

ARTICLE III - SIGN ORDINANCE [6-2011]

1. PURPOSE

The purpose of regulating signs is to promote and protect the public health, safety and welfare by regulating existing and proposed signs of all types; to protect property values; enhance and protect the physical appearance of Wiscasset; to provide non-residential properties with opportunities to advertise while providing a more enjoyable and pleasing community; to reduce sign or advertising distractions and obstructions that may contribute to traffic accidents; to reduce hazards that may be caused by signs overhanging or projecting over public right of ways; and to create and foster a more stable and attractive roadside environment.

2. APPLICABILITY

No person shall erect any sign that is visible from a public way, other than an official traffic sign, except in conformance with this ordinance.

3. PERMIT AND PERMIT FEES

- 3.1 The erection, placement or installation of any sign, excepting Exempted Signs noted in this Ordinance (Section 7), requires a sign permit from the Sign Control Officer. A permit is required for each new sign.
- 3.2 When applying for a Sign Permit, the applicant shall pay a sign permit fee established by the Selectmen. The fee shall be noted on the sign permit application.

4. DEFINITIONS

Advertising Sign: A sign the primary purpose of which is to make known a product, service or other marketable goods available on the premises.

Applied Sign: A sign painted or applied to the exterior building surface, including all lettering and symbols and background coloring other than the color of the building.

Awning Sign: A sign affixed to or part of an awning which directs attention to a business, industry, profession or service conducted on the premises where the sign is displayed.

Banner: A sign of temporary construction made of vinyl, canvas, or similar flexible material.

Business Directional Signs: A sign erected and maintained in accordance with this Ordinance and Title 23 MRS § 1901-1925, to indicate to the traveling public the route

and distance to public accommodations, facilities, commercial services, and points of scenic, historical, cultural, recreational, educational, and religious interest.

Canopy Sign: A sign mounted on, detached or integral to a permanent, horizontal cover over a freestanding structure.

Decorative Banners, Flags and Pennants: An outdoor banner, flag or pennant that is ornamental and complementary to a property and does not include letters, words or numbers.

Directory Board: A wall sign affixed to a building containing name identification for two (2) or more activities or businesses located in a single building or group of buildings.

Electronic Message Display Board: A message board in which one or more illuminated characters in a display may be changed by electronic means.

Free-Standing Sign: An outdoor sign which is directly and permanently supported and physically separated from any other structure.

Flag “Open”: A flag that has only the word “open” and no other lettering or numbering.

Iconic Signs: Those signs which are traditionally accepted pictorial symbols conveying the nature of the business, such as barber poles, eyeglasses, boots, and mortar and pestle. They are normally constructed in heavy relief or are three-dimensional.

Marquee Sign: A sign on or attached to a permanent overhanging shelter that project from the face of the building, such as a theatre or business, and is supported entirely or partially by the building.

Neon Sign: Tubing using neon, another gas, or a technology simulating neon such as light emitting diodes (LED), to spell the name of a business, promote a product or convey information.

Off-Premises Sign: Directs attention to a business, industry, profession or service not conducted on the premises where the sign is displayed.

On-Premises Sign: Directs attention to a business, industry, service or profession conducted on the premises where the sign is displayed.

Parallel Sign/Flush Mounted Sign: A wall-mounted sign parallel to the exterior building surface, extending not more than six inches from that surface.

Pennant: An all-weather device constructed of lightweight plastic, fabric, or other material, which may or may not contain text, suspended from a rope, wire, or string, usually in series, designed to move in the wind.

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.

Portable Sign: A sign not designed or intended to be permanently affixed into the ground or a structure.

Projecting Sign: A sign that is wall-mounted, and extends more than six (6) inches from the building surface.

Public Notice Sign: A sign the primary purpose of which is to display information of a civic, social, or religious nature. Such a sign may have a surface which allows the use of removable letters.

Roof Sign: A sign erected or constructed wholly upon or over the roof of any building with the principal support on the roof structure.

Shopping Center: A group of two (2) or more retail stores and/or offices which share adjacent off-street parking facilities.

Sign: An object, device, display or structure or part thereof that is used to advertise, identify, display, direct, or attract attention to an object, person, institution, organization, business, project, service, location, or event by any means including words, letters, figures, designs, symbols, fixtures, colors, or projected image.

Sign Area: Sign area includes all lettering, wording and accompanying design symbols, together with the background on which they are displayed. Painted or applied sign area includes any background color of a different color than the color of the building or transparent surface. Where lettering and/or symbols of an applied sign are painted or applied on the surface of a building or glass, the area is considered to be that area within a line drawn around the outside of all letters and symbols. Only one side of a sign shall be counted when determining the size of two sided signs.

Temporary Advertising Sign: A sign relating to a specific sale of products or other similar advertising announcements such as the opening of a new business. This includes signs mounted to the interior or exterior of windows and glass doors.

Temporary Sign (for Temporary Businesses): A sign that may be moved without structure alteration or with minimal ground disturbance. It includes portable signs and signs that may be quickly placed on the ground with minimal ground disturbance.

Traffic Control Sign or Device: An official route marker, warning sign, sign directing traffic to or from a community, bridge, ferry or airport, or sign regulating traffic, which has been erected by officers having jurisdiction over the public way.

Wall Signs: An outdoor sign which is attached flat, painted on, or extends less than six (6) inches from the building surface.

Window Sign: A sign placed, painted, or affixed to the interior or exterior window or the glazed portion of a door that is visible from the building exterior.

5. NON-CONFORMANCE (EXISTING SIGNS)

5.1 The use of any sign lawfully in existence at the time of adoption of this Ordinance may continue for no more than three (3) years although the sign does not conform to the provisions of this Ordinance. All signs shall be brought into conformance with this within three (3) years from the date of adoption of this ordinance.

5.2 Normal maintenance and repairs are permitted, but the sign shall not be altered, enlarged or rebuilt except in conformance with this Ordinance. See Section 17 of this Ordinance, Maintenance and Removal.

6. PROHIBITED SIGNS

6.1 The following signs shall not be permitted:

- A. Off premises signs, except for Business Directional Signs and Temporary Signs.
- B. Signs which prevent free ingress and egress from any door, window, fire escape or interfere with pedestrian and vehicular movement.
- C. Signs on trees, utility poles, on fences or on official traffic control signs or devices.
- D. Signs that by reason of size, location, content, coloring or manner of illumination, obstruct the vision of drivers or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on public streets and roads.
- E. Except for official traffic control signs or devices, signs that make use of words as "Stop," "Look," "One Way," "Danger," or any similar words, phrases, symbols, lights or characters in such a manner as to interfere with, mislead, or confuse traffic.
- F. An obsolete sign which ceases to advertise a bona fide business conducted or a product sold on the premises after six (6) months of a business closure or six (6) months after a product is no longer sold.

7. EXEMPTED SIGNS

- 7.1 The following signs do not require a permit and are permitted in all zoning districts:
- A. Yard sale/garage sale signs provided they do not interfere with pedestrian and vehicular movement, do not exceed four (4) square feet in sign area and are erected for no more than five (5) days. Yard sale/garage sale signs shall be removed by the person posting the sign within twenty-four (24) hours of the final day of the sale.
 - B. Signs placed upon work under construction or renovation to be removed within thirty (30) days of completion of the job.
 - C. Real estate signs not exceeding eight (8) square feet in sign area per lot which advertise the sale, rent or lease of the premises upon which they are located.
 - D. Sign bearing the name of property owner/tenant, house/apartment number or other identification in conformance with the Wiscasset Street Naming and Addressing Ordinance, without any commercial or business advertising connotations.
 - E. Governmental identification, informational, directional, and public safety signs.
 - F. Traffic control signs or devices.
 - G. Signs relating to trespassing or hunting, not exceeding two (2) square feet in sign area for each sign.
 - H. Political signs provided they conform to state requirements.
 - I. Signs solely indicating entrance or exit not exceeding three (3) square feet in sign area and containing no advertising material.
 - J. Trail markers, historic, preservation, or cultural signs as approved by the Wiscasset Sign Control Officer.
 - K. Signs indicating open, closed and hours not exceeding two (2) square feet in sign area.
 - L. Community, Charitable/Non-Profit fundraising event signs provided the sign is erected for no more than fifteen (15) days before the event and does not exceed thirty-two (32) square feet in sign area. Community, Charitable/Non-Profit fundraising event signs shall be removed within twenty-four (24) hours of the final day of the event.

- M. Flags of any nation or governmental subdivision.
- N. Religious symbols.
- O. Signs painted on or affixed to a vehicle which is related to the business. Such vehicles must have legal, up to date registration to the business or business owner.
- P. Signs which provide direction or instruction and are located entirely on the property to which they pertain, such as restroom, parking entrances, exit signs, and bearing no commercial matter.
- Q. Merchandise for sale in the form of a sign.
- R. Flags that state “open” (no more than one per business).
- S. Vending machine signs.
- T. Signs located on fuel pumps displaying the price of fuel.
- U. Decorative banners, flags and pennants that are not permanently affixed to a building or structure or permanently secured to the ground and do not exceed forty (40) square feet in combined total allowable sign area. Except in the Downtown Sign District they shall not exceed twenty (20) square feet in combined total allowable sign area. Banners, flags and pennants that include letters, words or numbers, except those that state “open”, are not exempt.

8. REGULATIONS APPLICABLE TO SIGNS IN ALL DISTRICTS

- 8.1 No sign, except exempted signs, shall be erected before obtaining a permit.
- 8.2 All signs must be stationary and permanently installed except where exempted or otherwise noted by this Ordinance. No sign may be erected or maintained on trees or painted or drawn upon rocks or other natural features.
- 8.3 No sign may have any animated or moving parts, except barber poles and clocks.
- 8.4 Illumination of Signs
 - A. No sign shall be illuminated by intermittent light.
 - B. Externally Illuminated Signs
 - i. Light fixtures illuminating signs shall be carefully located, aimed, and hooded or shielded to prevent direct illumination of public streets or abutting properties.

- ii. Light fixtures illuminating signs shall be of a type such that the light source (bulb) is hooded or shielded and not directly visible from adjacent public or private streets or properties
- iii. To the extent practicable, fixtures used to illuminate signs shall be top mounted and directed downward (i.e. below the horizontal).

C. Internally Illuminated Signs

- i. In order to prevent internally illuminated signs from becoming light fixtures, such signs shall consist of light lettering or symbols on a dark background. The lightness or darkness is a function of the luminous transmittance of the translucent surface material, and the light source. The higher the luminous transmittance, the lighter the color.

- 8.5 Projecting signs shall maintain minimum height clearance of 8 feet above ground level.
- 8.6 Free standing signs located within thirty (30) feet of street corners, and set upon the ground, shall be no more than three (3) feet in height or if set on posts shall be supported by not more than two posts.
- 8.7 On-premise signs shall be located within one-thousand (1,000) feet of the principal building where the business or facility is carried on or practiced or within one-thousand (1,000) feet of the point of interest. Storage areas, warehouses and other auxiliary structures and fixtures are not deemed to be buildings where the business, facility or point of interest is carried on or practiced.
- 8.8 Wall signs shall not alter or obscure architectural details or obstruct openings.
- 8.9 Only one free standing sign is permitted per lot.

9. OFF-PREMISES BUSINESS DIRECTIONAL SIGNS

- 9.1 All Business Directional Signs within the Downtown Sign District shall meet the following specifications:
 - i. Size: 31 inches long by 7 inches wide including a top and bottom frame.
 - ii. Lettering: not more than two inches or less than one inch high in Block, Roman or Old English.
 - iii. Base: 1/2 inch or 3/4 inch board or overlaid plywood.
 - iv. Color: Black letters on white background.

v Appearance: Neatly lettered and with a professional appearance.

9.2 All other Business Directional Signs shall comply with the Maine Department of Transportation regulations 17-227-200 pertaining to Official Business Directional Signs and 23 MRSA Sections 1901-1925, as the same may be amended from time to time.

9.3 Placement

- A. No business is permitted more than one Business Directional Sign at any one intersection approach.
- B. Each place of business is permitted a maximum of four (4) Business Directional Signs. Double-sided signs with equal and parallel faces may be considered as one sign. No more than two (2) Business Directional Signs per business are allowed in the Downtown Sign District.
- C. Business Directional Signs shall be located so as to avoid conflict with other signs and to have the least possible impact on the scenic environment.

9.4 Installation and Maintenance

- A. All Business Directional Signs shall be provided by the business owner or applicant, and shall be installed by the applicant at locations approved by the Board of Selectmen or the Sign Control Officer and on the posts provided by the Town.
- B. A sign permit shall be obtained before any Business Directional Sign is installed.
- C. Business Directional Signs, which become defaced or damaged, shall be replaced by the owner.
- D. Owners of Business Directional Signs which are no longer applicable because of business name changes, business relocations or any other reason shall remove their signs within thirty (30) days from the date at which the sign becomes inapplicable.
- E. Any Business Directional Sign which is not properly maintained by the owner, or which is no longer applicable, may be removed at the owner's expense by the Town after written notification.

10. SIGNS FOR TEMPORARY BUSINESSES AND TEMPORARY ADVERTISING SIGNS

- 10.1 Signs for Temporary Business. Signs for Temporary Businesses, excepting those listed in Section 7, require a permit from the Sign Control Officer. A business or individual will be allowed such a sign for no more than ninety (90) consecutive days during a three hundred sixty-five (365) day period and shall be removed by the person posting the sign. Signs for Temporary Businesses sign area shall not exceed twelve (12) square feet and no more than two (2) signs are allowed per business.
- 10.2 Temporary Advertising Signs. Temporary Advertising Signs, excepting those listed in Section 7, require a one-time yearly permit from the Sign Control Officer. A business or individual will be allowed no more than four (4) such signs at any one time. Each sign shall be permitted for a maximum of thirty (30) consecutive days. Temporary Advertising total sign area shall not exceed twelve (12) square feet. Temporary Advertising Signs up at any time shall not be counted toward the total allowable sign area.

11. ELECTRONIC MESSAGE DISPLAY BOARDS

- 11.1 Electronic message display boards shall not have any distracting appearance of motion, flashing, blinking, or shimmering.
- 11.2 No more than one (1) electronic message display board with two sides is permitted per lot.
- 11.3 Electronic message display boards shall not exceed twenty-four (24) square feet in total allowable sign area.
- 11.4 The area occupied by the message may comprise no more than ninety (90) percent of the surface area of the sign area.
- 11.5 An electronic message display board shall only consist of alphabetic or numeric characters on a plain background and shall not include any graphic, pictorial, or photographic images
- 11.6 The content of the message may change no more than once every ten (10) minutes.
- 11.7 When the display changes, it shall change as rapidly as is technologically practicable with no phasing, rolling, scrolling, flashing, or blending.
- 11.8 The size, intensity of illumination and acceptable rate of change between the time display and temperature display of a time and temperature electronic message display board shall comply with rules, policies or guidelines adopted by the

Department of Transportation. Rules adopted pursuant to this section are routine technical rules as defined in Maine State Statute Title 5, chapter 375, subchapter 2-A.

12. SIGNS WITHIN THE DOWNTOWN SIGN DISTRICT

- 12.1 Downtown Sign District Description. The boundaries of the Downtown Sign District have been drawn to encompass the historic village and its waterfront along the Sheepscot River. The following lots are located within the Downtown Sign District: All lots abutting Water Street, Middle Street, Fort Hill Street, Pleasant Street, Summer Street, High Street, Fore (Front) Street, Bradbury Street, Lee Street, Union Street, Summer Street, Washington Street, Lincoln Street, Warren Street, and Danforth Street in their entirety. All Lots abutting Federal Street from the intersection of US Route 1 to the northern property lines of Map U-3, Lot 24 (Historic Old Jail) and U-3, Lot 6. All lots abutting Hooper Street from the intersection of Federal Street to the western property lines of Map U-2, Lot 24 and Map U-2, Lot 17A. All lots abutting US Route 1 from Holbrook Pond to the Davey Bridge, excepting a portion of Map U-6, Lot 23. All lots abutting Churchill Street from the southerly intersection of US Route 1 to the intersection of Washington Street, excepting a portion of Map U-5, Lot 4. All lots abutting the State of Maine Railroad property from Map U-1, Lot 71 (Wiscasset Yacht Club) to Map U-2, Lot 60 (Wiscasset Sewer Treatment Facility). A graphic representation of this description titled "Downtown Sign District" identifies the above-mentioned locations.
- 12.2 Signs shall be permitted only on the front, side and the rear of a building or structure. Signs shall not alter or obscure an architectural feature, component or detail of a structure or building. Interior and window signs shall not result in permanent alteration of any glass surface.
- 12.3 Signs at the primary entrance shall be limited to one projecting sign per building and one additional sign for each business that occupies the ground floor of the building. One additional sign shall be permitted at the rear entrance of the building. Each business above the ground floor may have one window sign.
- 12.4 Signs shall be made of traditional materials such as wood, brass, bronze, and slate, or of contemporary materials that have the appearance of traditional materials. Signs shall have a professional appearance.
- 12.5 Projecting signs shall be mounted on black iron, copper or brass mounts using black iron, copper or brass fasteners. Wall signs shall be mounted with black iron, copper or brass fasteners only. A replica of black iron, copper or brass is acceptable. Mounting shall be into mortar or other appropriate materials and shall not damage the surrounding brick, granite, or other building components.

- 12.6 Business Directional Signs shall be in conformance with Section 9 of this Ordinance. Each place of business is permitted a maximum of two (2) Business Directional Signs in the Downtown Sign District.
- 12.7 Wall and Applied Signs: Maximum sign area shall not exceed ten (10) % of the wall area to which it is attached and the total allowable sign area. Wall signs may only be installed in the area exclusive of openings and architectural details.
- 12.8 Total sign area of all signs per lot shall not exceed seventy-five (75) square feet, except for those properties and uses provided under Section 12, Common Signs, of this Ordinance. Signs exempted under Section 7, Exempted Sign, of this Ordinance shall not be included when determining total square footage.
- 12.9 Neon signs are not permitted.
- 12.10 Electronic Message Display Boards are not permitted.

13. COMMON SIGNAGE

- 13.1 Owners of shopping centers, office/business or industrial parks may be permitted to increase the maximum allowable total sign area by up to 25% by providing for a common signage plan. The common signage plan shall specify standards for consistency among all signs affected by the plan with regard to:
 - A. Color scheme
 - B. Lettering or graphic style
 - C. Lighting
 - D. Location of each sign on the building(s)
 - E. Location of freestanding sign
 - F. Materials
 - G. Sign proportions
 - H. Scale

14. SIGN HEIGHT

- 14.1 Freestanding signs shall not exceed twenty-five (25) feet in height, measured with respect to the average ground grade at the location where the sign will be erected.
- 14.2 All signs attached to buildings shall be located below the ridge line or cornice of the building.

15. SIGN LOCATION

- 15.1 No on-premise signs located adjacent to State Highways may be permitted (whichever distance is greater):

- A. Within thirty-three (33) feet of the center line of any public way if the highway is less than sixty-six (66) feet in width;
 - B. Within twenty (20) feet from the outside edge of the paved portion of any public way with more than two (2) travel lanes and a total paved portion in excess of twenty-four (24) feet in width; or
 - C. Within the full width of the right-of-way of any public way.
- 15.2 For all other properties, on-premise signs shall not be located within the right-of-way of any public or private way.
- 15.3 No sign shall be erected adjacent to any public way in such a manner as to obstruct clear and free vision or where, by reason of its position, shape, color, illumination or wording, interfere with, obstruct the view or be confused with any public traffic sign, signal or device or otherwise constitute a hazard to pedestrian or vehicular traffic.
- 15.4 No sign shall be placed so as to touch or otherwise interfere with overhead utilities, or so as to touch or interfere with such utilities in the event that the sign leans, falls, or otherwise becomes displaced.

16. SIGN AREA

16.1 General sign calculation standards

- A. The sign area shall include all lettering, wording and accompanying design symbols, together with the background on which they are displayed. Supporting bracing or framework shall be excluded, but any decorative structure shall be included.
- B. Applied sign area shall include any background color of a different color from the color of the building surface or transparent surface. Where lettering and/or symbols of an applied sign are painted or applied directly on the surface and coloring of a building or on glass, the area shall be considered to be that area within a line drawn around the outside of all letters and symbols.
- C. Two sided signs: Only one side of a sign shall be counted when determining the size of such a sign.
- D. Total sign area of all signs per lot shall not exceed one hundred fifty (150) square feet, except for those properties and uses provided under Section 13, Common Signs, and Section 12.7, Signs within the Downtown Sign District, of this Ordinance. Signs exempted under Section 7, Exempted Sign, of this Ordinance shall not be included when determining total square footage.

16.2 Specific sign area and design standards

- A. **Awning Signs:** No awning shall extend over two-thirds of the sidewalk or eight (8) feet from the building face, whichever is greater. This awning shall not extend beyond the streetlights or trees and shall maintain eight (8) feet of clearance from the sidewalk for pedestrian safety. Signage or logo on an awning shall be limited in size to twenty (20) % of the total allowable sign area. This area of information shall count towards the total allowable sign area for the business.
- B. **Banners, Flags and Pennants (Non-Decorative):** Non-decorative Banners, flags and pennants permanently affixed to a building or structure or permanently secured to the ground shall be limited to eighty (80) square feet in combined total allowable sign area. Except in the Downtown Sign District combined total allowable sign area shall not exceed forty (40) square feet.
- C. **Canopy Signs:** Canopy signs shall be limited in size to twenty (20) % of the total allowable sign area.
- D. **Decorative Banners, Flags and Pennants:** Decorative Banners, Flags and Pennants exceeding forty square feet in combined total allowable sign area shall be limited to eighty (80) square feet in combined total allowable sign area. Except in the Downtown Sign District combined total allowable sign area shall not exceed forty (40) square feet.
- E. **Directory Board:** A directory board shall be considered one wall sign. Each listing shall be no larger than two (2) square feet. The listing of the individual uses shall be in lettering of consistent size, color and style.
- F. **Free Standing Signs:** Freestanding signs shall be limited in size to eighty (80) % of the total allowable sign area.
- G. **Home Occupations:** Home Occupation Signs shall not exceed 6 square feet in total size regardless of shape; may have its message on either one or both sides of the sign; shall not be internally illuminated.
- H. **Iconic Signs:** Maximum sign area shall not exceed twelve (12) square feet of the total allowable sign area.
- I. **Marquee Signs:** Maximum sign area shall not exceed forty (40) square feet of the total allowable sign area.
- J. **Neon Signs:** Maximum sign area shall not exceed four (4) square feet of the total allowable sign area.

- K. Projecting Signs: Maximum sign area shall be twenty (20) square feet of the total allowable sign area. Projecting signs shall maintain a minimum height clearance of eight (8) feet above ground level.
- L. Wall and Applied Signs: Maximum sign area shall not exceed twenty (20) % of the wall area to which it is attached and the total allowable sign area. Wall signs may only be installed in the area exclusive of openings and architectural details. Except in the Downtown Sign District total allowable sign area shall not exceed ten (10) % of the wall area.
- M. Window Signs: Signs affixed to or painted on windows shall not exceed 30% of the total window facade area and the total allowable sign area.
- N. Temporary Advertising Signs: Temporary advertising total sign area shall not exceed twelve (12) square feet
- O. Signs for Temporary Businesses: Signs for Temporary Businesses shall not exceed twelve (12) square feet in total sign area regardless of its shape.

17. MAINTENANCE AND REMOVAL

Every sign shall be maintained in a safe, presentable and good structural condition by the timely replacement of defective parts, periodic cleaning and painting when necessary. The Sign Control Officer shall cause to be removed any sign that endangers public safety, including signs which are:

1. materially, electrically, or structurally defective;
2. abandoned by reason of vacancy of the structure to which the sign is attached for a period of six (6) months or more (except as provided in Section 9.4);
3. erected within the right-of-way of a public street except as allowed in this Ordinance;
or
4. erected without a permit.

The Sign Control Officer shall send by certified mail a notice to the owner of record of the property and/or business of the violation and require correction or removal within fourteen (14) days of the notice mailing. The town shall remove, at the owner's expense, any sign determined to be in violation and not corrected within the prescribed time period. The Sign Control Officer may cause immediate removal of a dangerous sign without notice.

18. ENFORCEMENT AND PENALTIES

18.1 The Sign Control Officer is authorized to enforce this ordinance.

- 18.2 If the Sign Control Officer finds that any provision of this Ordinance is being violated, he shall provide notification in writing to the person responsible for the violation, indicating the nature of the violation and ordering the action necessary to correct it.
- 18.3 If the violation is not corrected within the time specified, the Sign Control Officer may order repairs or removal of any sign and its supporting structures if judged dangerous, or if it is in disrepair or in violation of this ordinance; or he may revoke the sign permit and/or may seek penalties and injunctive relief.
- 18.4 Violation of any provision of this ordinance or any lawful order relating to this ordinance by the Sign Control Officer shall be subject to a fine of not more than \$100.00 per offense. Each day that the violation continues is a separate violation. In the event that the Town of Wiscasset incurs any expense in the enforcement of this ordinance, including but not limited to court costs and attorney's fees, the Town shall be entitled to collect such costs from the violator. Any penalties or costs assessed shall be payable to the Town of Wiscasset.

19. APPEALS

An applicant whose application for a Sign Permit has been denied or revoked may, within thirty (30) days of denial or revocation, appeal the decision to the Wiscasset Board of Appeals in accordance with Article I, Section 5 of the Wiscasset Ordinances.

20. VALIDITY/SEVERABILITY

The invalidity of any provision of this ordinance shall not invalidate any other provision.