

3200. SIGN REGULATIONS

3210. General Sign Regulations.

- a) No sign shall be erected and no existing sign shall be enlarged, reworded, redesigned, or altered in any way unless it conforms with the provisions of this Bylaw. Any sign which has been destroyed or damaged to the extent that the cost of repair or restoration will exceed one-third of the replacement value as to the date of destruction shall not be repaired, rebuilt, restored, or altered unless in conformity with this Bylaw.
- b) No sign permit is required for the following signs, which must nevertheless comply with this Bylaw:
 - 1) Signs of not more than 12 square feet in area, to be removed within 30 days of erection;
 - 2) Unlighted on-premise signs guiding and directing traffic and parking, if not exceeding one square foot in area;
 - 3) Signs bearing only property numbers, post office box numbers, names of occupants of premises or activities thereon, if not exceeding two square feet in area;
 - 4) One temporary unlighted sign not over six square feet in area pertaining to the sale, rental or lease of the premises.

No sign other than the above shall be erected, enlarged, or structurally altered without a sign permit issued by the Inspector of Buildings, which shall only be issued for signs in conformance with this Bylaw. Permit applications shall be accompanied by two prints of scale drawings of the sign, supporting structure, and location. A copy of any sign Special Permit issued by the Board of Appeals shall also accompany the application. Every sign for which a permit has been issued shall be plainly marked with the name of the person, firm or corporation owning, erecting, maintaining or operating such sign, and the date of permit issuance.

- c) All signs shall be maintained in a safe and neat condition to the satisfaction of the Inspector of Buildings and in accordance with the State Building Code.
- d) Except for directional signs in accordance with Section 3250, no billboard or other sign shall be erected or maintained unless its subject matter relates exclusively to the premises on which it is located, or to products, accommodations, services, or activities on those premises. When a sign no longer complies with this paragraph because of a change in the use or structural condition of the premises, the owner shall, upon written notice of the Inspector of Buildings, bring the sign into compliance or remove it. If within 30 days the order is not complied with, the Inspector of Buildings shall remove the sign at the expense of the owner.
- e) No signs shall be placed within a public way or on public property except with a permit from the Board of Selectmen, which shall not be granted in violation of Section 3.1.5 or 3.1.6 of the Town Bylaws. Signs placed on shade trees are subject to approval by the Tree Warden (Sec. 9, Ch.37, G.L.).
- f) Signs, any part of which moves or flashes, or signs of the traveling light or animated type, and all beacons and flashing devices whether a part of, attached to, or apart from a sign, are prohibited.

- g) No sign shall project from a building or over any pedestrian or vehicular way more than 24 inches, nor over any public right-of-way or other public property.
- h) No part of any attached sign shall extend above the highest point on the wall or roof of the building to which it is attached. No free-standing sign shall exceed fifteen feet in height unless authorized to do so on special permit by the Board of Appeals, which shall grant approval only upon determining the following:
 - 1) the increase in height is necessitated by unusual site circumstances; and
 - 2) the resulting sign will not intrude into any scenic views; and
 - 3) the design and illumination avoid creation of hazardous distraction for motorists; and
 - 4) the proposed sign height is preceded by the height of signs on nearby properties or by the height of building on the same premises; and
 - 5) compensatory scenic enhancements are to be made, such as landscaping beyond that otherwise required.

In no event shall a free-standing sign exceed 35 feet in height.

3220. Residence or Government Districts. In Residence or Government Districts, the following signs are permitted:

- a) One sign for each family residing on the premises indicating the owner or occupant or pertaining to a permitted accessory use, provided that no sign shall exceed two square feet in area.
- b) One sign not over nine square feet in area pertaining to permitted buildings and uses of the premises other than dwellings and their accessory use.
- c) One temporary unlighted sign not over six square feet in area pertaining to the sale, rental or lease of the premises.
- d) Unlighted directional signs not exceeding one square foot each in area pertaining to permitted buildings and uses of premises other than dwellings and their accessory uses.
- e) Signs totaling not more than 50% of the area allowed in a Business District, for an Open Space Community with extensive resort development under Section 4642b.

3230. Scenic Development Districts. In Scenic Development Districts, regulations for Residence Districts shall apply, except that for uses allowed on Special Permit under Section 2232 signs up to 50% of the area allowed in Business Districts shall be allowed.

3240. Allowed Signs. In Business Districts, only the following signs are allowed in addition to those allowed under Section 3210:

- a) Signs attached to a building, provided that there are not more than two such signs per separate enterprise, and that they aggregate not more than the following percentages of the area of the wall or the horizontally projected area of the roof (length times eave-to-ridge height) to which they are attached:

Village Business V-B District: 5%

Other Business Districts: 15%

- b) One free-standing sign with total area of not more than 16 square feet if in the V-B district or 80 square feet if in any other Business district. For premises having frontage on more than one street, a second free-standing sign may be allowed, with the allowed area divided between the signs.
- a) The total area of all signs on the premises, both attached to a building and free-standing, shall total not more than 40 square feet if in the V-B district or two square feet per foot of frontage on the street to which they are oriented if in any other Business district.

3250. Off-Premise Directional Sign. An off-premise direction sign 6 feet by 6 inches or 6 feet by 1 foot designating the route to an establishment and containing no advertising matter are allowed only on a ladder sign erected and maintained by the Town of Bourne.