

Town of Newcastle
4 Pump Street; P. O. Box 386; Newcastle, ME 04553-0386
Tel: (207) 563-3441; Hours: M, T, Th, F 9-5; Wed. 9-1

APPLICATION FOR SIGN

FEE \$30.00 MUST BE INCLUDED WITH THE APPLICATION **PERMIT # _____**

Name of Owner _____ Phone Number _____

E-Mail Address _____

Mailing Address _____

Town _____ State _____ Zip Code _____

Town Tax Map _____ Lot _____ Zone _____

Name and/or Type of Business or Service _____

Mailing Address _____

Town _____ State _____ Zip Code _____

Total of Single Surface Signs currently on premises (sq. ft. _____)

Describe size and type of sign being applied for _____

On premises: _____

Route One directional: _____

Elsewhere: _____

I certify that the above information is true to the best of my knowledge.

Signature of Applicant Date

Date _____ Paid \$ _____ Rec'd by _____

APPLICATION FOR SIGN MUST BE SUBMITTED IN DUPLICATE

Date received by Code Enforcement Officer:

- () Application denied
- () Application approved
- () Requires Design & Review Permit
- () Application approved with following conditions: _____

Date _____

Code Enforcement Officer

4 Pump St., P.O. Box 386
Newcastle, ME 04553-0386
Telephone: (207) 563-3441
Fax: (207) 563-6995



Hours: Mon., Tues., Thur., Fri.
9:00 AM – 5:00 PM
Wednesday 9:00 AM – 1:00 PM

The Town of Newcastle has a Sign Ordinance restricting size, location and number of signs. A sign permit must be approved by the code enforcement officer before the placement of any signs.

Attached is a sign permit for you to fill out and return to the town office for approval. The fee for the permit is \$30. Thank you.

A handwritten signature in cursive script that reads "Lynn Maloney".

Lynn Maloney
Town Clerk
Town of Newcastle

Any questions, please contact the code enforcement officer:

Stanley Waltz
Code Enforcement Officer &
Local Plumbing Inspector for
The Town of Newcastle

Cell Phone: 380-9873
Home Phone: 832-7351

File: Sign letter.doc
Folder: Code Enforcement

EXCERPT FROM LAND USE ORDINANCE

CHAPTER XIII GENERAL STANDARDS OF PERFORMANCE

H. SIGNS

1. Billboards shall not be permitted within the Town. All signs in the Town must comply with these standards:
2. Residential uses may display on the premises a single sign not over six (6) square feet in single surface area relating to uses, goods sold or services rendered on the premises or the sale, rental or lease of the premises.
 - a. Identification signs indicating the location of or direction to a private dwelling may be erected on the owner's property. Such signs shall not exceed four (4) square feet in single surface area.
 - b. Information signs such as No Trespassing, Private Way, Keep Out, or No Hunting are permitted on private land.
3. Each lot may display free-standing or attached signs, identifying uses or goods sold or services rendered on the premises aggregating a maximum of one hundred (100) square feet in advertising space. (Signs promoting brand name products shall be included in the total when computing sign size.)
 - a. Free-standing signs shall not extend to an elevation greater than twenty (20) feet above the level of the ground upon which they are erected.
 - b. An attached sign shall not extend more than five (5) feet beyond the structure.
 - c. An attached sign or supporting structure shall not extend more than ten (10) feet above the level of a flat roof or the level of the eaves on other types of roofs.
 - d. A sign may not obstruct vehicular or pedestrian traffic.
 - e. Window signs shall not be included in calculating advertising space.
 - f. Temporary signs not used more than two (2) weeks in a year shall not be included in calculating advertising space.
 - g. "Open" flags, real estate signs and signs required by law shall not be included in calculating advertising space.
 - h. The display of products sold on the premises shall not be included in calculating advertising space. A sign attached to such a display shall be included in calculating advertising space.
4. All signs may be illuminated only by shielded, non-flashing lights. All illumination shall be designed and installed so as to prevent direct lighting or glare onto public ways or adjacent properties. Animated and internally illuminated signs are prohibited.
5. The Planning Board may increase the maximum allowable advertising space for any lot as follows:
 - a. For a use or lot fronting on U.S.Route1.
 - (1) When multiple businesses occupy a single lot, the lot may be given permission by the Planning Board to erect a multiple business sign in

- addition to the signs allowed under subparagraph 3, provided that the owner submits and receives approval for a common signage plan.
- (2) The plan may increase the lot's maximum total advertising space by up to an additional twenty (20) square feet of advertising space for each additional business. No free-standing sign on the lot may exceed one hundred (100) square feet.
 - (3) The plan shall specify standards for consistency on all signs with regard to:
 - (a) color scheme;
 - (b) lettering or graphic style;
 - (c) lighting;
 - (d) location of all signs;
 - (e) materials;
 - (f) sign proportions; and
 - (g) scale
 - (4) The common signage plan must meet the following:
 - (a) The proposed signs will be compatible with the design of proposed or existing buildings and signs, the site and surrounding properties;
 - (b) The proposed signs will not adversely affect abutting lot owners;
 - (c) The proposed signs will not adversely affect scenic values or traffic flows or patterns;
 - (d) The proposed signs will not have a detrimental effect on the general health, safety or welfare of the area or the Town as a whole; and
 - (e) The unique physical circumstances of the structures or lot prevent or unreasonably limit the ability of the lot owner to install signs in conformity with this subchapter.
 - (5) The Board shall limit increases as strictly as possible, and shall not grant an increase of more than two hundred (200) square feet of total advertising space for a lot.

6. The following definitions apply:

Advertising space - That combined area of signs used for promotion or display on a single lot. For a free-standing sign, the advertising space includes all of the one (1) side or surface facing the most traveled right of way, including any decorative or architectural part of the structure, but shall not include exclusively structural elements such as posts or braces. For attached signs, the advertising space shall be that area visually defined and set-off for the sign by color or an architectural device such as framing. If lettering or symbols are used without a defining space, the advertising space shall be defined as the outer perimeter encompassing the letters or symbols of the message. In calculating advertising space, the area of all signs on a lot shall be combined.

Attached sign - A structure with a primary use as a building, dwelling, or accessory building, which also bears a sign. It shall include awnings, canopies, and projecting signs, used in part for advertising.

Business - A separate independent legal entity with a unique tax identification number, and an independent business operation.

Free-standing sign - A structure with a primary use as a sign.

Multiple business sign - A free-standing permanent sign advertising multiple businesses located on a single lot.

Permanent sign - A sign permanently attached to the ground or a structure or permanently painted or marked on a structure, and intended to remain for the foreseeable future.

Temporary sign - A sign that may be moved without structurally altering a structure or without significant ground disturbance. It includes portable signs and signs that may be easily and quickly placed in the ground without significant ground disturbance. It also includes "sandwich signs", banners, pennants, flags and similar devices.

Window sign - A sign inside a structure that may be seen from the exterior.

7. All signs shall comply with Article XVI of the National Building Code as amended, "Signs and Outdoor Display Structures."
8. Each off-site business directional sign must comply with the following requirements:
 - a. A sign may only provide direction to a business or service with an office or place of business in Newcastle, except a sign located on U.S. Route 1 may be for a location outside Newcastle within five (5) miles, straight line air distance, of that sign, if a sign position is available. Newcastle businesses shall have first priority for available sign positions.
 - b. A business or service may place no more than two (2) signs (one (1) on each side) on U.S. Route 1, and for Newcastle businesses no more than two (2) additional directional signs elsewhere within the Town. Out-of-town businesses which are allowed to place signs and which are located on the River Road, State Routes 213, 215 or 218 or in Nobleboro, may place one additional sign, as space is available, and to the extent necessary to direct travelers from the main traveled road, either:
 - (1) At the intersection of the West bound exit ramp from U.S. Route 1 at the Mills Road;
 - (2) On the River Road exit from U.S. Route 1 at the intersection with River Road;
 - or
 - (3) At the single designated location on the River Road, between its intersections with the main East bound exit ramp from U.S. Route 1 and its intersection with the Mills Road and Academy Hill Road.
 - c. A sign located on U S Route 1 must be either 16"x72" or elsewhere, must be 12"x48".
 - d. A large sign (16"x72") must be reflectorized and be the State standard dark blue background with white letters or numerals. The smaller sign (12"x48") may be any color, but may not be reflectorized or fluorescent.
 - e. A sign post must:
 - (1) On U S Route 1:
 - (a) Contain no more than three (3) signs;
 - (b) Be at least two-hundred fifty (250) feet from the appropriate intersection and from another sign post; and
 - (c) Total no more than five (5) posts per direction per intersection.
 - (2) Elsewhere, be placed with the approval of the Code Enforcement Officer in an appropriate location to achieve the following:
 - (a) Have a minimum effect on scenic beauty or aesthetic features;
 - (b) Be as close as possible to property boundaries;

- (c) Minimize the obstruction of the view of and from existing buildings;
 - (d) Be at or near an intersection;
 - (e) Have no more than one (1) post in each direction at each intersection; and
 - (f) Have a maximum of five (5) signs per post.
9. Except as limited above, all off-site business directional signs in Newcastle must be constructed in accordance with the current State regulations.
10. All signs require a permit from the Code Enforcement Officer. For off-site business directional signs, this permit must be attached to the State application. The applicant shall submit the following information to the Code Enforcement Officer, together with the application fee:
- a. Name of Business.
 - b. Tax map and Lot number.
 - c. Land Use Code District.
 - d. Total square feet, single surface area, of all existing signs on lot.
 - e. Total square feet, single surface area, of all proposed signs on lot.
 - f. Location of proposed sign.
 - g. Height of proposed sign.
 - h. Method of illumination.
11. A sign existing on the effective date of this Ordinance shall be required to meet these standards.