

2880. DOWNTOWN (DTD) SIGN REGULATIONS

2881. General DTD Sign Regulations.

- a) No person shall erect, modify or move any signs within the DTD without first obtaining a permit from the Inspector of Buildings. The Inspector of Buildings shall not issue a sign permit without first receiving the approval of the Design Review Committee.
- b) Permit Applications shall be accompanied by six (6) copies of a site plan showing the location of the sign, sign elevation drawings showing the proposed size, supporting structure, materials, and color.
- c) Upon receipt of an application for a sign permit the Inspector of Buildings shall immediately forward all materials to the Design Review Committee. (See §2815)
- d) No signs shall be located in any public right of way, except for awnings or projecting signs with the approval of the Board of Selectmen; after receiving a recommendation from the Design Review Committee.

No sign shall be attached to a tree or utility pole whether on public or private property.

Signs shall not flash, blink or fluctuate.

This sign bylaw shall be used in conjunction with the Architectural Design Standards and Guidelines incorporated herein as Appendix 1.

2882. Non-Conforming Signs

- a) When a business with a nonconforming sign is replaced with a new business, the nonconforming sign shall be removed and replaced with a permitted conforming sign.
- b) Any sign that is erected, modified or moved must conform to these regulations; non-conforming signs must be removed and replaced upon the occupancy of a new business.
- c) If any nonconforming sign or portion thereof that is damaged or destroyed by any means shall not be reconstructed except in conformity with this bylaw.

2883. Sign Construction and Maintenance

- a) All permanent signs shall be professionally constructed of high quality durable materials.
- b) Sign switches, conduits and panel boxes shall be concealed from view.
- c) Signs shall be designed to be vandal and weather resistant.
- d) Signs shall be properly maintained so that they are in proper working order and do not endanger the public.
- e) Signs must be removed within 30 days of a business or tenant vacating the premises. The sign shall be removed to the satisfaction of the Inspector of Buildings.
- f) When a sign is removed due to replacement or termination of the lease, the tenant or owner shall fill and paint any holes caused by the removal of the sign.

2884. Multi-Tenant Projects

- a) Multi-tenant structures or multiple structures which display more than one exterior sign shall implement an exterior sign program. Sign programs serve to create a coordinated project theme of uniform design elements including: color, lettering style, material, and placement. Each business should have a consistent palette of signs designed in a similar character and style.
- b) The sign program shall be initially approved by the Design Review Committee.
- c) Once a sign program is approved, the Inspector of Buildings may issue a sign permit upon receiving approval from the Town Planner. Signs must conform with these guidelines, and to the previously approved sign program.

2885. Permanent Signs

- a) **Primary Occupancy Signs.** The primary sign is the main sign used to identify a business. A primary sign is any sign painted on or attached parallel to the face of the building, including individually mounted letters, painted signs, and awning signs.
 - 1) One primary sign for each storefront or building facade that fronts a public street or alley is permitted. The primary sign shall not exceed one (1) square foot per 1 foot of frontage, subject to meeting other sign design criteria.
 - 2) The design of the primary sign shall be integrated with and compliment the overall design of the facade. The location of the sign shall be centered above the storefront and below the second floor windows.
 - 3) The primary sign may be a projecting sign or awning sign to enhance pedestrian visibility.
- b) **Pedestrian Signs.** Pedestrian signs are small signs, typically projecting signs supported by a decorative bracket, which are located above the storefront entry and are oriented to the pedestrian.
 - 1) One pedestrian sign for each storefront is permitted. The pedestrian sign shall be no larger than 2 feet by 3 feet, subject to meeting the other design criteria.
 - 2) The bottom of pedestrian signs shall be located at least 8 feet above the sidewalk, and be rigidly supported.
 - 3) The pedestrian sign shall be supported by decorative chain or bracket, designed and constructed with a high level of craftsmanship and detail. Creative signs that "symbolize" the business are encouraged.
- c) **Monument or Freestanding Signs.** Monument and free-standing signs are located adjacent to the right of way independent of the building. Monument and free-standing signs must be located outside the sight triangle area so as not to obstruct views of vehicles at the intersection.
 - 1) Monument or freestanding signs are allowed in addition to the primary and pedestrian signs when a building's front entrance is set back at least 15 feet from the street. The maximum allowable height of all signs is eight feet, except that the Design review Committee may allow up to 12 feet if found that such height is necessary for the site and is compatible with the appearance, scale and character of the area. The sign shall not exceed an area no larger than 30 square feet per sign face, subject to meeting other design criteria.
 - 2) A monument sign shall be set onto a base or frame, presenting a solid, attractive and well-proportioned appearance that complements the building design and materials.

- 3) A freestanding sign is a sign supported by two or more columns, uprights or braces in, or upon the ground.
- 4) Height (of a sign): The vertical distance measured from the highest point of the sign to the average ground grade beneath the sign.

d) Directory and Upper Floor Signs.

- 1) For two or more story multiple-tenant buildings, one small directory sign with nameplates of the individual tenants is permitted on the ground floor. The maximum letter height for tenant names is 2 inches.
- 2) Where a second or third story tenant has a separate entry door on the street, a small projecting pedestrian sign is permitted, in keeping with the guidelines for pedestrian signs. Such signs shall be placed near the tenant street entry.
- 3) Commercial uses on second floor of multiple story buildings that do not have ground floor occupancy may have a window sign in addition to otherwise permitted building-mounted or free-standing signs. One window sign is permitted per framed window area and cannot exceed 15% of the total second floor glass area.

e) Window Signs. Any sign placed within a window facing the street.

- 1) Window signs above the second floor are not permitted. The maximum letter height for window signs is 12 inches. Second floor window signs shall be non-illuminated, and shall consist of paint, gold-leaf or similar high-quality graphic material on the glass surface.
- 2) One window sign is permitted per enterprise on the ground floor. Window signage shall not cover more than 25% of the window area, excluding the area of any glass doors, or one square foot per one foot of frontage, whichever is less.
- 3) Permanent Interior window and door signage shall be professionally designed and constructed. Signs made of gold leaf and other high-quality graphic materials that compliment the storefront display are permitted. Window signs constructed of paper, cardboard, plastic, chalk- or white-board signs are prohibited. Except that one 11"x 17" civic or charitable poster or flyer may be placed in a storefront window.
- 4) Any graphics, displays, or sign panels with lettering more than one inch high, mounted within four feet of a window shall be considered a window sign, except for the following:
 - Displays with lettering less than one inch high;
 - Products on shelves for sale to the public, or
 - Signs depicting hours of operation. (11" x 17" maximum)

2886. Special Signage

Special signage are additional artistic signs that identify the business and convey a message through the use of a pictorial or graphic image, and may include a limited amount of wording that is clearly secondary to the artistic quality of the sign.

a) Flags

- 1) One flag per storefront, not exceeding 3 feet by 5 feet that conveys a message of "open" or "sale" is permitted. The lowest point of the flag must be at least 8 feet above the surface of the sidewalk or pedestrian way. Flag must be removed daily at the close of business.
- 2) Flags must be mounted on a decorative bracket attached perpendicular to the building face.

b) Murals

- 1) Life-size murals painted on the wall surface of a building may be permitted upon approval of the Design Review Committee to ensure the artwork complements the design of the building in color, shape and location on the building.

c) Menu Holders

- a) An exterior menu holder is permitted on the facade of a restaurant.
- b) The menu holder shall be limited to the size of two pages of the menu utilized by the establishment.
- c) A menu holder shall be located so as not to cause a safety hazard to pedestrians.
- d) The menu holder shall not be used for additional business identification or additional signage.
- e) Free standing "A" Frame menu boards may be allowed upon approval of the Design Review Committee. Must be removed at the close of business.

d) Off-Site Signs

- 1) Off-site directory signs on buildings or free-standing ladder signs that direct pedestrians to businesses down side streets and/or alleys are permitted with the permission of the building/site owner. Initial directory or ladder signs shall be approved by the Design Review Committee via a sign program; thereafter directory signs that are consistent with the sign program may be added upon the approval of the Town Planner.
- 2) Directory and ladder sign panels shall not exceed 4 feet by 8 inches.
- 3) Directory signs shall not count against the signage allotment for building or site signs.
- 4) Signs shall be professionally designed and constructed.

d) Sidewalk Café Signage

- 1) A sidewalk cafe may have signage on a cafe umbrella(s) in addition to the main occupancy frontage signs. Signage shall be limited to the name of the cafe business. The maximum letter height is 6 inches and the business logo shall not exceed 1 square foot in area.
- 2) The total signage on an umbrella shall not exceed 10% of the area of the umbrella.
- 3) Generic advertising, such as a product name is not allowed.
- 4) Sidewalk Café signs must be approved by the Design Review Committee.

2887. Temporary Signs.

a) Grand Opening Banner

- 1) Banners advertising a new business opening are permitted for a maximum of 30 days.
- 2) The banner shall include a date visibly noted on the sign and be removed within 30 days of the posted date.
- 3) No other types of banners or flags are permitted.
- 4) "A" Frame signs may be permitted on a limited temporary basis for special events upon approval of the Design Review Committee. Placement of the "A" frame sign shall be solely on the applicant's property.

b) Construction Signs:

1. One temporary sign, advertising the various construction trades participating in the project is allowed.
2. Sign shall not exceed 50 square feet in sign area or 6 feet in height.
3. The sign shall not extend beyond the subject property nor interfere with any traffic safety visibility area of the parcel.
4. The sign may remain on the property until occupancy, unless an extension has been granted by the Inspector of Buildings.

c) Real Estate Signs

- 1) No more than one real estate sign per property shall be permitted, however it may remain until the entire project or tenant space is leased or sold.
- 2) Maximum sign area per sign is 9 square feet, and shall be located flat against the building wall or within a window, and shall not project above the eave line.
- 3) Vacant lots may mount the sign on a free-standing monument, located outside of any sight visibility area; no portion of the sign may extend across the property line.

2888. Signs Not Permitted

- a) Rooftop signs, cabinet signs, including neon or digital/LED, banners (except for grand opening and civic event signs), balloons, flashing signs, billboards, plastic flags, whiteboards, chalkboards and blackboards, wired framed yard signs (except for temporary political or construction signs).
- b) Any exterior sign advertising or publicizing an activity, service or product not conducted on the premises upon which the sign is maintained, except for public events and as otherwise allowed by the guidelines.
- c) Internally illuminated signs of any kind or style.
- d) Single pole centered signs, aka “lollipop” signs. (See idea galley in Appendix 1)

2889. Exemptions

The following signs shall be exempt from the requirements of the DTD sign regulations:

- a) Flags or emblems of government, political, civic, philanthropic, educational or religious organizations, displayed on private property, as long as such flag or emblem does not exceed 15 square feet;
- b) Signs of a duly constituted governmental body, including traffic or similar regulatory devices, legal notices, warnings at railroad crossings, and other instructional or regulatory signs having to do with health, hazard, parking, swimming, dumping, etc.;
- c) Address numerals and other signs required to be maintained by law or governmental order, rule or regulation; provided, the content and size of the sign do not exceed the requirements of such law, order, rule or regulation;
- d) Small signs, not exceeding five square feet in area, displayed on private property identifying entrance and exit drives, parking areas, one-way drives, restrooms, freight entrances and the like;

- e) Holiday decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided such signs shall be displayed for a period of not more than 45 consecutive days nor more than 60 days in any one year.
- f) Special Community/Civic Event Signage is subject to the review by the DRC.

2890. Appeal

Any person aggrieved by the decision of the Design Review Committee may appeal said decision to the Board of Appeals in accordance with Section 1320 of this Bylaw. Any such appeal must be filed within (30) days after the receipt of the decision of the Design Review Committee.