

5.7 SIGNS

5.7.1 General Requirements. See Section 8.3 for sign regulations in the Development Opportunities District.

5.7.2 Business District Signs. The purpose of this section is to provide standards for the installation of signs affixed to buildings or structures or placed on building grounds so as to preserve the aesthetic and historic appearance of the Business District, promote economic development, protect property values and reduce traffic safety hazards. Signs should be of the type traditionally used in a typical New England Downtown. The Site Plan Approval Authority (SPAA) shall assure that signs are appropriate for the district. The following rules shall apply in the Business District.

1. **Applicability.** The SPAA shall approve all permanent signs and endorse Sign Plans. No sign(s) shall be attached, erected or otherwise installed on the lot or the exterior of any building or structure in the Business District without first obtaining sign plan approval from the SPAA. No building permit shall be issued by the Building Inspector for the sign installation subject to this section and no sign installation shall commence, until the SPAA has endorsed its approval on the Sign Plan and a copy of the approved sign has been submitted to the Building Inspector. Existing signs are allowed to remain and are not subject to these requirements unless said sign is removed and replaced with a different sign or different type of attached brackets. Existing signs may be removed for maintenance, re-lettering or name change, without requiring approval under this section.

2. **Submission Requirements.** A Sign Plan shall be submitted by the applicant showing all permanent signs in detail and as they are proposed to be installed on the building or structure. Plans shall include color, materials, lettering, lighting and proposed mounting details.

3. **General Requirements: Sign Plan Approval** may be granted only in accordance with the following requirements:

- a. Signs, including brackets and mounting appurtenances shall be consistent with building design.
- b. No sign shall extend above the roof line or façade, whichever is higher; roof signs shall not be permitted.
- c. No signs shall be flashing, shimmering or consist of rotating lights.
- d. Moving or rotating signs shall not be permitted with the exception of barber poles.
- e. No sign shall be placed which prevents the driver of a vehicle from having a clear and unobstructed view of approaching or merging traffic.
- f. Multiple signs on a building should be coordinated for shape, materials, colors, typefaces and graphics. Multiple signs on a building should be aligned with each other and with adjacent buildings.
- g. Signs should not hide architectural detailing.
- h. Individual letters may be mounted on the building.
- i. Signs may be applied to cloth or awnings which conform to the requirements of this section. Lettering may be painted on windows.

- j. Where Site Plan Approval is required for the proposed work, approval of a Sign Plan shall be consolidated with the Site Plan Approval procedures and the SPAA shall determine that the Site Plan Approval complies with all of the requirements and provisions of the Sign Plan Review as part of the Site Plan Approval Proceeding.

4. Temporary signs, including those which are mounted on trailers and/or have blinking lights and large letters used to advertise grand openings, anniversaries or other events or matters may be used if they are restricted to being located on the lot to which they relate and are not used more than once per calendar year for a period not to exceed 30 days. A permit for such temporary sign shall be received from the Building Department prior to installation. This provision does not include political signs.

5. Sign Dimensions.

- a. The display of one (1) free standing sign placed on the lot pertaining to the use or uses of the premises with a total area of not more than twelve (12) square feet in surface area per side. Said free standing sign shall be limited to two (2) sides and total sign height shall not exceed fifteen (15) feet.
- b. A wall mounted sign with up to one (1) square foot of sign per running foot of a front building wall. The length of the sign shall not exceed 60% of the front building wall length.
- c. Signs which are permitted to overhang a public way or project from the front face of a building or structure shall not exceed nine (9) square feet in surface area per side. Such signs shall not project more than three feet six inches (3' 6") from the front face of the building or structure wall including the space between the sign and the wall and shall be at least eight (8) feet above the ground.
- d. Buildings containing a second public entrance on a wall other than a front building wall or a street side wall in addition to a front building wall, may cause to be installed one (1) additional sign at either said entrance or on said street side wall. If two signs are to be installed, one on the front building wall and one on either a street side wall or a wall containing a second public entrance, one sign may be full sized based on 60% of the length of the wall upon which it is installed and the second sign shall be no more than 30% of the length of the second wall.

6. Compliance.

- a. Applications for Sign Approval shall be submitted to the Town Clerk on behalf of the SPAA.
- b. Copies of submissions for Sign Approval shall be submitted by the applicant to the Historical Commission, Planning Board and Building Inspector at the time of application to the SPAA.
- c. The SPAA shall take final action on the request for Sign Approval within thirty (30) days of receipt of the application or such further time as may be agreed upon at the written request of the owner.
- d. No deviation from an approved Sign Plan shall be allowed without modification thereof by the SPAA.