of this Section.
3. Individual Directional Signs and Component shall be 8 1/2 inches tall by 40 inches wide, except upon the recommendation of the Town Manager and approval by the Town Council. They may bear the name of one public accommodation, facility, service or point of interest and directions pointing the way to such public accommodation, facility, service or point of interest. Lettering

shall be on a single line and shall be reflectorized white on a contrasting color consistent with the Town's branding standards.

C. LOCATION

All Directional Signs shall be located on public property. The location of Official Public Directional Signs and Group Sign Boards shall be determined by the Town Manager subject to approval by the Town Council. Location of Individual Directional Signs shall be determined by the Yarmouth Building Inspector, subject to review by the Town Council pursuant to Section III.A.2 of this Ordinance. Individual Directional Signs shall only be located where the traveler must change directions from one public way to another to reach the business.

D. INSTALLATION AND REMOVAL

The Yarmouth Public Works Department will be responsible for installation and removal of Directional Signs in accordance with this Ordinance, unless otherwise indicated by the Yarmouth Town Council. All Directional Signs which do not conform to this Ordinance shall be removed forthwith.

E. INSPECTION

The Building Inspector is responsible for inspection of all Directional Signs.

F. REPAIR AND REPLACEMENT

Any Directional Sign erected pursuant to this Ordinance which is lost, stolen, defaced, or deteriorated shall be repaired or replaced by the Public Works Department upon notification by the Building Inspector. The cost of such repair or replacement shall be charged as provided in Section III.D of this Ordinance.

ARTICLE III

A. PERMITS

1. Application. Any person wishing to have an Official Business Directional Sign erected shall make an application for a permit to the Yarmouth Building Inspector on a form approved by the Building Inspector.
2. Issuance of Permits, Standards. The Building Inspector shall issue a permit if he/she determines that there is a need for such Official Business Directional Sign to guide the traveling public, to avoid confusion, or to reduce or eliminate a safety risk. If the Building Inspector determines that there is no such need, then he/she shall deny the application and forward the same to the Town Manager, who shall place the application on the agenda for the next regular meeting of the Yarmouth Town Council. The Town Council shall then determine whether there is a need for the sign to guide the traveling public, to avoid confusion, or to reduce or eliminate a risk, and shall grant or deny the application accordingly.

3. Limitation on Number of Signs. The Building Inspector shall issue no more than four (4) permits for Individual Directional Signs for any one public accommodation, facility, service or point of interest. The Town Council shall issue permits for such additional signs if it determines that there is a need for more than four (4) Individual Directional Signs to guide the traveling public, to avoid confusion, or to reduce or eliminate a safety risk.

B. FEES

1. Permit Fees. The Town of Yarmouth shall collect an annual fee as follows for each permit issued pursuant to this Ordinance and Chapter 401 of Yarmouth's Code of Ordinances.
2. \$100.00 for each Component Sign.
3. \$100.00 for each Individual Directional Sign.
4. The appropriate fee shall be submitted with each application for a permit or renewal of a permit under this Ordinance.

C. RENEWAL

Renewal. Permits issued pursuant to this Ordinance shall be valid through the 31st day of December of the year of issuance and may be renewed by submitting a renewal application on a form approved by the Building Inspector together with the appropriate application fee to the Building Inspector on or before December 31st of the year of issuance. If, upon the receipt of any renewal application, the Building Inspector determines that there is no longer a need for the sign or signs to guide the traveling public, to avoid confusion, or to reduce or eliminate a safety risk, then the Building Inspector shall deny the renewal request and forward the same to the Town Manager for determination by the Town Council in the manner prescribed in subsection III.A.2 of this Ordinance. Any permit which is not renewed shall expire on the first day of January of the year following the year of issuance.

D. COSTS

The Town of Yarmouth shall provide and pay for Official Public Wayfinding and Directional Signs and the posts and frames of Group Sign Boards. Applicants for permits for Official Business Directional Signs at permitted locations shall pay for the Component Signs to be placed within Group Sign Boards, and the posts, frames and signs for Individual Directional Signs. The costs of erecting Individual Directional Signs and placing Component Signs within a Group Sign Board shall be paid by the applicant.

ARTICLE IV

A. VALIDITY AND PENALTY

1. Validity and sever ability. In the event that any section, subsection or portion of this Ordinance shall be declared by any court to be invalid for any reason, such a decision shall not affect the validity of the other sections, subsections or other portions of this Ordinance.

2. Penalty. Whoever violates any of the provisions of this Ordinance shall, upon conviction thereof, be punished by a civil penalty not to exceed one hundred dollars (\$100.00). Each day of a violation of this Ordinance shall constitute a separate offense.