

Sec. 3.1. Ambulance Service Chapter 3. Advertising Advertising.

Sec. 3.2. Purpose.

CHAPTER 3. ADVERTISING

ARTICLE 1. AMBULANCE SERVICES

Sec. 3.1. Ambulance Service Advertising.

(a) For the purposes of this Section:

(1) Ambulance means any privately and publicly owned motor vehicle that is specially designed, constructed, equipped and is operated and maintained or is intended to be maintained and operated for the transportation of patients other than employees of the owner thereof.

(2) Emergency Medical Services System means a system which provides for the arrangement of personnel, facilities, and equipment for the efficient, effective and coordinated delivery of health care services under emergency conditions.

(3) Emergency Personnel means any characterization that such personnel have special emergency training or special capability in emergency conditions including, but not limited to, emergency medical technician.

(b) Ambulance services shall not advertise their services as emergency services or emergency personnel.

ARTICLE 2. HANDBILLS AND BILLPOSTERS

DIVISION 1. GENERAL PROVISIONS

Sec. 3.2. Purpose.

(a) In order to protect the people against the nuisance of promiscuous distribution of handbills and circulars, particularly commercial handbills, the public interest, convenience and necessity require the regulation thereof and to that end, the purpose of this Article shall be as follows:

(1) To protect the people against the unlawful activities or operations of dissolute persons of criminal habits or tendencies, representing themselves as solicitors, canvassers or handbill distributors, by requiring the registration of all such solicitors, canvassers or handbill distributors, together with the names of their employers, and by regulating the business of handbill and advertising distribution through the imposition of reasonable license fees.

'Cross reference: As to advertising by massage parlors, see Sec. 8-45(g).

(2) To protect local residents against trespassing by solicitors, canvassers or handbill distributors upon the private property of such residents if they have given reasonable notice that they do not wish to be solicited by such persons or do not desire to receive handbills or advertising matter.

(3) To protect the people against the health and safety menace and the expense incident to the littering of the streets and public places by the promiscuous and uncontrolled distribution of advertising matter and commercial handbills.

(4) To preserve to the people their constitutional right to receive and disseminate information not restricted under the ordinary rules of decency and good morals and public order, by distinguishing between the nuisance created by the promiscuous distribution of advertising and commercial circulars and the right to deliver non-commercial handbills to all who are willing to receive such handbills.

Sec. 3-3. Definitions.

As used in this Chapter:

(1) Billposter means any person engaging in the business for hire of posting, fastening, nailing or affixing any written, painted or printed matter of any kind containing a message of information of any kind, to any outdoor billboard, or upon any bridge, fence, pole, post, sidewalk, tree or upon the exterior of any other structure. This definition shall not apply to or include any sign mounted on, fastened to or suspended from the outside of any building or other structure, in accordance with and authorized by any provision of this Code or any Statute, either for any public convenience or use or for regulating the construction or use of outdoor display signs whether the display signs are illuminated or not.

(2) Commercial Handbill means any printed or written matter, any sample or device, dodger, circular, leaflet, pamphlet, paper booklet, or any other printed or otherwise reproduced original or copies of any matter of literature:

(a) Which advertises for sale any merchandise, produce, commodity, or thing; or

(b) Which directs attention to any business or mercantile or commercial establishment, or other activity, for the purpose of either directly or indirectly promoting the interest thereof by sales; or

(c) Which directs attention to or advertises any meeting, theatrical performance, exhibition, or event of any kind for which an admission fee is charged for the purpose of private gain or profit; but the terms of this clause shall not apply where an admission fee is charged or a collection is taken up for the purpose of defraying the expenses incident to such meeting, theatrical performance, exhibition or event of any kind, when either of the same is held, given or takes place in connection with the dissemination of information which is not restricted under the ordinary rules of decency, good morals, public peace, safety and good orders; provided, that nothing contained in this clause shall be deemed to authorize the holding, giving or taking place of any meeting, theatrical performance, exhibition, or event of any kind without a license, where such license is or may be required by any law of this state, or under any ordinances of this town; or

(d) Which, while containing reading matter other than advertising matter, is predominately and essentially an advertisement, and is distributed or

circulated for advertising purposes, or for the private benefit and gain of any person engaged as advertiser or distributor.

(3) Handbill Distributor means and includes any person engaging or engaged in the business for hire or gain of distributing commercial or non-commercial handbills, other than newspapers distributed to subscribers thereof, and any person receiving compensation directly or indirectly for the distribution of such handbills.

(4) Newspaper means any newspaper of general circulation as defined by general law, any newspaper duly entered with the Post Office Department of the United States, in accordance with Federal statute or regulation, and any newspaper filed and recorded with any recording officer as provided by general law; and, in addition thereto, shall mean and include any periodical or current magazine regularly published with not less than four (4) issues per year, and sold to the public.

(5) Non-Commercial Handbill means any printed or written matter, any sample, or device, dodger, circular, leaflet, pamphlet, newspaper, magazine, paper, booklet, or any other printed or otherwise reproduced original or copies of any matter of literature not included in the definitions of a commercial handbill or newspaper.

(6) Private Premises means any dwelling, house, building, or other structure, designed, or used either wholly or in part for private residential purposes, whether inhabited or temporarily or continuously uninhabited or vacant, and shall include any yard, grounds, walk, driveway, porch, steps, vestibule or mailbox belonging or appurtenant to such dwelling, house, building or other structure.

DIVISION 2. DISTRIBUTION OF HANDBILLS

Sec. 3-4. Throwing or Distribution in Public Places.

No person shall throw or deposit any commercial or non-commercial handbill in or upon any sidewalk, street, or other public place within the town, or hand out or distribute or sell any commercial handbill in any public place, provided, however, that any person may hand out or distribute, or sell to the receiver thereof, any non-commercial handbill to any person willing to accept it.

Sec. 3-5. Placing Commercial and Non-Commercial Handbills on Vehicles.

(a) No person shall distribute, deposit, place, throw, scatter, or cast any commercial or non-commercial handbills in or upon any automobile or other vehicle.

(b) The provision of this Section shall not be deemed to prohibit the handing, transmitting or distribution of any non-commercial handbill to the owner or other occupant of any automobile or other vehicle who is willing to accept the handbill.

Sec. 3-6. Distributing Handbills on Streets, Highways, and Intersections.

(a) No person shall, in the course of distributing commercial or non-commercial handbills to occupants of vehicles temporarily stopped on town streets, highways or intersections, distribute handbills if such actions:

(1) Obstruct any public street, highway or intersection by hindering, impeding or tending to hinder or impede the free and uninterrupted passage of vehicles, traffic, or pedestrians;

(2) Create or cause to be created a danger of breach of the peace; or

(3) Create or cause to be created any danger to the life or safety of pedestrians or occupants of vehicles engaged in lawful passage on any street, highway or intersection.

(b) Whenever any police officer shall, in the exercise of reasonable judgment, decide that the presence of any handbill distributor on a street, highway, or intersection is causing any of the conditions enumerated in Subsection (a), he may, if he deems it necessary for the preservation of the public peace and safety, order the person to leave that place. Any person who shall refuse to leave after being ordered to do so by a police officer shall be guilty of a violation of this Section.

Sec. 3-7. Depositing Commercial and Non-Commercial Handbills on Uninhabited or Vacant Premises.

(a) No person shall throw or deposit any commercial or non-commercial handbill in or upon any private premises which are temporarily or continuously uninhabited or vacant:

(1) Where it is apparent that the property is unoccupied;

(2) Where it is apparent that a previous day's distribution of handbills has not been removed; or

(3) Where the owner has not given his permission to do so.

Sec. 3-8. Distribution on Inhabited Private Premises.

(a) No person shall distribute, deposit, place, throw, scatter or cast any commercial handbill in or upon any private premises which are inhabited, except by handing or transmitting such handbill directly to the owner, occupant, or any other person then present in or upon such private premises.

(b) Any person may place or deposit any non-commercial handbill in or upon inhabited private premises which are not posted, as provided in Section 3-9, unless requested by anyone thereon not to do so, and provided that such handbill is so placed or deposited as to secure or prevent such handbill from being blown or drifting about such premises, or elsewhere, except that mail boxes may not be so used when prohibited by Federal postal laws or regulations.

Sec. 3-9. Distribution Prohibited on Private Premises Properly Posted.

No person shall throw, deposit or distribute any commercial or non-commercial

Sec. 3-10. Hours of Distribution.

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handbill upon any private premises, if requested by anyone thereon not to do so, or if there is placed on such premises in a conspicuous position near the entrance thereto a sign bearing the words: "No Trespassing," "No Peddlers or Agents," "No Advertisement," or any similar notice, indicating in any manner that the occupants of such premises do not desire to be annoyed or to have their right to privacy disturbed, or to have any such handbills left upon their premises.

Sec. 3-10. Hours of Distribution.

No person shall distribute or deposit any commercial or non-commercial handbills daily from 8:00 p.m. to 7:00 a.m. of the following morning.

Sec. 3-11. Commercial Handbills; Name of Printer and Distributor Required.

(a) All commercial handbills which are distributed, deposited, scattered, handed out or circulated in any place or under any circumstances shall have printed on the corner, front or back thereof, the following information:

- (1) The name and address of the person who printed, wrote, compiled or manufactured such handbill; and,
- (2) The name and address of the person who caused such handbill to be distributed.

DIVISION 2. BILLPOSTERS.

Sec. 3-12. License Required.

(a) No person shall engage in the business of billposter for hire without first complying with the terms of this Article and all other relevant laws and regulations.

(b) Nothing contained in the Article shall apply:

(1) To any person advertising his business or activity upon his own premises, if such business or activity is regularly established at a definite location in such town, and also if a license has been obtained therefore, if such license is required under the terms of any applicable law or ordinance; or

(2) To any person licensed under the provisions of Section 3-21.

Sec. 3-13. License Application.

(a) Any person desiring to engage, as principal, in the business of billposter for hire, shall make application to and receive from the Clerk a license in the manner and for the period prescribed by the terms of this Article. Such applicant shall make written application to the Clerk upon forms provided for such purpose by the Clerk.

Sec. 3-14. Transferability of License.

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(b) The forms shall contain, among other things that may be required, the name, the business address, and a brief description of the nature of the business to be conducted by the applicant, and the probable number of agents and employees so to be engaged, together with a request for a license for the period for which the applicant seeks to engage in such business. Such application shall be accompanied by the fee required by the Council.

Sec. 3-14. Transferability of License.

No license issued under this Division shall be transferable to any other person.

Sec. 3-15. Revocation of License; Refund of License Fee.

(a) The Clerk may revoke any license obtained under an application which contains a false or fraudulent statement knowingly made by the applicant with the intent to obtain a license by means of false or fraudulent representations, or for violation of this Article, or for any other ground specified by law.

(b) If any billposter's license is surrendered by the licensee or is revoked for cause, neither the licensee named in such license, nor any other person, shall be entitled to any refund of any part of the license fee.

Sec. 3-16. Billposting Without Property Owner's Consent Prohibited.

(a) No person shall post, paint, burn, set up or expose any bill, placard or advertisement, or cause the same to be posted, painted, burnt, set up or exposed upon the property or premises of any other person without first obtaining the consent of the legal owner or custodian of such property or premises.

(b) No person shall post, place, paint or print upon any building, sidewalk, curbstone, street; fence, tree, post or pole in or adjacent to any street or thoroughfare of the town, any notice or advertisement, without the consent of the Director of Public Works.

Sec. 3-17. Name on Advertisement Evidence of Knowledge.

The name or part of the name of any person appearing on any bill, placard or advertisement, or the fact that the goods, wares, merchandise or business of any person are advertised by such bill, placard or advertisement, shall be prima facie evidence of its presence there by authority or with the knowledge of such person.

ARTICLE 3. SIGNS. ²

Sec. 3-18. Definitions.

(a) As used in this Article:

(1) Approved Combustible Plastic shall mean a plastic material more than one-twentieth (1/20) of an inch in thickness which burns at a rate of not more than two

and one half (2 1/2) inches per minute when subjected to the ASTM standard test for flammability of plastic in sheets of six-hundredths (0.06) of an inch thickness.

(2) Closed Sign shall mean a display sign, the entire area of which is solid or tightly enclosed or covered.

(3) Ground Sign shall mean any sign or device erected for the purpose of advertising, or for the identification of a business or structure, supported from the ground and not attached to any part of a building or structure.

(4) Marquee Sign shall mean a display sign attached to or hung from a marquee canopy or other covered structure projecting from and supported by the building and extending beyond the building wall, building line, or street lot line.

(5) Open Sign shall mean a display sign in which at least fifty (50) percent of the enclosed area is uncovered, or open to the movement of wind.

(6) Outdoor Advertising shall mean advertising by means of paint, pictures or lettering, posters or images projected by any type of projector, upon any sign, board, or plane erected for that purpose either upon any part of any building or structure or as an independent structure supported from the ground, but shall not include a sign or device indicating the name of a building or the occupancy thereof or the nature of any business carried on in the building or a part thereof.

(7) Projecting Sign shall mean any sign, bulletin or device erected for the purpose of advertising, or for the identification of a business or structure which is attached to and projects from any part of a building or structure.

(8) Roof Sign shall mean any sign, bulletin or device erected for the purpose of advertising, or for the identification of a business or structure which is supported on the roof of a building or structure.

(9) Temporary Sign shall mean a display sign, banner or other advertising device constructed of cloth, canvas, fabric or other light temporary material, with or without a structural frame, intended for a limited period of display and shall include decorative displays for holidays or public demonstrations.

(10) Wall Sign shall mean any sign, bulletin or device erected for the purpose of advertising, or for identifying a business or structure, parallel to and as nearly against the face of a wall as projecting cornices, belt courses or other ornamentations of such wall permit. Any painting of pictures, designs, or lettering on the surface of any structure shall be considered a wall sign.

²Cross reference: As to zoning requirements, see Sec. 252, Zoning Regulations.

State Law reference: Outdoor advertising sign regulations. Chapter 411, Section 21-49 et seq., C.G.S. as amended; additional regulations in State Building Code.

Sec. 3-19. Enforcement Officer; Oversight Does Not Legalize Illegal Signs.

The Director of Inspections and Permits shall enforce the provisions of this Article, but no oversight or dereliction of duty on the part of such officer or his subordinates shall legalize any action not in conformity with such provisions.

Sec. 3-20. Failure to Comply with Notice. Chapter 3. Advertising

Sec. 3-23. Annual Inspection Required; Fee.

Sec. 3-20. Failure to Comply with Notice.

If any person fails or refuses to comply with any requirement of this Article after proper notification, the Director may remove any sign marquee or advertising device involved or correct any violation at the expense of such person. Such expense shall constitute a lien against the property.

Sec. 3-21. Outdoor Advertising License Required for Business.

Each person engaged in the business of outdoor advertising shall annually obtain a license and file with the Department of Inspections and Permits a complete list of all signs, billboards or advertising devices together with their locations.

Sec. 3-22. Permit for Signs Projecting Over Street Line.

(a) No person, as defined in Section 1-2(21) of this Code of Ordinances, shall erect, construct or install any sign which projects over a street line without a written permit from the Director of Public Works. Application for such permit shall be made on a form provided by the Director of Public Works and shall contain such information as may be required by him in order to ascertain such sign will not jeopardize the safety of persons, vehicles and/or property. In addition, the application shall be accompanied by a Certificate of Insurance showing that the applicant has purchased a Comprehensive General Liability (CGL) policy with a \$1,000,000 per occurrence limit to cover any injuries to persons, or damage to vehicles and/or property caused by the sign. Such policy shall be renewed annually, shall name the Town of East Hartford as an additional insured party, be acceptable to the Finance Director or his/her designee, and provide that the insurance carrier shall give the Town not less than thirty (30) days written notice prior to the date of expiration and/or cancellation of such policy by either the applicant or its insurance carrier. The application shall also be accompanied by a Hold Harmless Agreement form, to be obtained from the Department of Inspections and Permits and executed by the applicant, obligating applicant to hold the Town harmless from any and all claims for personal injury and/or damage to vehicles and/or property arising from the construction, erection, installation and/or maintenance of such sign.

Effective: 5/24/91

(b) Such permit shall be issued for a period of one (1) year from date of issuance, and may be renewed by the Director of Public Works thereafter annually upon applicant's submission of evidence that such sign has been inspected and found structurally sound by the Director of Inspections and Permits, and that the insurance coverage required by sub-section (a) has been renewed for a term of one (1) year.

Effective: 5/24/91

Sec. 3-23. Annual Inspection Required; Fee.

(a) Every sign, marquee or advertising device maintained under a permit, as required by Section 3-21, shall be inspected at least once annually by the Department of Inspections and

Sec. 3-24. Authority to Enter Buildings. Chapter 3. Advertising

Sec. 3-27. Ground Signs.

Permits. The fee for each such inspection shall be payable before the issuance of a permit for the following year. Such fee shall be collected by the Director of Inspections and Permits in an amount to reimburse the Town for all expenses incurred by the Town in inspecting the sign,

(b) Signs, marquees or advertising devices not requiring licenses shall be inspected at such intervals as may, in the opinion of the Director, be necessary. No fee shall be charged for such inspections, provided that if any such inspection is made necessary by failure on the part of the person controlling any such sign, marquee or device to comply with a written order from the Director of Inspections and Permits to correct any violation or dangerous condition, a fee, as set by the Council in the schedule of fees, shall be required for each such inspection. Failure to pay such fee shall constitute grounds for ordering the removal of the sign, marquee or device involved.

Sec. 3-24. Authority to Enter Buildings.

The Director of Inspections and Permits shall have the authority to enter any building, structure or premises, or any part thereof, at any reasonable time, for the purpose of performing his official duties under this Article.

Sec. 3-25. Signs Not to Obstruct Fire Escapes, Exits, Windows.

No sign or advertising device of any kind shall be erected or constructed upon any fire escape or in such manner as to obstruct or impede ingress or egress to or from any exit, window or door of any building or structure.

Sec. 3-26. Marquee Regulations.

(a) No marquee or part thereof shall extend beyond a point which is three (3) feet in back of the curb line. No marquee which extends in front of a building line, except a theater marquee, shall have thereon any words or advertisement other than the name of the building over the entrance of which such marquee is erected, or of a business carried on therein. A marquee over the entrance of a theater or other place of amusement may extend along the entire front of the building wherein the theater or other place of amusement is located, and may have thereon the name of the performance and of the performers, provided no letters shall exceed twenty-four (24) inches in height.

(b) All marquees, including all supports and braces therefore, shall be constructed entirely of metal and glass or other incombustible material. They shall be properly drained, shall be supported entirely from a building, and shall meet the approval of the Director of Inspections and Permits.

(c) Banners not to exceed thirty (30) inches in width may be suspended from the theater marquees. They shall be made of soft cloth and shall be securely fastened to the marquee by means of wire.

Sec. 3-27. Ground Signs.

(a) When required by the Director of Inspections and Permits, a fence or hedge or other approved barrier shall be erected, extending from the ends of any ground sign in such manner as to prevent easy access to the rear of such sign from the street.

(b) Any person controlling or maintaining a ground sign upon any premises shall be subject to the same responsibilities as the owner of such premises with respect to keeping such premises clean, sanitary, inoffensive and free and clear of all noxious substances in the vicinity of such sign.

Sec. 3-28. Billboards.

Billboards and similar structures used for the display of advertising matter shall be constructed and maintained in a safe and substantial manner. They shall be kept in a neat and clean condition at all times. No loose paper shall be allowed to hang from billboards or similar structures or to fall into the street or sidewalk, and no paste or other materials used in connection therewith shall be allowed to drop upon the sidewalks.

Sec. 3-29. Identification of Licensee on Billboards.

Every billboard or similar structure shall have plainly displayed on the top thereof the name and license number of the licensee using such billboard or structure.

Sec. 3-30. Billboards Restricted.

(a) As used in this Section, billboard shall mean any sign, notice or advertisement, pictorial or otherwise, with an area of more than fifty square feet not attached to a building or other structure or vehicle and all signs of more than fifty square feet used as an outdoor display for the purpose of making anything know, the origin, place or sale of which is not on the lot on which such billboard is located.

i. Effective: 11-20-97

(b) No person shall erect any billboard within the town, provided that this section shall not apply to any billboard in existence as of July 2, 1980. Nothing in this subsection shall be construed to prohibit routine maintenance on billboards in existence as of July 2, 1980. As used in this section, "routine maintenance" shall mean (1) the replacement of cables, nuts and bolts, nailing, riveting or welding, cleaning and painting, or manipulating to level or plumb the billboard; (2) the routine change of message and (3) the lamination or preparation of existing panels or facings at a location other than that of the billboard. "Routine maintenance" shall not mean the adding of guys or struts for the stabilization of the billboard or substantially changing the billboard, including increasing its size, or the replacement or repair of panels, poles, or facings or the addition of new panels, poles or facings.

Voted: 08-03-04

Published: 08-18-04

Effective: 09-08-04

(c) Notwithstanding the provisions of Subsections (a) and (b) above, an additional sign frame and sign no larger than the existing north side frame and sign may be attached to the south side of

an existing billboard located at 361 Main Street after the owner of such billboard has permanently removed a double billboard consisting of sign frames and signs, each of which measures three hundred square feet, currently located at 551 Main Street and (2) such additional sign frames and signs may be erected pursuant to an agreement signed by the Mayor that requires the person receiving such approval to: (i) reduce the number of existing sign frames by at least twice the number of sign frames to be erected pursuant to the agreement; (ii) reduce the square footage of existing billboard signs by at least the amount of the square footage of the signs to be erected pursuant to the agreement and (iii) remove any new billboard signs and frames erected pursuant to this agreement within a specified period of time, provided that such agreement is approved by the Town Council, after a public hearing at least twenty-four hours prior to the Town Council vote on such agreement, as being in the best interests of the Town and is approved by the Planning and Zoning Commission.

Voted: 02-07-06
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Sec. 3-31. Nonconforming Signs; Removal Required.

Any sign, marquee or advertising device erected, constructed or maintained in violation of any of the requirements of this Article shall be removed or made to conform to such requirements within five (5) days after receipt by the person responsible for such violation of a written order from the Director of Inspections and Permits requiring such action.

Sec. 3-32. Removal of Sign Upon Abandonment of Business.

(a) Any person maintaining a wall sign, roof sign, marquee or any other type of free standing sign, located on the premises of the business advertised on such sign, shall remove such sign from the premises within sixty (60) days after the moving or abandonment of the business advertised on the sign.

(b) Upon the failure of any person to comply with the provisions of this Section, the Town may remove such sign or other advertising structure. The cost of such removal shall constitute a lien against the property upon which the sign was located.

Sec. 3-33. Temporary Signs.

A permit may be issued for a temporary sign for a period up to sixty (60) days by the Director of Inspections and Permits for a fee established by the Town Council. A bond or certificate of insurance must be presented to the Director of Inspections and Permits before the permit can be issued. Such bond or insurance shall save the Town harmless from any and all claims or demands for damages by reason of negligence of the sign hanger or that may be caused by defects in the construction of such sign.

Sec. 3-34. Temporary Signs Placed On Publicly Owned Property.

(a) The Director of Inspections and Permits is hereby authorized and directed to promulgate rules and regulations permitting non-profit public service clubs and organizations to place temporary ground signs, as defined at Section 3-18(3), advertising meetings and other events of benefit and interest to the Town on publicly owned property.

(b) Such rules and regulations shall provide:

(1) that a fee determined by the Town Council will be charged for permitting such signs to be placed on publicly owned property;

(2) that a written application for such permit must be made to the Director of Inspections and Permits at least twenty (20), but no more than twenty-eight (28), calendar days prior to the date on which such sign is to be erected. Such application shall contain such information as to the club or organization, nature of the event and the requested location of the sign as may be deemed necessary by the Director of Inspections and Permits in order to decide whether or not to grant the requested permission;

(3) that any such sign shall be no larger than permitted by, and constructed in accordance with, applicable zoning and/or building regulations unless the applicant has been granted a variance from such zoning and/or building regulations by proper authorities;

(4) that any such sign will be aesthetically pleasing, impervious to the elements, and located in such a way as to avoid hazards to pedestrians and traffic;

(5) that such sign may not be erected more than fourteen (14) calendar days from the actual date of the meeting or event advertised therein;

(6) that any organization requesting permission to post any such sign agree to hold harmless and indemnify the Town, its officials, officers and employees for any death, injury or damage to persons or property caused by such sign;

(7) that such sign shall be promptly removed, without injury to Town owned property, by the club or organization within forty-eight (48) hours after the conclusion of the meeting or event advertised thereon;

(8) that any permit granted by the Director may be revoked by him upon twenty-four (24) hours prior notice if such sign becomes a hazard to persons or property, or if the organization fails to comply with any reasonable request to secure or repair such sign; and

(9) that the placement, construction, repair and maintenance of such signs be at all times in full compliance with Planning and Zoning Regulations, applicable Town ordinances and all applicable rules and regulations, including state and local policies and regulations.

(c) The fee required by sub-section (b) (1), above, shall be submitted along with the application. Each applicant shall, in addition, submit at the time of application a certified or cashier's check for the sum of fifty dollars (\$50.00) as a deposit to assure the Town that such sign, if permitted, will be removed thereafter in a timely fashion as required by sub-section (b) (7), above. Such deposit shall be returned to the applicant once the Director of Inspections and Permits is satisfied that the sign has been removed. In the event applicant fails to remove the sign within the time limits set out in sub-section (b)(7), the Director of Inspections and Permits shall cause such sign to be removed and retain the permittee's deposit in order to compensate the Town for the costs of removing such sign.

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