Article VI. Signs

A. No land or building shall be used for the erection or display of signs other than those pertaining to a use or activity on the premises and then only in such number, style and design as shall be approved in writing by the Board of Selectmen.

B. Signs shall be designed and placed so as to avoid undue distraction, confusion or hazard to the surrounding area or vehicular traffic; or undue adverse impact on the aesthetics or scenic beauty of the community.

This means:

1. Signs shall not project over street rights-of-way or be placed in a location which may interfere with the line of sight or visibility or passage of drivers, bicyclists or pedestrians.

2. Signs involving movement, whether mechanical or air activated, shall not be sited in a manner in which they would cause a distraction for drivers.

3. Blinking or fluttering sign content is prohibited.

4. Lighting must be located, aimed and shielded so as to minimize glare perceptible to drivers, pedestrians, bicyclists, and other passersby on adjacent streets and properties.

5. Lighting must be aimed and shielded so that light is directed only upon the sign face and does not trespass onto adjacent streets, properties or into the night sky.

6. Lighting must be continuous, uninterrupted illumination designed primarily for nighttime informational purposes.

7. All signs intended for use for more than 4 weeks shall be of solid, durable construction.