

Section 7.0 SIGNS

7.1 RESIDENTIAL DISTRICT

Signs are prohibited in the Residential District, except as described below. All allowable signs are subject to the general standards set forth in Section 7.4. Any sign found to be in violation of this Section are subject to removal by the Town.

7.1.1 Allowable Temporary Signs

1) **Real Estate Signs** On any lot there shall be no more than one temporary sign not exceeding seven(7) square feet in area, pertaining to lease or sale of the lot or building on which such sign is placed. The sign shall be permitted for a period not to exceed seven (7) days after such sale or lease execution.

2) **Contractor Signs** One temporary sign advertising contracted services being provided on site shall be permitted for a period not to exceed seven (7) days after such completion of work.

3) **Event Signs** On any lot there shall be no more than one temporary special event sign not exceeding seven(7) square feet in area. Special event signs shall be erected for no longer than 4 weeks and are to be removed within two business days following the event.

7.1.2 Allowable Permanent Signs

On any lot there shall be no more than one such sign pertaining to the use thereof or having the name and occupation of the occupant or occupants, and no such sign shall exceed two (2) square feet in area. All permanent signs located in the Historic District are subject to Historic District Commission review and approval.

7.1.3 Special Permit

The Planning Board may in each case issue a Special Permit for a specific time period for the erection of larger signs, either temporary or permanent, which they deem not detrimental to the surrounding property nor injurious to the public welfare, provided however that any such permitted sign in the Historic District is also subject to the approval of the Historic District Commission.

7.2 BUSINESS DISTRICT

Signs advertising goods or services offered by an occupant of the premises for sale, hire or use, are permitted provided however that any such sign in the Historic District is subject to the approval of the Historic District Commission and further provided that signs shall not exceed seven (7) square feet for one business, or In the case of a building containing more than one business, the following shall apply:

1) One street side sign not to exceed seven (7) sq. ft. to identify the complex itself.

2) Individual businesses within the complex identified at street side with 12" x 36" signs arranged vertically in a single structure.

3) Each business within the complex may have one 2 sq. ft. sign located at the doorway for business identification.

7.4 GENERAL STANDARDS FOR SIGNS

The following standards apply to all signs:

1) No sign shall be erected so as to obstruct any fire escape, window, door, or other opening or so as to prevent free passage from one part of a roof to any other part thereof.

2) No sign shall be attached in any manner to a fire escape or shall be placed to interfere with an opening which is required for ventilation.

3) No exposed, un-insulated parts of an electrical sign shall be permitted.

- 4) No sign shall be erected that shall in any way create a traffic hazard nor in any way obscure or confuse traffic control.
- 5) No sign or sign structure shall interfere in any way with a public way, including sidewalks.
- 6) Letters, figures, characters, or representations in cutout or irregular form, maintained in conjunction with, attached to or superimposed upon any sign, shall be safely and securely built or attached to the sign structure.
- 7) Signs shall be designed, constructed, and erected in accordance with the State Building Code.
- 8) No sign shall be posted on or attached to utility poles, trees nor attached to any parapet.
- 9) No non-municipal sign shall be located on public property, including sidewalks, roadsides and roadways.

7.5 ILLUMINATED SIGNS

The following additional standards apply to illuminated signs.

- 1) Illuminated signs are not permitted within residential districts without a Special Permit.
- 2) No red or green or other colored lights shall be used on any sign if such light would create a driving hazard.
- 3) No sign may be illuminated more than thirty (30) minutes after closing of any store or business or thirty (30) minutes after working hours in a commercial building, except signs identifying public buildings; provided however, that the Planning Board, in granting a Special Permit, may, for good cause shown, extend the time during which a sign may be illuminated.

7.6 MOVING SIGNS

Swinging signs, flashing signs, revolving signs, and signs consisting of pennants, ribbons, streamers, spinners, strings of light bulbs, revolving beacons, searchlights, animated signs, and signs illuminated to create the illusion of motion are prohibited.

7.7 MAINTENANCE

Every sign shall be maintained by the owner in a clean, sanitary condition and in good repair. In addition, every freestanding pole or ground sign shall be kept free and clear of all obnoxious substances, rubbish, and weeds.

7.8 AMORTIZATION

Nonconforming signs shall be amortized over a ten year period, commencing on the effective date of this By-Law. Any nonconforming sign in existence at the time of the effective date hereof, shall be brought into compliance with Section 7.0 within ten (10) years thereafter.

7.9 SPECIAL PERMIT

Notwithstanding the provisions set forth in this Section, the Planning Board may authorize non-conforming signs or a greater number of signs by the grant of a Special Permit, where such relief is not detrimental to the Neighborhood or the Town.

7.9.1 Exemptions

No permit is required for the following types of signs:

1) Any sign legally erected before the date of the Town Meeting approving this Section shall be exempt from the requirements in this Section, with the exception of those requirements set forth in Section 7.8.

2) Any sign erected or required by the Town or by the Commonwealth of Massachusetts or by the United States, or any subdivision or agency thereof, or for any sign intended solely for the protection of life or property.

7.9.2 Special Permit Process

7.9.2.1 Application

Application for a sign Special Permit shall be made in writing upon forms furnished by the Planning Board. Such application shall contain the location by street number of the proposed sign, the name and address of the owner of the sign, the name and address of the sign contractor or erector, if any, and a scale drawing showing the construction, the method of installation or support, colors, dimensions, and position of the sign, method of illumination and such other relevant information as may be requested.

7.9.2.2 Fee

A sign Special Permit fee shall be paid to the Town for each permit in accordance with the schedule established by the Planning Board.

7.9.2.3 Inspection

The Building Inspector shall inspect any sign subject to a Special Permit within thirty (30) days after it is erected and shall report to the Planning Board that said sign has been erected properly and in accordance with the provisions of this Section and any other applicable law.

7.9.2.4 Constructive Grant

If a sign Special Permit has not been denied within sixty (60) days after application has been made, it shall be deemed to be approved.

7.9.2.5 Lapse

A sign Special Permit shall become null and void if the work for which the permit was issued has not been completed within a period of twelve (12) months from the date of the permit; provided, however, that the Planning Board may, in its discretion, issue extensions covering a period not to exceed an additional one (1) year from the date of issue of the original permit. The applicant shall notify the Building Inspector of completion of work under a permit within ten (10) days of completion.