

SECTION 5.0 GENERAL REGULATIONS

5.1 SIGN REGULATIONS

5.1.1 Purpose and Applicability. All signs are subject to sign restrictions. Some signs are subject to permits from the property owner, Planning Board, and/or Building Inspector. Enforcement of this Section shall not infringe upon protected noncommercial speech and a property owner's right to freedom of speech. It is the intent of this Zoning By-Law to achieve consistency to address public convenience and safety and not to extend nonconforming uses.

5.1.2 Sign Standards. The following standards shall apply:

1. Exterior sign illumination shall be shielded and directed solely at the sign.
2. No sign shall use moving parts or noise making devices. No sign shall be internally lit or use blinking, rotating or flashing devices, or red lights or lights changing in intensity.
3. No sign shall be a roof sign.
4. No sign or light shall be placed within road limits or so as to constitute a hazard to pedestrian or vehicle traffic. On corner lots, no sign may be located within the clear sight triangle so as to obstruct visibility at the intersection in a manner that will jeopardize the safety of vehicles and pedestrians.
5. A freestanding temporary or permanent sign may not be placed more than sixteen (16) feet above grade or be closer to the front or side property line than twenty (20) feet, except with a Special Permit from the Planning Board where the Board finds that the requirements of the particular location dictate greater height or smaller setback.
6. Wall signs must have a permit from the Building Inspector.
7. Pursuant to the provisions of G. L. c. 266, § 126 signs shall not be posted on utility poles.
8. A subdivision sign not exceeding six (6) square feet may be placed at each curb cut to the entrance to the subdivision and must identify premises; if freestanding, it must comply with Subsection 5.1.4. Signs advertising subdivision real estate for sale must comply with Subsection 5.1.4 and be placed so as not to obstruct subdivision identification signs.
9. No sign shall be placed so as to obstruct other signs.
10. No sign shall be located off the premises to which it applies, except that directional, informational, or identification signs may be allowed by Special Permit by the Planning Board where such signs will serve the public convenience and not be detrimental to the neighborhood with respect to size, location or design. Individual off-premise signs shall be unlit and shall not be over four (4) square feet in area.
11. Where appropriate and subject to design review, off-premise signs shall be grouped together at strategic locations and may be externally lit. Grouped off premise signs shall not exceed sixteen (16) square feet.

12. Every sign shall be maintained in good condition. Any sign that suffers damage or deterioration or which has been abandoned and which creates a risk of harm to persons or property shall be repaired or removed.

13. No sign shall be a billboard.

14. Window signs shall not cover more than 50% of each transparent surface.

5.1.3 Accessory Signs. The following permitted accessory signs are allowed by right.

1. Signs, not exceeding two (2) square feet in total area and bearing only names of residents or other identification of premises not having commercial connotations.

2. One sign, not exceeding six (6) square feet in total area, for a permitted accessory use on the premises. If free standing, both sides of the signboard may be used.

3. Signs, not exceeding sixteen (16) square feet in total area, for commercial or nonresidential uses. If free standing, both sides of the signboard may be used.

4. Street and traffic signs on public or private roadways shall conform to applicable Massachusetts General Law.

5. Handicapped parking space signs, as required by G. L. c. 40 § 21(23)b.

5.1.4 Temporary Signs. The following temporary signs are permitted on public or private property with written permission of the property owner:

1. Temporary signs covering a holiday, entertainment and fundraising events must be firmly attached to a supporting device and must present no undue hazard to the public. Such signs may be displayed for a period not to exceed three (3) months with a permit from the Building Inspector and a new application filed annually.

2. One sign not exceeding four (4) square feet advertising real estate for sale or rent, located on the property advertised. A real estate sign may be closer to the front property line than twenty (20) feet, provided that it does not constitute a traffic hazard. If pertaining to a subdivision, while under development, such signs may be located at only one entrance to the subdivision on property which is part of the subdivision.

3. Signs pertaining to yard sales. Such signs may be displayed three (3) days prior to the event and must be removed the day following the event.

4. Sign not exceeding four (4) square feet, each indicating parties involved in construction or remodeling of the premises. Each sign shall be removed promptly after completion.

5.1.5 Sign Permits. All applications for temporary sign permits must be submitted to the Building Inspector annually. Any other signs requiring a permit shall be submitted to the Planning Board and/or Building Inspector as required.

1. The application for any sign permit shall be in writing and include: (1) the size, location, materials, length of time to be displayed, wording and method of display; and (2) plot plan and sketch indicating location of proposed and any existing signs.
2. An applicant other than the Owner of Record must have written permission for placement of sign from said owner.

5.1.6 Fees. Fees for sign permits shall be established by the Building Inspector.

5.1.7 Preexisting Signs. Signs legally existing at the time this Zoning By-Law is adopted may continue to exist and shall be maintained in good condition provided that no such sign shall be changed in size, shape, construction, location, coloring, symbols, lettering, except as provided in Subsection 3.4.

5.1.8 Definitions. The following definitions shall apply to signs:

Clear Sight Triangle: That area formed by the intersecting road lines and a straight line joining said road lines at a point twenty five (25) feet distant from the point of intersection of road lines.

Owner of Record: The owner recorded at the Registry of Deeds.

Sign: Any permanent or temporary structure, object, device, letter, word, model, banner, awning, pennant, insignia or trade flag, situated outdoors or indoors which is used to advertise, identify, display, direct or attract attention to an object, person, institution, organization, business, products, service, event or location.

Sign, Accessory: Any sign that advertises, or indicates the person occupying the premises on which the sign is erected or maintained, or the business transacted thereon, or advertises the property itself or any part thereof for sale or rent, and which contains no other matter.

Sign, Area of: The area of a sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background on which they are displayed, any frame around the sign and any “cutouts” or extensions, but shall not include any supporting structure or bracing.

Sign, Awning: Permanent roof-like structure or canopy supported by and extending from the façade of the building when it contains lettering or graphics. An awning sign is an on-premise accessory sign.

Sign, Billboard: A panel or structure designed to carry outdoor advertising for display in public places or along public or private roadways.

Sign, Freestanding: A self-supporting sign not attached to any building, wall, or fence, but in a fixed location. This does not include portable or trailer signs.

Signs, Off-Premises: Permanent or temporary, including but not limited to directional signs.

Sign, Roof: A sign which is located above, or projected above, the lowest point of the eaves or the top of the parapet wall of any building, or which is painted on or fastened to a roof.

Sign, Temporary: Any sign, including its support structure to be maintained for a continuous period of not more than three (3) months and which is not permanently mounted. This includes any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported, including but not limited to: trailer signs; signs converted to A- or T- frames; and menu and sandwich board signs.

Sign, Traffic: Signs directing traffic flow such as Stop, One-Way, Yield and Merge, consistent with the Federal Department of Transportation Regulations and also recommended by the Chief of Police.

Sign, Wall: Any sign which is painted on, incorporated into, or affixed parallel to the wall of a building, and which extends not more than six inches from the surface of that building.

Sign, Window: Signs on or in windows or transparent doors.