

TOWN OF BRANDON

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March 20, 2013

RE: Section 407 Sign Regulations of the Brandon Land Use Ordinance

Dear Business Owners:

The Town of Brandon adopted revised signage regulations contained in Section 407 of the Brandon Land Use Ordinance. In order for me, as the Zoning Administrative Officer, to ensure compliance by all business owners, I feel it necessary to first take this opportunity to highlight portions of the signage regulations that are currently not in compliance by several Brandon businesses, and to provide you with a copy so that you may take actions necessary to cure any existing violations by April 15, 2013.

A permit is required before any sign is erected, enlarged, redesigned, reworded, substantially rebuilt, or altered in any way. A permit will be issued by the Zoning Administrative Officer after review of a completed application that specifies the legend, size, shape, colors, location, materials, height, supporting structures, lighting, and other information as may be necessary to determine conformance with the sign regulations. The following signs do not require a permit when located on the immediate property and are within the size specifications noted in Section 407(j) of the ordinance and meet the general sign standards:

Residential signs; Non-advertising directional signs placed for direction or safety purposes; Temporary "auction," "lawn sale," "garage sale," and "for sale" signs; Temporary residential real estate "for sale" or "for rent" sign; "For Sale" signs advertising wood and agricultural products; Temporary construction or project signs setting forth information about the construction project; Temporary signs erected by fairs or expositions or signs announcing an auction, campaign drive, or event of a civic, political or philanthropic service or religious organization; and Awning signs.

All signs shall meet the General Sign Standards and Restrictions contained in Section 407(h) of the Ordinance. Specifically, I would like to highlight the following standards and restrictions that some businesses are currently in violation of:

2. *All illuminated signs shall be turned off by 10 p.m. or at the close of business, whichever is later.*
12. *No sign, banner or flag, projecting over a travelled pathway, shall have its lowest point less than eight (8) feet from the normal grade.*

If, after April 15, 2013, your business is found to not be in compliance with the General Sign Standards and Restrictions, you will receive a Notice of Violation.

I would also like to highlight the following **sign restrictions** set forth in Section 407(i):

8. *Sandwich board or portable signs. One (1) per business; maximum of two (2) per lot. Maximum area (one side of a two sided sign) is 10 square feet. Signs should be at least fifteen (15) feet from the travelled portion of the roadway or five (5) feet from the curb, whichever is greater; Except in the Central Business District where sign must be placed adjacent to the curb or on green space, if available. Must be removed each day and stored inside upon close of the business. Note: if the sign is not removed it must be considered freestanding signage and permitted as such.*
9. *Temporary sale or special event banners. One (1) per business. Maximum area 16 square feet. May not extend above the roof line. Permitted only for bona fide sales and special events. Must be located on premises of activity served. A business may not display such banners for a total of more than fourteen (14) consecutive days.*
11. *Window Sign. Sign area shall not exceed 30% of the total window area facing a street. Posters placed in windows for the purpose of advertising products or merchandise for sale shall be considered signage under this section.*

There are additional Exempt Signs that do not require a permit, provided they are within the size specifications as set forth in Section 407(k)(1-16) of the Ordinance. I would like to note that "Open" signs are Exempt Signs under subparagraph (16) provided the sign does not exceed two (2) square feet in area and no more than one (1) per business.

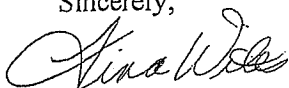
The following signs are **Prohibited Signs and are not allowed:**

1. *Advertising billboards.*
2. *Internally illuminated signs, except "Open" signs not to exceed two (2) square feet in area.*
3. *Signs that have neon flashing, intermittent or moving lights, or move, or have any animated, moving or fluttering parts, streamers, pennants or balloons or similar promotional attention gathering devices, nor may they contain or support any device capable of emitting noise.*
4. *Freestanding signs or sign structures that extend higher than ten (10) feet. Any sign or structure attached to a building that extends higher than the roof or parapet of that building, or on top of a porch or roof.*
5. *No off premises signs.*
7. *Signs on motor vehicles if they are for the purpose of circumventing the provisions of this Ordinance or when the display of such a sign is the primary purpose of the vehicle.*

If, after April 15, 2013, your business is found to have a Prohibited Sign installed or displayed, you will receive a Notice of Violation, except in cases where the prohibited sign was approved by a permit issued under a previous version of the Ordinance.

It is my desire to work with business owners to assist them in complying with the sign regulations. Should you have any questions or concerns about the status of your signage, please do not hesitate to contact me. I may be reached at (802) 247-0227. My office hours are Monday to Thursday, 9:30 a.m. to 1:30 p.m.

Sincerely,



Tina Wiles
Zoning Administrator / C.F.M.

Enclosure (Section 407 Sign Regulations)

Section 407. Sign Regulations

(a) **Purpose.** The purpose of this Section is to: preserve and improve the existing attractive aspects of the Brandon environment; promote the public welfare, convenience and safety of its inhabitants and visitors; conserve and enhance the value of properties; and encourage a suitable style and scale of outdoor advertising.

This Section recognizes the necessity of signs to inform the travelling public and as an aid to local businesses in attracting customers. It also recognizes that neither the travelling public nor local businesses are well served by unlimited signs. It is intended to regulate existing and proposed signs and to ensure 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.

This Section is enacted by the Town of Brandon Select Board under the authority it is granted to regulate signs set forth in 24 V.S.A. Section 4411.

(b) **Definitions.** The following definitions shall apply to the administration and enforcement of this Ordinance, specifically Section 407:

- (1) **Add-on signage** – signs hanging by hooks or similar devices underneath the primary sign in a non-rigid manner.
- (2) **Administrative Officer** – the individual in town government designated by the Town of Brandon Select Board to administer and enforce this Ordinance. The Administrative Officer may delegate his/her authority hereunder to such assistants as may be authorized by the Select Board.
- (3) **Awnings (canopies)** – structures comprised of a fabric and frame attached to a building or a freestanding fabric (or other similar material) and frame that is attached to a building, which structures are used for seasonal and/or advertising purposes, and may or may not contain graphics or sign information for a particular establishment.
- (4) **Banners and Pennants** – signs made of flexible substrate on which copy or graphics may be displayed, affixed to poles, wires or ropes. The flags of a government or non-commercial institution such as a school, “Open” flags, or flags intended solely for artistic, non-advertising purposes shall NOT be considered banners and/or pennants.
- (5) **Business** – an occupant of land, premises, or building, which is found or located within its own separate physical space.
- (6) **Building Front** – the store front or wall of a building abutting or along a public right-of-way.
- (7) **Business Frontage** – a continuous length of building front (storefront) for one or more businesses owned or controlled by the same person.
- (8) **Clustered Signs** – Either a freestanding or façade mounted sign with a number of signs hanging from one post or physically connected to one another.
- (9) **Construction or Project Signs** – any sign erected on a project site prior to or during a construction project.
- (10) **Cut-Out or Cut-Out Letters** – letters, numbers, emblems and symbols which are detached or separately molded from the material from which they were made.
- (11) **Directional Sign** – a sign intended to direct and inform the public as to the location of exits, entrances, service areas, loading and unloading areas, or similar wording of an informational nature. Logos, business names, and commercial messages shall be prohibited on directional signs.
- (12) **Directory Panel** – a flat sign located by a building’s entrance listing two or more on-premises businesses or occupants.
- (13) **Directory Sign** – a freestanding sign (not primarily supported by a building) within a commercial or industrial planned unit development, listing one or more businesses.
- (14) **Façade** – The main face or front elevation of a building.
- (15) **Freestanding Sign** – A sign supported by one or more poles, columns, posts or supports placed in or on the ground and not attached and or supported by any other building or structure.
- (16) **Frontage** – That building elevation that fronts on a public street where customer access to the building is available.

- (17) Gas Station Canopy – used to shelter gas pump station areas from the elements.
- (18) Home Occupation - An occupation carried on within a residential property by residents, which is incidental and secondary to the residential use of the property, and is customary in residential areas, and which does not change the character of the area.
- (19) Illuminated – provided or brightened with artificial light.
- (20) Lot – parcel, tract or area of land occupied by or capable of being occupied by one principal structure and the accessory structures or uses customarily incidental to it including such yard and other open spaces as are required herein. A “lot owner” is the record owner of fee title to the lot.
- (21) Luminescent – any lighting of a sign, produced by the action of electricity in an enclosed gas, such as neon and argon.
- (22) Luminous Material – a material that stores light and glows in the dark. The glow can be described as a weak soft light.
- (23) Non-conforming Sign – a sign which does not comply with this Ordinance, but did comply with all applicable laws, ordinances, and regulations prior to the enactment of this Ordinance, or if applicable, an amendment of this Ordinance.
- (24) Off-Premises Sign – a sign which directs attention to a business, profession, commodity, service or entertainment that is not carried on, sold, or offered on the same site or premises. Posters as defined herein are not considered off-premises signs for the purpose of these regulations.
- (25) On-Premises Sign – a sign which directs attention to a business, profession, commodity, service or entertainment that is carried on, sold, or offered on the same site or premises.
- (26) Outdoor Advertising - any exterior sign, awning, banner, vehicle or other object or painting of a building in a franchise color scheme or unusual colors, or high-intensity lighting, which advertises, calls attention to or directs a person to a business, association, profession, commodity, product, institution, service entertainment, person, place, thing or activity of any kind whatsoever, and is visible from a highway or other public right-of-way.
- (27) Parapet – a low wall along the edge of a roof, and being a portion of the wall which extends above a roofline or cornice, with the exterior to the extension forming a continuous plane with the wall below.
- (28) Portable Sign – Any sign not permanently attached to the ground or to a building or structure attached permanently to the ground. (This shall apply to temporary or sandwich boards).
- (29) Poster – a temporary sign, exhibited no more than four (4) days, and not exceeding three square feet in area, printed, lettered, or drawn on non-permanent cardboard or paper, advertising a specific event or occurrence at a particular time and place. The general intent is to allow individuals reasonable opportunity to advertise events such as yard sales or charitable events, or to place directional signs for special events; not to allow commercial entities to post additional signs not otherwise permitted in these regulations.
- (30) Product Sign – a sign or signs that identifies name brand products sold on the premises (for example “Coca-Cola”, “Vermont Lottery Tickets Sold Here,” “Budweiser”). A sign which states only the name of the establishment, trademark of the establishment (e.g., “I.G.A.,” “B.P. Gas”), and/or the business or activity conducted, is not a “product sign.”
- (31) Projecting Sign – a sign attached or affixed to a building, the readable surface of which is not parallel to the building façade to which it is attached or which projects over eight (8) inches from the façade of the building.
- (32) Public Bulletin Boards – a surface intended for the posting of public messages administered by a public or quasi-public authority.
- (33) Residential Sign - a sign, either on a mailbox, freestanding post, or attached to a house, erected and maintained by an individual which identifies the street number of the house, the name of the occupant, or both.
- (34) Roofline – The point at which the building face stops and the roof or top trim begins.
- (35) Sign – any card, fabric, paper, metal, glass, wood, plaster, plastic, stone or other sign or outdoor advertising device of any kind which displays or includes any letter, word, model, banner, flag, pennant, insignia, device or representation that is designed, used or placed as an announcement, direction or advertisement. The word “placed” as herein used shall include

erected, constructed, pasted, painted, tacked, nailed, glued, stuck, carved, regularly parked or otherwise fastened, affixed, or made visible in any manner whatsoever. Patriotic flags on residential or public institutional property are not signs.

- (36) Temporary Sign – any sign erected for a limited period of time.
- (37) Tenant – a legally permitted occupant of a lot which is found or located within its own separate, physical space and with its own separate entrance.
- (38) Two-Sided Sign – Any sign that has two parallel faces separated by no more than 12”.
- (39) Wall – the surface area of any façade of any side or face of a building, or portion thereof.
- (40) Wall Mounted Sign – A sign on or on a rigid substrate applied directly to the building or within six (6) inches of the building façade.
- (41) Window Sign – Any sign affixed to the inside or outside of a window, or a sign placed within a building so as to be plainly visible through a window or door. This includes “open” signs of any kind and posters as defined in Section 407(b)(29). Window displays of merchandise and small signs five (5) or fewer measuring less than 190 square inches incorporated into such a display shall not be considered window signs.

c. **Permit Required.** No sign shall be erected, enlarged, redesigned, reworded, substantially rebuilt, or altered in any way without a permit issued by the Administrative Officer, with the exception of those signs specifically exempted in Section 407(j) or (k). Permits shall be issued only for signs in conformance with this Ordinance. Application shall be made on the designated form, specifying legend, size, shape, colors, location, materials, height, supporting structures, lighting, and other information as may be necessary to determine conformance with these regulations. Any sign not expressly permitted by, or exempted from, the provisions of this Ordinance is prohibited.

d. **Application for Sign Permit.**

1. Application for Sign Permit shall be made to the Administrative Officer in writing, upon forms prescribed and provided by the Administrative Officer, and shall contain the following information:

- a. Name, address, and telephone number of applicant.
- b. Name, address, and telephone number of person erecting the sign.
- c. Location of building, structure, or land to which or upon which the sign is to be erected.
- d. A detailed drawing, description, or blueprint showing the construction details of the sign and showing the lettering and/or pictorial matter composing the sign, position, method and intensity of lighting, or other extraneous devices, and the method of attachment to the buildings or in the ground. A color sketch of the sign and building as they would appear in relation to each other should also be included on the drawing or blueprint.
- e. Plan showing the position of the sign in relation to nearby buildings or structures and adjoining property and to any private or public street or highway.
- f. Written consent of the owner of the building, structure, or land to which, or on which, the sign is to be erected, in the event the applicant is not the owner thereof.
- g. Such other pertinent information as the Administrative Officer may require to ensure compliance with this Ordinance.
- h. Application must be accompanied by permit fees.

2. Applications for sign permits may be made by:

- a. The person(s) holding legal title to the property in question, or his/her/their legal representative; or
- b. A lessee of the property in question, with the consent of the owner, or his/her/their legal representative; or
- c. An optionee, with a binding agreement pending receipt of a zoning permit or other approval, or his/her/their legal representative.

3. Upon receipt of a Sign Permit Application, the Administrative Officer shall:
 - a. Determine if the proposed sign is in accordance with the provisions of this Ordinance.
 - b. Determine if the application is complete. An application for a sign permit shall not be considered complete unless all applicable permit fees have been paid.
 - c. Determine, by consulting the Official Land Use District Map, the land use district in which the property in question is located.
 - d. Conduct a site visit at his/her discretion prior to making a decision on the application.
4.
 - a. If the proposed sign conforms to the provisions of this Ordinance, the Administrative Officer shall within thirty (30) days of the receipt of the completed application issue a permit to the applicant, and provide the applicant with the necessary public notification poster, and deliver a copy of the permit within three (3) days to the Listers and to all adjoining landowners, and post a copy of the permit within three (3) days in at least one (1) public place in the Town of Brandon for fifteen (15) days.
 - b. If the proposed sign does not conform to the provisions of this Ordinance, the Administrative Officer shall deny the permit within thirty (30) days of the receipt of the completed application and provide the following information to the applicant:
 - i. A statement that the permit has been denied;
 - ii. A statement of the specific reasons for the denial, and
 - iii. A statement of what course the applicant may take to appeal the decision.
 - c. If the application is not within the authority of the Administrative Officer to make a final determination, he/she shall transmit the completed application to the appropriate board or commission for review and decision within thirty (30) days, and give notice that he has done so to the applicant.
5. When an amendment to this Ordinance is pending that would affect an application under consideration, the provisions of 24 V.S.A. 4449(d) shall be followed by the authority empowered to determine whether the application shall be approved or denied.
6. Evidence of an approved sign permit shall be provided to the applicant by the Administrative Officer. This evidence must be publicly displayed at the project site for thirty (30) days after the issuance of the permit, or until the sign installation is completed, whichever is longer.
7. Sign permits shall not be effective until fifteen (15) days after the date of issuance. This delay allows interested parties to appeal any decisions made. If an appeal is actually taken by an interested party, the permit is not effective until the final adjudication of the appeal.
8. Signs shall be installed within two (2) years of the date of permit issuance.

e. Approvals from Administrative Officer. The Administrative Officer may grant a permit for any sign that:

- (a) meets the General Sign Standards set forth in Section 407(h) and the criteria set forth in Section 407(i);
- (b) is in compliance with any existing or contemporaneous permit allowing the sign and any conditions imposed; and
- (c) is in compliance with any other municipal, state, or federal ordinance, including specifically, the Town of Brandon Sidewalk Sign and Display Ordinance.

All other sign permit requests shall be referred to the Development Review Board for review and approval.

If the Development Review Board has previously granted approval for a sign, the Administrative Officer may grant a permit without further Development Review Board approval, for a replacement sign in the same location which meets the provisions of this Ordinance and the Town of Brandon Sidewalk Sign and Display Ordinance, provided the Administrative Officer concludes that there was nothing in the previous approval which was intended to prohibit such a replacement sign.

f. Appeals. See Section 1010.

g. Standards for Development Review Board Review. See Section 1009.

h. **General Sign Standards and Restrictions.** All signs within any Land Use District shall meet the following standards:

1. Signs should be located where they will be most easily read to reduce the size needed for legibility and should be located so as not interfere with or prevent the driver of a vehicle from having a clear and unobstructed view of official traffic control signals, and of approaching, entering, or emerging traffic, and so as not to interfere with pedestrian or vehicular traffic. The Administrative Officer may require the adjustment or relocation of any sign to help ensure vehicular or pedestrian safety. Any sign may designate more than one business or activity.
2. All illuminated signs shall be turned off by 10 p.m. or at close of business, whichever is later.
3. A constant, shielded light source may be used for indirect lighting, provided that the lighting is directed only on the sign surface, preferably from above, and does not adversely affect neighboring properties, rights-of-way, or vehicular traffic. The light source shall not be visible from adjacent properties or roads.
4. Wall signs and projecting signs shall be securely fixed to the wall of a principal structure, and shall not obscure architectural features of the building.
5. All signs shall be constructed of wood, masonry, stone, metal, or alternative materials, compatible with other signs located within the surrounding area or district and all other applicable standards under this Section.
6. Signs shall be repaired and maintained in good condition.
7. No sign shall be located upon a tree, or painted or drawn upon a rock or other natural feature, except that this restriction shall not apply to residential directional signs.
8. No sign may interfere with or imitate or appear to be an official sign or signal.
9. No sign shall be erected or maintained within the Town of Brandon unless the business or occupation it advertises is legally carried on within the boundary limits of the Town of Brandon.
10. No sign is permitted within a public right-of-way or over a public right-of-way except under limited circumstances with Select Board approval.
11. Gas station canopies shall be used to shelter pump station areas from the elements, and not as a landmark or advertisement for the business beyond the canopy sign allowances set forth in Section 407(i)(3). Beyond the area occupied by signs, the canopy shall utilize colors that blend with the gas station itself – i.e., no bright, garish, or company/logo colors to call attention to the canopy. A gas station canopy must be of a height and size which is in scale with neighboring structures, and must not be of a size which is larger than required for its functional purposes (the use of a canopy as a structure for placement of signs shall not be considered a “functional purpose” in this regard).
12. No sign, banner or flag, projecting over a travelled pathway, shall have its lowest point less than eight (8) feet from the normal grade.

i. **Permitted Signs.** Signs are permitted in accordance with the following table:

Type	Number Permitted	Maximum Area	Maximum Height	Restrictions/Comments
		One side of a two sided sign	Measured from the top of the sign to the normal grade of the ground	
1) Free-standing signs	One (1) per lot	24 s.f	10 ft.	May not be “product signs”. May not project more than six (6) inches from supporting framework to which it is mounted. Must be on premises.
2) Add-on signage to free-standing signs.	One (1) “add-on” sign	25% of the principal sign area size, whichever is less, whose area shall be in addition to the allowable sign area.		Must be of the same character and material as the principal sign. Add-on signs authorized and permitted in this subsection may be displayed on a rotating or alternating basis.

3) Gas Station Canopy signage		16 sq.ft.		May be used in place of wall mounted signs on the gas station itself (either/or, not both). Such signs may only have the store name, gas company logos, or the name of the type of gas. Lettering may not exceed 20 inches in height, and signs shall not extend above the top of the canopy.
4) Clustered signs	One (1) common sign identifying the commercial structure and signs for at least two (2) other businesses or uses. One (1) sign for each business in the commercial structure, except in the case of a Planned Unit Development or a multi-lot subdivision with a common entrance. One (1) additional clustered sign shall be allowed at each entrance not visible from one another.	6 sq.ft. for common sign identifying the commercial development, and 4 sq.ft. for each business advertised. 6 sq.ft. for any additional entrance sign identifying . Signage not to exceed a total of 50 sq.ft.	10 ft.	Clustered signs shall be either façade mounted or freestanding. If the signs refer to businesses or uses conducted on a number of adjoining lots, the sign post may be located on any such lot, or on a separate lot adjoining any of such lots. May not include "product signs." Clustered signs shall be in lieu of any other freestanding signs allowed on the lot.
5) Façade (wall-mounted or projecting) signs	One (1) per business frontage except, two (2) per business frontage in Central Business District. Corner lots with business frontage on two (2) streets may have one (1) façade sign on each when such lots are the location of a single freestanding commercial structure not sharing entry or parking facilities with other commercial structures, and the structure is occupied by a single use.	24 sq.ft. each sign except, 36 sq.ft. total signage over two (2) signs in Central Business District, or 15% of business frontage, whichever is less.		May not project more than nine (9) inches from the façade to which it is mounted. May not extend above the roof line. 9 sq.ft. may be devoted to product signs.
6) Directory Panels	One (1) per building entrance	3 sq.ft.		
7) Directory Signs	One (1) per parcel intersection, unless intersections are within sight of each other	1 sq.ft. per business	10 ft.	
8) Sandwich board or portable signs,	One (1) per business ; maximum two (2) per lot	10 sq.ft.		Signs should be at least fifteen (15) feet from the traveled portion of the roadway or five (5) feet from the curb, whichever is greater; Except in Central Business District where sign must be placed adjacent to the curb or on green space, if available. Must be removed each day and stored inside upon close of the business.
9) Temporary Sale or special event banners,	One (1) per business	16 sq.ft.	May not extend above the roof line.	Permitted only for bona fide sales and special events. Must be located on premises of activity served. A business may not display such banners for a total of more than fourteen (14) consecutive days.
10) Flags stating "Open"	One (1) per business	15 sq.ft.	15 ft.	Must be removed when business is closed.
11) Window Sign		Sign area shall not exceed 30% of the total window area facing a street.		Posters placed in windows for the purpose of advertising a product or merchandise for sale shall be considered signage under this section.

12) Home occupations	One (1) per lot	6 sq.ft.	8 ft.	May not be a "product sign".
13) Signs setting forth the name of a permanent residential development	One (1) per public street entrance, unless entrances are within sight of each other.	12 sq.ft.	8 ft.	
14) Signs stating the name of farm operations and establishments engaged in Accepted Agricultural Practices	Two (2) signs mounted or painted on a principal farming operation or agricultural building.	Shall not exceed five (5) percent of the gross façade to which it is attached, or 64 sq.ft., whichever is less.	May not extend above the roofline or the top of the structure.	May not be a "product sign."
15) Public bulletin boards	One (1) per lot	24 sq.ft.	8 ft.	

j. **Exempt Signs.** The following signs do not require a permit when located on the immediate property and are within the size specifications set out below and meet the general sign standards listed above.

Type	Number Permitted	Maximum Area	Maximum Height	Restrictions/Comments
		One side of a two sided sign	Measured from the top of the sign to the normal grade of the ground	
1) Residential sign	One (1) per residence	2 sq.ft.	8 ft.	
2) Non-advertising directional signs placed for direction or safety purposes (e.g. "rest rooms," "telephone," "office," "exit," "falling ice," "fire extinguisher," etc.)	No limit	1 sq.ft.	8 ft.	
3) Temporary "auction," "lawn sale," "garage sale," and "for sale" signs	One (1) per lot (may be placed in private right-of-way serving the lot adjacent to a public highway)	4 sq.ft.	5 ft., unless on a building where it shall not exceed the roofline	May not be in place for more than fourteen (14) days and shall not be placed on utility poles or other public structures.
4) Temporary residential real estate "for sale" or "for rent" sign	One (1) per lot frontage (may be placed in private right-of-way serving the lot adjacent to a public highway)	6 sq.ft.	5 sq.ft.	
5) "For Sale" signs advertising wood and agricultural products	No limit	16 sq.ft.	8 ft.	May not be a "product sign." Product must be produced or processed on-site. Sign shall be removed during the season when the product is not available.
6) Temporary construction or project sign setting forth information about the construction project.	One (1) per lot (may be placed in private right-of-way serving the lot adjacent to a public highway)	24 sq.ft.	8 ft.	Must be promptly removed when construction has been completed.
7) Temporary signs erected by fairs or expositions or signs announcing an auction, campaign drive, or event of a civic, political or philanthropic service or religious organization	One (1) per lot	12 sq.ft.	10 ft.	Signs shall not be maintained for more than twenty-one (21) days. Must be promptly removed when function completed.
8) Awning Signs		Lettering and graphics shall not exceed 75% of the valance (fringe) height and length		Signage only on valance (fringe). Interior lit (backlit) awnings are prohibited.

k. **Additional Exempt Signs.** The following signs also do not require a permit provided they are within the size specifications set out below and meet the general sign standards listed above.

1. Signs on public roads which are erected, maintained and administered by the Town of Brandon or the State of Vermont under Title 10 V.S.A. Chapter 21.
2. Signs located on or in the rolling stock of common carriers.
3. Signs on registered and inspected motor vehicles except those which are determined by the Administrative Officer to be circumventing the intent of this Ordinance.
4. Wall murals intended solely for artistic, non-advertising purposes, that meet the criteria set forth in Title 10 V.S.A., Chapter 21, Section 494(13).
5. Signs related to trespassing or hunting, each not to exceed two (2) square feet in area.
6. Temporary election signs to be posted and removed in accordance with state law.
7. Temporary signs or banners advertising public community events, to be displayed in designated locations on town property, over a roadway, with the permission of the Select Board, which shall be removed immediately following the event.
8. Directional signs, subject to regulations promulgated by the Vermont Highway Department, with a total surface area not to exceed six (6) square feet providing directions to places of business offering for sale agricultural products, or Christmas trees, harvested or produced on the premises where the sale is taking place, or to a farmers' markets that are members of the Vermont Farmers Market Association selling Vermont agricultural products per 10 V.S.A. Section 494(12).
9. Signs, for identification purposes only, with an area not exceeding six (6) square feet in total area, or six (6) feet in height above the ground, and setback at least ten (10) feet from the edge of the travelled portion of a highway, street, or right-of-way, incidental to and maintained by: (a) State or community owned and operated institutions and facilities; (b) Public and private schools and other educational institutions; (c) Public and private hospitals; and (d) Churches, convents and parish houses.
10. Memorial signs or tablets erected by duly constituted governmental bodies.
11. Signs, not exceeding 6 square feet, in area, indicating names of buildings, dates of erection, monument citations, commemorative tablets and the like when carved into stone, concrete, or similar material or made of bronze, aluminum or other permanent type construction and made an integral part of a structure.
12. Window displays and temporary signs on the inside of any storefront window. However, the use of the storefront window as a sign, such as by painting on the glass or by making the window into an internally illuminated sign, shall be considered as a sign subject to this Ordinance.
13. Official traffic control signs.
14. Customary signs on the gas pump island, including company shield or logo on the gas pumps, a gas price sign, a credit card accepted sign, and no smoking or similar required safety information, shall be exempt. However, lighting devices, a canopy, painting of a structure franchise colors or other unusual color, exterior commercial lighting and other forms of outdoor advertising shall be subject to this Ordinance.
15. Public Bulletin boards for official and/or public use located on municipal property.
16. "Open" signs not to exceed two (2) square feet in area and no more than one (1) per business.

l. Prohibited Signs. The following signs are prohibited and shall not be allowed in any District.

1. Advertising billboards. State Act No. 333 entitled "An Act to Provide Services for Tourists and to Regulate Outdoor Advertising," regulates outdoor advertising.
2. Internally illuminated signs, except "Open" signs not to exceed two (2) square feet in area.
3. Signs that have neon flashing, intermittent or moving lights, or move, or have any animated, moving or fluttering parts, streamers, pennants or balloons or similar promotional attention gathering devices, nor may they contain or support any device capable of emitting noise. The prohibition of signs with moving parts shall not apply to traditional barber poles.

4. Freestanding signs or sign structures which extend higher than ten (10) feet. Any sign or structure attached to a building that extends higher than the roof or parapet of that building, or on top of a porch roof.
5. No sign will be allowed off the premises which the sign advertises or serves.
6. Signs on motor vehicles if they are for the purpose of circumventing the provisions of this Ordinance or when the display of such a sign is the primary purpose of the vehicle.

m. **Removal of Signs.** Any sign which no longer advertises an existing business conducted or a product sold on the premises where the sign is located must be removed within thirty (30) days of such discontinuation.

n. **Area of Signs.** The area of all signs shall be computed by taking the total area of the facing, or the total area within the outer edge of any existing border of the sign, except as noted more specifically below:

1. The area of cut-out letters, numbers, emblems and symbols shall be computed by taking one-half the area enclosed within the smallest geometric figure needed to completely encompass all letters, including vertical and horizontal spacing between letters, numbers, emblems and symbols.
2. The area of a directory panel shall be the total area of the sign on all sides including all letters, designs, panels and frames, and the supporting structure if any part of the supporting structure is more than six (6) inches from an edge of the sign.
3. The area of a directory sign shall be the total area of the sign on all sides including all letters, designs, panels and frames, and the supporting structure if any part of the supporting structure is more than six (6) inches from an edge of the sign.
4. The area of a freestanding sign shall be the total area within the perimeter of the sign, excluding the supporting structure. Freestanding signs having two (2) parallel and attached faces shall be considered as one sign, and the area shall be computed for one side only. Freestanding signs having more than two (2) sides, the relevant sign area shall be the sum of all areas on which advertising information is displayed.
5. The area of a two-sided sign shall be calculated for one face only.
6. The boundary of a wall mounted sign shall be considered as the outer perimeter of the smallest combination of rectangles which encloses all letters, symbols, and wall treatments (color, materials, etc.) associated with the sign. The area of a wall mounted sign shall be the area enclosed by the boundary of the sign as defined herein.
7. The area of a sign that consists of individual letters or symbols the area shall be considered the smallest rectangle encompassing all the letters and symbols.

o. **Non-Conforming Signs.** All non-conforming signs shall be brought into compliance with this Ordinance at such time as the non-conforming sign is changed or upgraded, or when there is a change in the use of the property. A person may re-establish a non-conforming sign which has been damaged or destroyed, but only within six (6) months from such damage or destruction.

p. **Enforcement and Penalties.** See Section 1014.

