

ARTICLE 6

SIGN REGULATIONS

It is the purpose of this Article to provide regulations and requirements that supplement the provisions contained under the respective district regulations in Article 4, and may or may not apply in all zoning districts. (Ord. No. 79 eff. May 27, 1974)

SECTION 6.01 PURPOSE

The purpose of this Section is to regulate signs and outdoor advertising so as to protect property values, to protect the character of the various neighborhoods in the City of Chelsea, to protect health, safety and to promote the public welfare.

The principal features of this section are the restriction of advertising to the use of the premises on which the sign is located and the restriction of the total sign area permissible per site. Any sign placed on land or on a building for the purposes of identification or for advertising the use of the land or the building shall be deemed to be accessory and incidental to such land, building or use. It is intended that the display of signs will be appropriate to the land, building or use to which they are appurtenant and be adequate, but not excessive, for the intended purpose of identification or advertisement. With respect to signs advertising business uses, it is specifically intended, among other things, to avoid excessive competition and clutter among sign displays in their demand for public attention. (Ord. No 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

This article also recognizes the unique character of Chelsea's Central Business District and the importance of signs to that character. Chelsea has a unique Central Business District, which should be preserved. The regulations in this Article that apply to the C-5 district are designed to protect that character by promoting the following purposes:

1. Signs should be designed as part of an overall graphics system for the building to which it will be attached.
2. New signs should respect the size, scale, and design of the historic building.
3. New signs should respect adjacent buildings; they should not shadow or overpower adjacent buildings.
4. Sign materials should be consistent with the historic building. (Ord. No. 79-HHHHH eff June 25, 2002)

SECTION 6.02 DEFINITIONS

- A. **Abandoned Sign** - A sign which advertises a bona fide business, lessor, owner, product or activity no longer conducted or available upon the premises where such sign is displayed.
- B. **Billboard** - See "Outdoor Advertising Sign" or "Off Site Sign".
- C. **Business Center** - A group of three or more stores, offices, research facilities, or manufacturing facilities which collectively have common parking facilities.
- D. **Canopy or Marquee Sign** - Any sign attached to or constructed within or on a canopy or marquee.
- E. **District** - Zoning District as established by the City of Chelsea Zoning Ordinance.
- F. **Free-Standing Sign** - A sign supported by a structure independent of any other structure.
- G. **Height of Sign** - The vertical distance measured from the adjacent street grade or upper surface of the nearest street curb other than an elevated roadway which permits the greatest height to the highest point of said sign.
- H. **Identification Sign** - A sign which carries only the name and address of a building, institution or person and/or firm, the major enterprise, of the principal product or service offered for sale on the premises or a combination of these things only to identify location of said premises and not to advertise. Such signs shall be located only on the premises on which the firm or major enterprise is situated, or on which the principal product or services is offered for sale.
- I. **Off-Site Sign (Off-Premises Sign)** - A sign other than an on-site sign.
- J. **On-Site Sign (On-Premises Sign)** - A sign which advertises or identifies only goods, services, facilities, events, or attractions on the premises where located.
- K. **Outdoor Advertising Sign** - A sign, including billboards, upon which the written or pictorial information advertises a use, product service, goods, event or facility located on other premises, and which is intended primarily for advertising purposes.
- L. **Sign** - Any structure or part thereof, or device attached thereto or painted or represented thereon, or any material or

thing, illuminated or otherwise, which displays or includes any numeral, letter, word, model, banner, emblem, insignia, device, code mark or other representation used as, or in the nature of, an announcement, advertisement, direction or designation, of any person, firm, organization, place, commodity, service, business, profession or industry which is located upon any land or in any building, in such manner as to attract attention from outside the premises.

- M. **Temporary Sign** - A sign which is intended to be displayed for a limited period of time in conformance with Section 6.09, Temporary Signs, of this ordinance.
- N. **Wall Sign** - A sign attached to, erected against or painted upon the wall of a building with the face in a plane parallel to the plane of the building wall.
- O. **Window Sign** - A sign installed or painted on a window for the purposes of viewing from outside the premises. This term does not include merchandise located in a window. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

SECTION 6.03 GENERAL SIGN REGULATIONS

No signs or billboards shall be permitted, erected, or maintained, in any district except as provided in this ordinance.

The following regulations shall apply to signs throughout the City of Chelsea. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

A. Illuminated Signs:

- 1. Residential Districts - Only indirectly illuminated signs shall be allowed in any residential district provided such sign is so shielded as to prevent direct rays from being visible from the public right-of-way or any adjacent property.
- 2. Commercial, Office and Industrial Districts - Illuminated signs are permitted in any commercial, office or industrial district providing such sign is so shielded as to prevent direct rays from being visible from the public right-of-way or any adjacent residential property.
- 3. No sign shall have blinking, flashing or fluttering lights or other illuminating devices which have a changing light intensity, brightness or color, or which are so constructed and operated as to create an appearance or illusion of writing or printing, except

that movement showing the date, the time and the temperature exclusively may be permitted. Nothing contained in this ordinance shall, however, be construed as preventing the use of lights or decorations related to religious and patriotic festivities, such as Christmas or the Fourth of July. Beacon lights or search lights shall not be permitted as a sign for advertising purposes.

4. No exposed, reflective-type bulbs and no strobe lights, or incandescent lamps shall be used on the exterior surface of any sign so as to expose the face of the bulb, light or lamp to any public street or adjacent property. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

B. Measurement of Sign Area:

The area of a sign shall be computed as including the entire area within a regular geometric form or combination of such forms comprising all of the display area of the sign and including all of the elements of the matter displayed.

Frames and structural members not bearing copy or display material shall not be included in the computation of sign area. Where a sign has two or more faces, the area of all faces shall be included in determining the area of the sign, except that where two such faces are placed back to back, parallel to one another and no more than 24 inches apart, the area of the sign shall be the area of one face. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

C. Height of Signs:

Except where specified otherwise in this ordinance, no sign shall exceed a height of 25 feet. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

D. Setback Requirements for Signs:

All signs shall be set back from lot lines in accordance with the requirements of the following table:

Sign Set Back Requirements

District	Sign set back	District	Sign set back
AG-1	60 feet	C-1	20 feet
RS-1	30 feet	C-2	10 feet
RS-2	20 feet	C-3	5 feet
RS-3	20 feet	C-4	40 feet
RM-1	25 feet	C-5	none
RM-2	25 feet	I-1	30 feet
MH-1	25 feet	I-2	25 feet

O-1	none	I-3	35 feet
		MC	20 feet

(Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977; amend. by Ord. No. 79-K eff. Oct 13, 1978; amend. by Ord. No. 79-X eff. July 11, 1983) (MC district ordinance approved Jan. 10, 1995)

SECTION 6.04 SIGNS PERMITTED IN ALL DISTRICTS

Subject to the other conditions of this ordinance, the following signs shall be permitted anywhere in the City of Chelsea.

- A. Name, directional and information signs and emblems of service clubs, places of worship, civic organizations, and quasi-public uses shall be permitted on private property with permission of the Zoning Board of Appeals in accordance with Section 6.14 of this ordinance. Each sign shall be not more than three (3) square feet in area, and shall not exceed 8 feet above grade measured to the top of the sign and shall be set back a minimum of ten (10) feet from the property line. In the event that more than one sign is to be placed at one location, all such signs must be consolidated and confined with a single frame.
- B. One announcement bulletin for a place of religious worship shall be permitted on any site which contains a place of religious worship regardless of the district in which located provided said bulletin does not exceed twenty-four (24) square feet in area, a maximum height of six (6) feet and is set back a minimum of ten (10) feet from the property line. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

SECTION 6.05 PROHIBITED SIGNS

Unless otherwise permitted, the following signs are prohibited and shall not be permitted, erected, or maintained within the City of Chelsea (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977):

A. Miscellaneous Signs and Posters.

The tacking, posting or otherwise affixing of signs or posters of a miscellaneous character, except signs warning of a change on the premises and temporary signs, placed in windows not exceeding a maximum area of three (3) square feet visible from a public way, located on the walls of buildings, barns, sheds, on trees, poles, posts, fences or other structures is prohibited unless otherwise permitted by this ordinance. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

B. Advertisements/Displays, Commercial/Industrial Districts

Search lights, twirling signs, sandwich board signs, sidewalk or curb signs, balloons, or other gas filled figures are prohibited, except at the opening of a new business in a commercial or industrial district, for a period not to exceed fourteen (14) consecutive days. Banners and pennant displays shall be permitted in commercial districts only to call attention to a sale or promotion. Said permitted display shall not exceed a period of thirty consecutive days. No more than three (3) banners or pennant displays shall be permitted for any one business during a period of 365 days. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977; amend. by Ord. No. 79-III eff. July 10, 1990)

C. Swinging Signs

Signs which are designed or constructed to move as a result of wind pressure for the purpose of attracting attention. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. 79-F eff. Oct. 18, 1977)

D. Moving Signs

Except as otherwise provided in this Section, no sign or any portion thereof shall be permitted which moves or assumes any motion constituting a non-stationary or fixed condition except for the rotation of barber poles, and except currently licensed vehicles and trailers which have painted upon them in a permanent manner the name of the product which they deliver and/or the name address of the owner. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

E. Parking of Advertising Vehicles Prohibited

No person shall park any vehicle or trailer on a public right-of-way or public property or on private property so as to be visible from a public right-of-way, which has attached thereto or located thereon any sign or advertising device which has the purpose of directing people to a business or activity which is located on the same or nearby property or any other premises, except that currently licensed vehicles and trailers which have painted upon them in a permanent manner the name of the product which they deliver and/or the name and address of the owner shall be permitted. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

F. Abandoned Signs

Signs that advertise an activity, business, product no

longer conducted or available on the premises on which the sign is located, shall be prohibited. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

G. Flags

Flags other than those of any nation, state, or political subdivision or corporate flag are prohibited except as allowed in Section 6.05 A and B, preceding. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

H. Animated Signs

No sign shall be permitted which is animated by means of flashing, blinking or traveling lights or any other means not providing constant illumination. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

I. Unclassified Signs

The following signs are prohibited:

1. Signs which imitate an official traffic sign or signal which contains the words "stop", "go slow", "caution", "danger", "warning", or similar words except as otherwise provided in this Section.
2. Signs which are of a size, location, content, coloring, or manner of illumination which may be confused with or construed as a traffic control device or which hide from view any traffic or street sign or signal which obstruct the view in any direction at a street or road intersection.
3. Signs which contain statements, words, or pictures of an obscene, pornographic or immoral character.
4. Signs which are painted on or attached to any fence or any wall which is not structurally a part of a building, except to identify a residence.
5. Signs which emit audible sound, odor, or visible matter.
6. Roof signs except that a wall sign may extend 4 feet above the top line of the wall to which it is affixed.
7. Signs which are painted directly onto the wall or any other structural part of a building. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

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SECTION 6.06

SIGNS PERMITTED IN ALL RESIDENTIAL DISTRICTS

- A. One identification sign shall be permitted for each public street frontage, for the purpose of identifying a subdivision, multiple-family building development or mobile home park. Each sign shall not exceed eighteen (18) square feet in area. One additional sign advertising "FOR RENT" or "VACANCY" may be placed on each frontage of a rental residential development provided that such sign shall not exceed three (3) square feet in area and be incorporated into the identification sign.
- B. One identification sign shall be permitted for each public street frontage for the purpose of identifying a school, church, public building, or other authorized use or lawful nonconforming use, except home occupations. Each sign shall not exceed eighteen (18) square feet in area. Signs in all residential districts shall be placed flat against a building or designed as part of an architectural feature thereof except that signs may be detached if they do not exceed a height of eight (8) feet nor project into any required building setback area.
- C. One identification sign for a home occupation not to exceed two (2) square feet in area and it shall be attached flat against the front wall of the building.
- D. One identification sign for a licensed day care facility not to exceed three (3) square feet in area and it shall be attached flat against the front wall of the building. Approved day care facilities in all other zoning districts shall conform to the sign requirements of the district. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977; amend. by Ord. No. 79-SSS adopt. Aug. 13, 1991)

SECTION 6.07 SIGNS PERMITTED IN COMMERCIAL, OFFICE AND INDUSTRIAL DISTRICTS

On-site canopy or marquee signs, wall signs, and free standing signs are allowed in commercial, office and industrial districts subject to the following conditions:

- A. Each ground floor business is permitted exterior on-site signs which have a total area in accordance with the following table. The total area of such signs shall not exceed two hundred (200) square feet:

Sign Area Table	
District	Permitted Sign Area
O-1, C-1	1/2 sq. ft. per 1 L.F.* or 24 sq. ft. whichever is greater

C-2	2 sq. ft. per 1 L.F.* or 50 sq. ft. whichever is greater
C-3	2 sq. ft. per 1 L.F.* or 80 sq. ft. whichever is greater
C-4	1 sq. ft. per 1 L.F.* or 50 sq. ft. whichever is greater
C-5	1 sq. ft. per 1 L.F.* or 40 sq. ft. whichever is greater
I-1, I-2, I-3	1 sq. ft. per 1 L.F.* or 80 sq. ft. whichever is greater

*L.F. = linear foot of ground floor frontage on a single public right-of-way.

- B. All signs in the Central Business District C-5 and Office District O-1 shall be wall signs, except as provided for the C-5 District in Section 6.07J. Exceptions shall also be permitted in the C-5 district where the principal use of the lot is the sale of new or used vehicles. (Ord. No. 79-HHHHH eff. June 25, 2002)
- C. No single business shall have more than one free-standing sign for each street frontage and such sign shall not exceed eighty (80) square feet in area. All signs in the C-5 and O-1 districts shall be wall signs except as provided for the C-5 district in Section 6.07J. (Ord. No. 79-HHHHH eff. June 25, 2002)
- D. Not more than two (2) signs shall be allowed for any one business with frontage on a single public street, except a business without ground floor frontage shall be permitted a wall sign to advertise the business, provided that the total area of all exterior signs on any building shall not exceed the total sign area permitted for business in the building having ground floor frontage. Any business with a rear customer entrance shall be permitted an additional identification sign at said entrance not to exceed six (6) square feet in area.
- E. One free-standing identification sign stating the name of a business center and major tenants therein may be erected for a shopping center, office park, industrial park, or other integrated group of stores, commercial buildings, office buildings or industrial buildings. The sign area shall not exceed one (1) square foot per front foot of building on buildings for which it is erected; however, such sign shall not exceed two hundred (200) square feet in area. If the lot fronts on two or more collector or arterial streets, one

such sign may be permitted for each frontage. Individual free-standing signs shall not be permitted where tenants of such business center are under one roof.

- F. Window signs shall be permitted and shall not be included in total sign area computation if said signs do not occupy more than twenty-five 25 percent of the total window area of the floor level on which displayed. Signs placed on the inside of windows which advertise a sale or announce a promotion shall be exempt from these provisions provided such signs are temporary and are not located in said window for a period which exceeds 30 days.
- G. A time temperature sign shall be allowed in addition to the above conditions provided that ownership identification or advertising copy does not exceed ten (10) percent of the total sign area and further provided that the total area of the sign does not exceed fifty (50) square feet.
- H. No canopy or marquee sign shall extend into a public right-of-way except by permission of the Zoning Board of Appeals. In granting permission for such a canopy or marquee sign the Zoning Board of Appeals shall assure that the minimum height of such sign is eight (8) feet measured from the sidewalk surface and does not obstruct pedestrian or vehicular view. The square footage of such signs shall be subtracted from the square footage allowed by Section 6.07 of this ordinance.
- I. One permanent sign for the purpose of advertising gasoline prices when mounted on a free-standing structure, or on the structure of another permitted sign may be installed, provided that clear views of street traffic by motorists or pedestrians are not obstructed in any way. Such sign shall not exceed nine (9) square feet in area. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977; amend. by Ord. No. 79-O eff. Aug. 15, 1979; amend. by Ord. No. 79-X eff. July 11, 1983)
- J. A sign mounted perpendicular to a building wall in the C-5 district will be permitted subject to the following conditions.
 - 1. Each building frontage in the C-5 district shall be permitted one sign mounted perpendicularly to the front wall. Such sign may advertise only the business, products, or services located within the building to which the sign is mounted. A business that occupies more than one building frontage

shall be permitted only one perpendicular sign except corner buildings, in which case the business shall be permitted one perpendicular sign on each street frontage. The area of the perpendicular sign shall be included in the total sign area that is permitted in Section 6.07A.

2. A perpendicular sign shall not exceed 10 square feet and shall not extend more than 36 inches from the front wall of a building located on Main Street and 60 inches from the front wall of a building located on East and West Middle Streets, South Street, and Park Street. Sign thickness may not exceed 12 inches.
3. A sign shall be mounted at a minimum height of 9 feet, measured from the surface of the sidewalk to the bottom edge of the sign.
4. A sign shall not exceed a height of 22 feet, measured from the surface of the sidewalk to the top edge of the sign.
5. Signs shall not be illuminated, either directly or indirectly, and shall not have moving, flashing, or animated parts, except as provided in Section 6.05D.
6. Perpendicular signs shall be constructed of natural wood, metal, or woodlike materials, shall have raised or engraved lettering, and shall be painted or finished in colors that are appropriate for the building and other signs in the C-5 district. Blaze or glowing colors or materials shall be prohibited.
7. No sign may be placed less than 10 feet, measured laterally, from any sign on an adjacent building and shall be at least 5 feet from the ends of the building's frontage wall.
8. Buildings having a frontage on more than one of the following streets may have a sign mounted at an angle of 45 degrees to the building's corner with those streets (Main, Middle, Park, or South Streets). Such signs shall be in place of the perpendicular signs permitted on each street frontage. No part of such sign shall project more than 5 feet from the corner of the building.
9. Signs shall be securely attached to the building wall in a manner that will protect the building's historic fabric and ensure pedestrian safety. Anchors shall penetrate mortar joints rather than bricks. Sign loads shall be properly calculated and distributed.

10. The owner of a building shall be responsible for allocating permitted sign area among tenants operating businesses within that building.
11. A property that is located in the C-5 district on Middle or South Streets and on which the building is setback 10 or more feet from the street right of way line may have one sign located on a post. This sign shall be in place of a perpendicular sign. No part of the sign or post shall be less than one foot from the street right of way line or more than 8 feet high. The bottom of the sign shall be at least 3 feet above grade. The maximum area of the sign shall be 6 square feet. The sign area shall be included in the total sign area that is permitted in Section 6.07A. The sign shall not obstruct driver's vision of pedestrians on the street sidewalks. (Ord. No. 79-HHHHH effect. June 25, 2002)

SECTION 6.08 OUTDOOR ADVERTISING SIGN (OFF SITE SIGN)

Outdoor advertising signs are permitted only in accordance with the following regulations:

- A. Outdoor advertising signs are permitted only on unimproved lots in C-3, I-1 and I-2 Districts, and shall be considered the principal use of such lots. Such signs shall not be placed on a lot with any other building thereon, and no structure shall be placed on a lot whereon such sign is located.
- B. Where two or more outdoor advertising signs are located along the frontage of a street or highway, they shall not be less than one thousand (1000) feet apart. A double face (back-to-back) or a V-type structure where the interior angle of said V does not exceed twenty (20) degrees shall be considered a single sign.
- C. The total surface area, facing in the same direction, of any outdoor advertising sign shall not exceed two hundred (200) square feet. Such signs may be single-face or double-face, but no such sign shall contain more than two faces, signs, or panels.
- D. No outdoor advertising sign shall be more than twenty (20) feet high from ground level, provided however, that the permitted height may be increased to forty (40) feet by the Zoning Board of Appeals, if it can be shown that excessive grades, building interference, bridge obstruction, and similar conditions obstruct views of the sign.
- E. No outdoor advertising signs shall be erected on the roof of

any building, nor have one sign above another sign. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977; amend. by Ord. No. 79-X eff. July 11, 1983)

SECTION 6.09 TEMPORARY SIGNS

Un-illuminated on-site temporary exterior signs may be erected in accordance with the regulations of this ordinance.

- A. In all single-family and two-family districts one sign for each public street frontage advertising a recorded subdivision or development shall be permitted. Each sign not to exceed thirty-two (32) square feet in area. Each sign shall be removed after the sale of ninety (90) percent of all lots or units within said subdivision or development or within two years after date of erection whichever occurs first.
- B. In all multiple-family districts one sign on each street frontage of a new multiple-family development advertising the new dwelling units for rent or sale, not to exceed thirty-two (32) square feet in area shall be permitted. Each sign shall be removed after initial rental or sale of seventy-five (75) percent of the dwelling units within the development or within two years after date of erection, whichever occurs first.
- C. One identification sign shall be permitted for all building contractors, one for all professional design firms and one for all lending institutions on sites under construction, each sign not exceed six (6) square feet overall, with not more than a total of three (3) such signs permitted on one site. If all building contractors, professional design firms and lending institutions combine together in one identification sign, such sign shall not exceed twenty-four (24) square feet, with not more than one sign permitted on one site. All signs shall have a maximum height of 10 feet and shall be confined to the site of the construction, construction shed or construction trailer and shall be removed within fourteen (14) days of the issuance of a certificate of occupancy.
- D. One temporary "opening soon" or "for sale" or other informational sign shall be permitted in all commercial, office and industrial districts for a period not to exceed sixty (60) days. Said sign shall not exceed thirty-two (32) square feet in area and shall be at least ten (10) feet behind the property line.
- E. Banners (Special Event Banners)
Special Event Banners announcing any charitable, educational or religious special event or function shall be permitted in the City along M-52 (North and South Main Streets) on

designated lamp post hangers with the approval of the City Zoning Inspector or the City Administrative Services Coordinator.

An application (letter) shall be submitted to the City a minimum of seven (7) days before the applicant wishes to display the banner(s). The letter shall include the name of the organization sponsoring the event; the event or function to be advertised; the nature of the special event or function to be advertised; the writing and/or printing that will be displayed on the banner(s); and finally the location(s) where the applicant intends to erect the banner(s). Attached to the application (letter) shall be a copy of a current certificate of liability insurance.

The City Zoning Inspector or the Assistant City Administrator shall review the application (letter) for completeness as well as the appropriateness and suitability of the banner(s).

Upon the approval of the City of Chelsea Zoning Inspector or the Assistant City Administrator, the special event banner(s) may be displayed up to 14 days prior to the event or function and shall be removed no more than 7 days after the conclusion of the same.

(Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977; amend. by Ord. No. 79-III eff. July 20, 1990)

SECTION 6.10 EXEMPTED SIGNS

The following types of signs are exempted from all provisions of this ordinance, except for the following standards. No sign erected under this section shall constitute a safety hazard.

- A. Signs of a non-commercial nature and in the public interest, erected by, or on the order of, a public officer in the performance of a public duty, such as directional signs, regulatory signs, warning signs, and informational signs.
- B. Temporary signs announcing any public, charitable, education or religious event or function, located entirely within the premises on which the event or function is to occur, and set back not less than ten (10) feet from the property line. Maximum sign area shall be thirty-two (32) square feet. Such signs shall be allowed no more than fourteen (14) days prior to the event or function and must be removed within seven (7) days after the event or function. If building mounted, these signs shall be flat wall signs and shall not project above roof line. If ground mounted, the top shall be no more than six (6) feet above ground level. Off-site signs for such events and functions are permitted when approved by the Zoning Board of Appeals, in accordance with Section 6.14

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of this ordinance. The Zoning Board of Appeals shall, as a part of any approval, list the number, location and size of such off-site signs.

- C. Names of buildings, dates of erection, monument citations, commemorative tablet, and the like, when carved into stone, concrete or similar material or made of other permanent type construction and made an integral part of the structure. Such sign shall not exceed a maximum area of two (2) square feet for each one (1) foot of building frontage on a public street.
- D. Signs directing traffic movement onto a property or within a property not containing any advertising copy or logo and not exceeding eight (8) square feet in area for each sign. Horizontal directional signs, on and flush with paved areas, may exceed eight (8) square feet.
- E. Temporary real estate directional signs, not exceeding three (3) square feet in area and four (4) in number, showing a directional arrow and placed back of the property line, shall be permitted on approach routes to an open house, only for the day of the open house. The top of such signs shall not exceed three (3) feet in height.
- F. Political campaign signs announcing candidates seeking public political office and other data pertinent thereto except as prohibited in Section 6.05A. Such signs shall be allowed no more than fourteen (14) days prior to the election and must be removed seven (7) days following the election. Such signs shall not exceed thirty-two (32) square feet in area.

Political signs shall be permitted in the public right-of way at the location of the voting place on the day of election only. Such signs shall conform to State and Federal election laws.
- G. One temporary real estate "For Sale" sign located on the property and not exceeding six (6) square feet in area shall be permitted for each lot. If the lot or parcel has multiple frontage one additional sign not exceeding six (6) square feet in area shall be permitted on the property on each frontage. Under no circumstances shall more than two (2) such signs be permitted on a lot or parcel. Such sign(s) shall be removed within seven (7) days following the sale.
- H. Where a building is equipped with a front awning the name and address of the occupant not to exceed three (3) square feet may be placed on said awning. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

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SECTION 6.11 NONCONFORMING SIGNS

No nonconforming sign shall:

- A. Be structurally altered so as to prolong the life of the sign or so as to change the shape, size type or design of the sign.
- B. Be changed unless such change is in conformance with the provisions of this ordinance except words or symbols displayed on such sign may be changed.
- C. Be re-established after the activity, business or usage to which it relates has been discontinued for ninety (90) days or longer except for seasonal business. In the case of a seasonal business such activity, business or usage to which the sign relates shall have been discontinued for a period of two hundred (270) days.
- D. Be re-established after damage or destruction if the estimated expense of reconstruction exceeds sixty (60) percent of the replacement cost as determined by the Zoning Inspector. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-eff. Oct. 18, 1977)

SECTION 6.12 PERMITS AND FEES

- A. Application for a permit to erect or replace a sign or to change copy thereon, shall be made by the owner of the property, or his authorized agent, to the City Zoning Inspector, by submitting the required forms, fees, exhibits and information. Fees for sign permits for all signs erected pursuant to Sections 6.04, 6.06, 6.07, 6.08, and 6.09, shall be established by resolution of the City Council.
- B. An application for a sign permit shall contain the following:
 - 1. The applicant's name and address in full, and a complete description of his relationship to the property owner.
 - 2. If applicant is other than the property owner, the signature of the property owner concurring in subtotal of said application is required.
 - 3. The address of the property.
 - 4. An accurate survey drawing of the property showing location of all buildings and structures and their uses, and location of the proposed sign.
 - 5. A complete description and scale drawings of the sign,

including all dimensions and the area in square feet.

- C. All signs shall be inspected by City Zoning Inspector for conformance to this ordinance prior to placement on the site.
- D. A sign permit shall become null and void if the work for which the permit was issued has not been completed within a period of six (6) months after the date of the permit.
- E. Painting, repainting, cleaning and other normal maintenance and repair of a sign or a sign structure unless a structural or size change is made, shall not require a sign permit.
- F. Signs for which a permit is required shall be inspected periodically by the Zoning Inspector for compliance with this ordinance and other laws of the City of Chelsea. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977).

SECTION 6.13 REGISTRY

The Zoning Inspector shall maintain an up-to-date registry to each sign erected in the City of Chelsea. The registry shall contain the following information:

Location of the sign, names and address of the property owner, advertiser, and individual or company erecting a sign and height, dimensions and face area, and date of placement of the sign. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)

SECTION 6.14 REQUIRED STANDARDS AND FINDINGS

Where permission of the Zoning Board of Appeals for erection of any sign is required by this ordinance, the Board shall review the particular circumstances and facts of any application for each proposed sign in accordance with the following standards and findings, shall hold a public hearing upon such application, give written notice of such hearing by mailing written notice of such hearing at least ten (10) days prior thereto to the owner of the lands, the applicant and publish said notice once in a newspaper of general circulation within the City, hold the hearing thereon, and make a record of the hearing and written findings of the Board approving or disapproving such application. The standards and required findings are:

1. The sign shall be harmonious with and in accordance with the general objective, intent and purposes of this ordinance.
2. The sign shall not be hazardous or misleading to vehicular traffic or pedestrians.

3. The sign shall not be disturbing to exciting neighborhood uses.
4. The sign will be constructed and maintained so as to be harmonious and appropriate in appearance with the existing or intended character of the general vicinity. (Ord. No. 79 eff. May 27, 1974; amend. by Ord. No. 79-F eff. Oct. 18, 1977)