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Permitted Temporary On-Site Business Signs

(Ordinance chapter 225-33)

For any operating business that is not a non-profit organization, other than permanent signs, there are two types of legal temporary type signs that can be displayed; Sandwich Board and Banner. It is important to note that these signs are not permitted in all zones and any temporary sign displayed that is not a permitted sandwich board or banner is in violation of the sign ordinance. Not all signs are “signs” by the definition contained in the ordinance; the Town only regulates signs that fall under the definition.

“**SIGN:** An object, device or structure, visible from a public way, or functionally visible from a neighboring property (visible and legible from the property line at any point up to 6 feet above finished grade), with a name, identification, description, display, notification or illustration which is affixed to, painted or represented directly or indirectly upon a building, structure, parcel or lot and which relates to an object, product, place, activity, person, institution, organization or business on the premises.”

- ❖ The key terms from the definition are; “visible from a public way” and “relates to an object, product, place, activity, person, institution, organization or business on the premises”. Basically, if the sign can be seen from a public way and is other than a generic message, it is a regulated sign.

HELP WANTED SIGNS

These are not signs as defined *unless* they contain something tying the message to an object, product, place, activity, person, institution, organization or business. If a help wanted sign is a sign as defined, it is a temporary sign subject to the ordinance as a sandwich board or banner. In all cases, whether regulated or not, these signs must be located on the property needing the help.

SANDWICH BOARD

In the sign ordinance, sandwich board signs are regulated by section D13 and the consolidated sign table. These signs are only allowed in the Commercial, Lower Village and Middle Village sign zones. In these zones, a business may display a **SINGLE** sandwich board sign, up to 6 square feet, daily provided it is removed nightly. These signs are defined as:

SIGN, SANDWICH BOARD: A two-sided sign, typically shaped like an "A" and hinged at the top, that is made of wood or materials that appear to be wood and is not attached to the ground.

Q: How many Sandwich Board signs can a business display?

A: One provided it is permitted in the zone

Q: We have a flat panel sign that is not hinged at the top, is this permitted?

A: Yes. A hinged "A" frame is a typical type of sandwich board but not a requirement

Q: Can a sandwich board sign be the type that is supported by pushing it into the ground?

A: No. By definition, the a sandwich board sign cannot attach to the ground

Q: Can these signs be constructed from lightweight material?

A: Yes. Provided the material appears to be wood

Q: Can the sign be displayed off of the business property, on the sidewalk or in the street right of way?

A: No. This would be in violation of section C3 of the sign ordinance

Q: I would like to leave the sandwich board out overnight to advertise our specials, is this permitted?

A: No. Section D13 of the sign ordinance states the sign shall be removed nightly

BANNER

In the sign ordinance, banners are regulated by section B14 and the consolidated sign table. With the exception of the Residential and Middle Village sign zones, a **SINGLE banner up to 50 square feet in area** is allowed provided the total signage, including the banner, for the business does not exceed what is allowed in the zone. The ordinance does state that a permit is required every 90 day period a banner is displayed but at this time we are not requiring them.

What types of materials are allowed to construct a banner and still have it considered a banner under the ordinance is an area we routinely get questions on. The definition of a banner is:

“SIGN, BANNER: Any sign of lightweight fabric or similar material having no permanent frame and which is mounted to a pole, building or other object.”

- ❖ This suggests the material must be “of lightweight fabric” but goes on to include “similar material”. For a sign to be a banner in the context of the ordinance, it must be made of lightweight fabric or a similar material with no permanent frame. For the purpose of this ordinance, lightweight means any sign able to be easily moved by a single average person and permanent frame means a frame that is mechanically fastened to a building or other fixed object on the property

Q: How many Banners can a business display?

A: One provided it is permitted in the zone

Q: We have a lightweight sign that is easily moved by a single average person but does not look like a traditional banner. Can this be considered a banner?

A: Yes

Q: We have a sign that is NOT easily moved by a single average person. Can this be considered a banner?

A: No. This would be considered a Temporary sign; these are not permitted in any area of Town

Q: Does a banner that reads “OPEN” count as the single allowed banner?

A: No. An “open” message has historically been considered by the Town to be a generic message and not a form of advertising.

Q: Does a banner that reads “SALE” count as the single allowed banner?

A: Yes. A “sale” message relates to the objects and products for sale at the property and is considered a form of advertising. This would likely apply to any message other than “open”

Q: I have a lightweight sign that is inflated and moves by the action of a built in fan. Is this allowed as a banner?

A: No. This is a Movable sign because the fan action is designed to make the sign change position as opposed to a flag that moves under natural conditions. Moveable signs are not allowed in any zone.

Q: I have a lightweight sign that is inflated by a built in fan and is stationary. Is this allowed as a banner?

A: Yes

Q: Are streamers and pennants regulated banners?

A: If they do not contain advertising messages, business or product logos; No

Q: Is a banner with a logo regulated?

A: Yes. The logo is a form of advertising.

Q: Are there any limitations as to how a banner can be mounted to the property or building?

A: No. Means of attachment to the premises is not restricted

Q: Can a banner be a lightweight sign that is supported by pushing it into the ground?

A: Yes.

Q: Can a banner be displayed off of the business property?

A: No. This would be in violation of section C3 of the sign ordinance

