

## **SIGNAGE**

**Please note: In the event of any contradiction between the language of the following signage standards and the zoning bylaw, the zoning bylaw shall prevail.**

## 5.0 SIGNAGE

Part of the revitalization of Downtown Bourne is to create an active and attractive pedestrian environment. Signs reflect the overall image and success of a business and can contribute color, variety and detail to the character of a downtown area making it a vibrant public place. Signs in the downtown area should have pedestrian orientation and scale, artistic quality and unique creative design that reflects the individual character of the business. These proposed standards and guidelines along with specific recommendations made by the Design Review Committee will help to achieve the purpose and the goals of Bourne's Downtown Action Plan.

### 5.1 Applicability

- A. The standards and guidelines set forth in this section shall apply to all properties located within the Bourne Downtown District (see Figure 2.1).
- B. Upon adoption of these guidelines, the Downtown will continue to have many non-conforming signs. The intent of this ordinance is not to require that the existing signs be updated but instead to encourage them to come into compliance to provide a better experience in the downtown.
- C. No person shall erect, modify or move any signs 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.
- D. Signage should be carefully planned and comply with Section 2880 of the Town of Bourne's Zoning Bylaws.
- E. Permit Applications shall be accompanied by a site plan showing the location of the sign(s), sign elevation drawings showing the proposed size, supporting structure, materials, and color.

### 5.2 Intent and Purpose

- A. To help guide the business owners in the Downtown to install well designed and well constructed signs that compliment the business and the area.
- B. To encourage creative and innovative approaches to signage within an established framework.
- C. To enhance overall property values and the visual environment in the Downtown by discouraging signs which contribute to the visual clutter of the streetscape.
- D. To ensure that the signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building.
- E. To promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message.

### 5.3 Sign Permit Process

- A. All signs must follow the review and approval procedures as set forth in the Bourne Zoning Bylaw Section 2880.
- B. The Inspector of Buildings shall not issue a sign permit without first receiving approval of the Design Review Committee.



#### 5.4 General Sign Construction

STANDARD OR GUIDELINE	GENERAL SIGN CONSTRUCTION
<p style="text-align: center;">S</p> <p>See § 2883<sup>1</sup></p>	<p><b>Construction and Maintenance</b></p> <ul style="list-style-type: none"> <li>• Sign switches conduits and panel boxes shall be concealed from view.</li> <li>• Sign shall be designed to be vandal and weather resistant.</li> <li>• Signs shall be properly maintained so that they are in proper working order and do not endanger public.</li> <li>• 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.</li> <li>• Once a business has vacated the premises the sign shall be removed within 30 days, to the satisfaction of the Inspector of Buildings</li> </ul>
<p style="text-align: center;">G</p>	<p><b>Design</b></p> <ul style="list-style-type: none"> <li>• The design of signs should reflect the scale and character of the structure or site and its surroundings.</li> <li>• Preferred signs are flat against the façade, or mounted projecting from the façade.</li> <li>• A simple and direct message, with upper and lowercase lettering is most effective. Signs should simply and clearly identify individual establishments, buildings, locations and uses, while remaining subordinate to the architecture and larger streetscape.</li> <li>• Retail signs along sidewalks should be located a minimum of 8 feet above the pedestrian sidewalk.</li> <li>• Individual tenant signs may be located on individual storefronts, over display windows and/or at entries.</li> </ul>
<p style="text-align: center;">G</p>	<p><b>Content</b> – Traffic speeds should be considered when determining content by limiting text, colors and graphics to the essential nature of the business. More signage is often less effective. Automobile passengers can only identify an average of four words or symbols when passing a site at 25 miles per hour. This number decreases depending upon other visual distractions from on-site or adjacent properties, or if speed limits are higher.</p>
<p style="text-align: center;">S</p>	<p><b>Materials and Color</b></p> <ul style="list-style-type: none"> <li>• All signs should harmonize with the building's design and be professionally constructed using high-quality durable materials such as hardwood (painted or natural), glass, stone, copper, brass, galvanized steel, painted canvas or paint/engraved on the façade surface, or any other material approved by the Design Review Committee.</li> <li>• Excessive Use of bright colors or over scaled letters shall not be used as a means to attract attention.</li> </ul>

<sup>1</sup> Refers to a section in the Bourne Zoning Bylaw



STANDARD OR GUIDELINE	GENERAL SIGN CONSTRUCTION
S	<p><b>Illumination</b></p> <ul style="list-style-type: none"> <li>• Light should be contained within the sign frame and not spill over onto other portions of the building or site and will not shine into adjacent properties, pedestrian, bicyclists or motorists.</li> <li>• Lighting types that are <u>encouraged</u> include: back-lit, halo-lit or reverse channel letters with halo illumination, gooseneck light fixtures and other decorative light fixtures.</li> <li>• Lighting types that are <u>prohibited</u> include internally illuminated signs, exposed neon tubing, signs that use blinking or flashing lights.</li> </ul>
G	<p><b>Coordination</b></p> <ul style="list-style-type: none"> <li>• All signage on site should be coordinated by using similar materials, lettering, styles, colors, and overall sign sizes to ensure sign continuity and a uniform appearance throughout the development.</li> <li>• The design of signs for multi-tenant structures and centers should be consistent so individual signs complement each other and fit into the overall scheme of the site or center.</li> </ul>
S	<p><b>Placement</b></p> <ul style="list-style-type: none"> <li>• Signage throughout the site shall be placed appropriately and not obstruct views for pedestrians and vehicles (see 3.4 Sight Obstructions).</li> <li>• On-site directional and parking signs must comply with section 3210.b.2 of the Zoning Bylaw.</li> <li>• Off-site directional and parking signs must comply with section 3250 of the Zoning Bylaw.</li> </ul>
S	<p><b>Right of Way Overlap</b> - Awning signs or projecting signs are permitted, those encroaching on the Public Right of way must obtain approval from the Board of Selectmen according to section 2868 of the Zoning Bylaw.</p>
G	<p><b>Scale and Proportion</b> - Every sign should be an integral, subordinate element within the overall building and site design. The scale and proportion of the signage shall not overpower the building or obscure the building's architectural features.</p>
S	<p><b>Building Numbers</b> - Building numbers should be located on all buildings in accordance with requirements for emergency services and the Bourne General Bylaw Section 4.5.1.</p>



## 5.5 Signage Styles

STANDARD OR GUIDELINE	PERMANENT SIGNS
<p style="text-align: center;">S</p> <p>See § 2885 a</p>	<p><b>Primary Occupancy Signs.</b> 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.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• The primary sign may be a projecting sign or awning sign to enhance pedestrian visibility.</li> </ul>
<p style="text-align: center;">S</p> <p>See § 2885 b</p>	<p><b>Pedestrian Signs.</b> 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.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• The bottom of pedestrian signs shall be located at least 8 feet above the sidewalk, and be rigidly supported.</li> <li>• 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.</li> </ul>
<p style="text-align: center;">S</p> <p>See § 2885 c</p>	<p><b>Monument Signs are -</b></p> <ul style="list-style-type: none"> <li>• Free-standing signs located adjacent to the right of way and independent of the building.</li> <li>• In compliance with these guidelines with regard to Design, Materials and Lighting Requirements and section 2880 of the Zoning Bylaws.</li> <li>• Only allowed for developments whose primary building facade is 15 feet or less from the property frontage line.</li> <li>• Consistent with the sign designs shown in the Idea Gallery included in this document.</li> <li>• Placed outside of the Sight Triangle so that it does not obstruct views entering and exiting the site. (see 3.4 Sight Obstructions)</li> <li>• A maximum of 6 feet high with an area no larger than 30 square feet per sign face, subject to meeting other design criteria.</li> <li>• Set onto a base or frame, presenting a solid attractive and well-proportioned appearance that complements the building design and materials.</li> </ul>

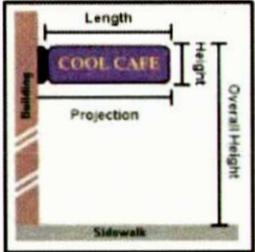


STANDARD OR GUIDELINE	PERMANENT SIGNS
<p style="text-align: center;">S</p> <p>See § 2885 d</p>	<p><b>Directory and Upper Floor Signs.</b></p> <ul style="list-style-type: none"> <li>• For two or more story multiple-tenant buildings, one small directory sign with nameplates of the individual tenants is permitted on the ground floor. The maximum letter height for tenant names is 2 inches.</li> <li>• 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.</li> <li>• Commercial uses on second floor of multiple story buildings that do not have ground floor occupancy may have window signs 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. 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.</li> </ul>
<p style="text-align: center;">S</p> <p>See § 2885 e</p>	<p><b>Window Signs are -</b></p> <ul style="list-style-type: none"> <li>• Any sign placed within a window facing the street either directly on the window glass or behind it. These signs typically give the name of the store, a logo, or other decorative feature.</li> <li>• Only permitted on the first floor level.</li> <li>• To be designed to attractively promote the business while still allowing for the customer to view the interior of the business.</li> <li>• Placed or painted on the interior or exterior glass windows or doors provided that such signs cover no more than 30 percent of the glass area of the entire storefront, nor more than 50 percent of the window in which it is placed.</li> <li>• Mounted only in the interior of the storefront if they are neon signs.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• Window signs constructed of paper, cardboard, plastic, chalk- or white-board signs are prohibited. Except one (1) civic or charitable poster/flyer may be placed in a storefront window at a maximum of 11"x 17".</li> <li>• 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: <ul style="list-style-type: none"> <li>▪ Displays with lettering less than one inch high;</li> <li>• Products on shelves for sale to the public; and</li> <li>• Or signs posting hours maximum size 11 x 17</li> </ul> </li> </ul>



STANDARD OR GUIDELINE	PERMANENT SIGNS
G	<p><b>Wall signs are –</b></p> <ul style="list-style-type: none"> <li>• Mounted directly to the building façade in locations that respect the design of the building.</li> <li>• Subject to height and size requirements in section 3210 of the Zoning Bylaw.</li> <li>• Must either be a minimum of 1.5 inches thick or included within a 1.5-2 inch border.</li> <li>• Made of sign board, metal or channel letters mounted directly to a wall or via a raceway, or painted directly on brick (wall signs painted directly on brick must be artistically and professionally done to meet the intent of these guidelines).</li> </ul> <p><b>Wall signs may not -</b></p> <ul style="list-style-type: none"> <li>• Project no more than 12 inches from the building wall. Any sign that is affixed to a building and projects more than 12 inches in a perpendicular manner is considered a projecting sign and is subject to those requirements.</li> <li>• Extend beyond the front façade of any suite in the case of a multitenant building.</li> <li>• Cover architectural or ornamental features.</li> </ul>
G	<p><b>Awning and Canopy Signs are –</b></p> <ul style="list-style-type: none"> <li>• Signs that are painted or printed directly onto an awning or canopy.</li> <li>• Made of matte finish canvas, glass or metal.</li> <li>• Printed onto an awning or canopy of a single, solid color. Striped awnings are not encouraged.</li> <li>• Mounted on the wood or metal framing within a door or window opening, not on the wall surrounding the opening.</li> <li>• Allowed for the purpose of adding color and dimension over the entrance on the front façade of a building as well as providing shelter for pedestrians entering and exiting the building.</li> <li>• Kept in good condition and well maintained at all times.</li> </ul>



STANDARD OR GUIDELINE	PERMANENT SIGNS
G	<p><b>Projecting Signs are –</b></p> <ul style="list-style-type: none"> <li>• Affixed to the face of a building and projected in a perpendicular manner <u>more than</u> 12 inches from the wall surface.</li> <li>• Strongly encouraged and should be designed to match the architectural style of the building or structure to which the sign is affixed.</li> <li>• Only permitted for uses located on the first floor of a building.</li> <li>• Within the set-back unless permitted to overlap the Right of Way per section 2868 of the Zoning Bylaws.</li> <li>• Oriented to the pedestrian passing on the sidewalk in front of the building and not to the vehicles traveling on the road or to the pedestrians on the opposite side of the road.</li> <li>• Limited to a maximum area of 6 square feet per side.</li> <li>• No more than 2 feet in distance from the building to the outer edge of the sign per section 3210g of the Zoning Bylaw.</li> <li>• No less than 8* feet in distance from the sidewalk to the bottom edge of the sign.</li> <li>• Not to exceed 20 feet in overall height from ground/sidewalk to the top part of the sign (see diagram).</li> </ul> 
G	<p><b>Hanging Signs are -</b></p> <ul style="list-style-type: none"> <li>• Similar to projecting signs except that they are suspended below a marquee or under a canopy. Hanging signs are generally smaller than projecting signs due to their low mounting height.</li> <li>• A maximum of 4 square feet of sign area per side.</li> <li>• Treated similar to projecting signs in their regulations.</li> <li>• Only permitted for uses located on the first floor of a building</li> <li>• Within the set-back unless permitted to overlap the Right of Way per section 2868 of the Zoning Bylaws.</li> <li>• No less than 8* feet in distance from the sidewalk to the bottom edge of the sign.</li> </ul>
G	<p><b>Restaurant Menu Signs are -</b></p> <ul style="list-style-type: none"> <li>• Signs that display menu items and pricing.</li> <li>• Located within a display box permanently mounted to the front building façade adjacent to the entrance.</li> <li>• A maximum size of 3 square feet.</li> <li>• Made of high-quality materials and use artistic designs.</li> <li>• Appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.</li> </ul>



STANDARD OR GUIDELINE	<b>SPECIAL SIGNAGE-</b> 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.
<b>S</b> See § 2886	<b>Flags</b> <ul style="list-style-type: none"> <li>• One (1) flag per storefront not exceeding 3 feet by 5 feet that conveys the 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. Flags must be removed daily at the close of business.</li> <li>• Flags must be mounted on a decorative bracket attached perpendicular to the building face.</li> </ul>
<b>S</b>	<b>Murals</b> <ul style="list-style-type: none"> <li>• 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. A free-standing menu holder is permitted on the exterior storefront of a restaurant.</li> </ul>
<b>S</b>	<b>Menu Holders</b> <ul style="list-style-type: none"> <li>• An exterior menu holder is permitted on the facade of a restaurant.</li> <li>• The menu holder shall be limited to the size of two pages of the menu utilized by the establishment.</li> <li>• A menu holder shall be located so as not to cause a safety hazard to pedestrians.</li> <li>• The menu holder shall not be used for additional business identification or additional signage.</li> <li>• Free standing "A" Frame menu boards may be allowed on a limited basis upon approval of the Design Review Committee. Placement of the "A" frame sign shall be solely on the applicants property and must be removed daily at the close of business.</li> </ul>
<b>S</b>	<b>Off-Site Signs</b> <ul style="list-style-type: none"> <li>• Off-site directory signs on buildings or free-standing that direct pedestrians to businesses down side streets and/or alleys are permitted with the permission of the building/site owner. Initial directory sign shall be approved by the Design Review Committee via a sign program, thereafter directory signs that are consistent with the sign program may be approved by the Town Planner.</li> <li>• Signs shall be professionally designed and constructed.</li> <li>• Directory signs shall not count against the signage allotment for building or site owner.</li> </ul>
<b>S</b>	<b>Sidewalk Café Signage</b> <ul style="list-style-type: none"> <li>• A sidewalk cafe may have signage on the cafe umbrella(s) in addition to the main occupancy frontage signs may be permitted. Signage is 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.</li> <li>• The total signage on an umbrella shall not exceed 10% of the area of the umbrella.</li> <li>• Generic advertising, such as a product name is not allowed.</li> <li>• Sidewalk Café signs must be approved by the Design Review Committee.</li> </ul>



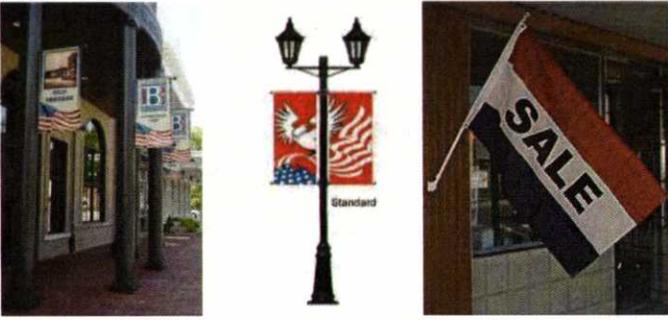
STANDARD OR GUIDELINE	TEMPORARY SIGNS - Temporary signs must comply with section 3210 of the Zoning Bylaw. It is strongly suggested that temporary signs be artistically and professionally done. Please refer to the Idea Gallery in these guidelines for examples of temporary signs.
S See § 2887	<p><b>Grand Opening Banner</b></p> <ul style="list-style-type: none"> <li>• Banners of not more than 12 square feet advertising a new business opening are permitted for a maximum of 30 days.</li> <li>• The banner shall include a date visibly noted on the sign and be removed within 30 days of the posted date.</li> <li>• No other types of banners or flags are permitted.</li> <li>• "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.</li> </ul>
S	<p><b>Construction Signs:</b></p> <ul style="list-style-type: none"> <li>• One temporary sign, advertising the various construction trades participating in the project is allowed.</li> <li>• Sign shall not exceed 50 square feet in sign area or 6 feet in height.</li> <li>• The sign shall not extend beyond the subject property nor interfere with any traffic safety visibility area of the parcel.</li> <li>• The sign may remain on the property until occupancy, unless an extension has been granted by the Inspector of Buildings.</li> </ul>
S	<p><b>Real Estate Signs</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul>
STANDARD OR GUIDELINE	SIGNS NOT PERMITTED
S See § 2888	<ul style="list-style-type: none"> <li>• 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, wire framed yard signs (except for temporary construction signs) are prohibited.</li> <li>• 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.</li> <li>• Internally illuminated signs of any kind or style.</li> <li>• Single pole signs, aka : "lollipop" signs (see idea galley)</li> </ul>



STANDARD OR GUIDELINE	EXEMPTIONS
<p style="text-align: center;"><b>S</b></p> <p><b>See §2889</b></p>	<p>The following signs shall be exempt from the requirements of the DTD sign regulations:</p> <ul style="list-style-type: none"> <li>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;</li> <li>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.;</li> <li>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;</li> <li>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;</li> <li>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.</li> <li>f) Special Community/Civic Event Signage is subject to the review by the DRC.</li> </ul>



5.6 Idea Gallery

Sign Style	YES	NO
<p><b>OUTDOOR MENU BOARDS</b></p>		
<p><b>CAFÉ, "A" MENU BOARDS &amp; READER BOARDS</b></p>		
<p><b>BANNERS &amp; FLAGS</b></p>		

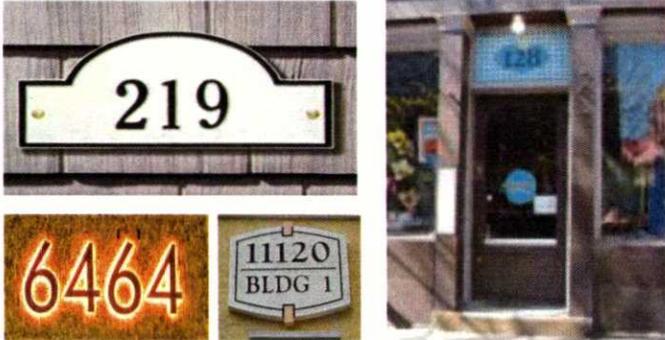
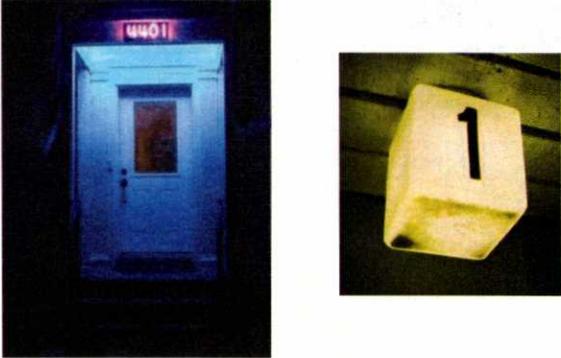


Sign Style	YES	NO
<p><b>AWNINGS &amp; CANOPIES</b></p>	<p>Solid color awnings create a clean and inviting appearance more characteristic of small villages.</p> 	<p>Lettering is hard to read on striped background.</p>  <p>Vinyl awnings create a harsher, more industrial feel which is not compatible with a small village environment.</p>
<p><b>WALL SIGNS</b></p>		 <p>Internally lit signs are prohibited.</p>
<p><b>WINDOW SIGNS</b></p>		



Sign Style	YES	NO
PROJECTING SIGNS		
HANGING SIGNS		
MONUMENT, POLE & LADDER		



Sign Style	YES	NO
BUILDING NUMBERS		
TEMPORARY		

