

3200. SIGNS AND ADVERTISING DEVICES.

3200 ATM 4/14/2004

3210. Purpose. The following sign regulations are intended to serve these objectives: (a) to facilitate efficient communication; (b) to avoid conflict between signs and the visual qualities of their environs; and (c) to support business vitality within non-residential districts by accomplishing the above objectives without burdensome procedures and restrictions.

3220. General Regulations. The following regulations shall apply in all districts:

3221. No exterior sign or advertising device shall be erected except as provided by this Bylaw.

3222. No sign which requires a sign permit under this Bylaw shall be erected except in the exact location and manner described in the permit.

3223. No sign shall be erected that in any way creates a traffic hazard or obstructs traffic.

3224. No sign shall be painted or posted directly on the exterior surface of any wall. All exterior attached signs shall be painted, posted or otherwise securely affixed to a substantial intermediary removable surface and such surface shall be securely affixed to the wall of the building. The foregoing, however, shall not prevent installation of a sign by individual letters or devices cut into or securely affixed to the exterior of a building, provided that such letters or devices have a minimum depth of projection of one fourth (1/4) of an inch. The construction of the sign shall comply with the State Building Code.

3225. No sign shall be illuminated between the hours of 11:00 P.M. and 6:00 A.M. except signs on premises open for business.

3226. Only white lights shall be used for direct illumination of a sign. The illumination of any sign shall be shaded, shielded, directed and maintained at a sufficiently low intensity and brightness that it shall not affect the safe vision of

operators of vehicles moving within the premises or on any adjacent public or private ways.

3227. Any sign which advertises or identifies products, businesses, services or activities which are no longer sold, located or carried on at the premises shall be removed within 60 days.

3230. Sign Permits. All signs shall require a sign permit except as provided in Section 3250, herein. No sign which requires a sign permit shall hereafter be constructed except in conformity with a sign permit from the Building Inspector. Applications for building or sign permits shall be obtained from the Building Department and shall contain the following information:

- a. the location by street number, of the proposed sign;
- b. the name and address of the sign owner and the owner of the premises where the sign is to be located, if other than the sign owner;
- c. a scale drawing showing the proposed construction, method of installation or support, colors, dimensions, location of the sign on the site, and method of illumination;
- d. such other pertinent information as the Building Inspector may require to ensure compliance with the bylaw and any other applicable law; and
- e. the application must be signed by the owner of the sign and the owner of the premises where the sign is to be located.

3231. The Building Inspector shall refer all applications to the Design Review Board for recommendations in conformance with Section 6540 of this bylaw. The Design Review Board shall have the authority to reject any sign permit application which is not complete when submitted

3232. Time Limitations. The Design Review Board shall approve or disapprove any application for a sign permit within 30 days of receipt of the application. If the Building Inspector should fail to act on an application for a sign permit within such 30 day period, the application shall be deemed to be denied.

3233. Fees. The Board of Selectmen shall establish and from time to time review a sign permit fee which shall be published as part of the sign permit application.

3240. Signs Prohibited in All Districts.

3241. Lightboxes.

3241A. Neon signs.

3242. Billboards, except non-commercial third party signs on municipally owned property.

3243. String lights used in connection with commercial premises with the exception of temporary lighting for holiday decoration; signs consisting of strings of banners, posters, pennants, ribbons, streamers, and spinners or similar devices.

3244. Flashing or oscillating signs or signs with moving lights or rotating beacons; animated signs; rotating signs; signs which move by design or have a major moving part.

3245. Signs emitting audible sound, odor or visible matter.

3246. Permanent paper, cardboard, cloth, canvas, plastic or similar non-rigid material signs, tacked, posted, or otherwise affixed to the walls of any structure, tree, pole, hydrant, bridge, fence or any other surface.

3247. Portable signs and changeable copy signs, except as permitted in section 3259A.

3248. Signs having the shape and color of a traffic control device; signs which are of a size, location, movement, content, coloring, or manner of illumination which may be confused with or construed as a traffic or street sign or signal; signs which contain or are an imitation of an official traffic sign or signal or contain the words "stop", "slow", "caution", "danger", "warning" or similar words.

3249. Signs creating a potential hazard to the safe, efficient movement of vehicular or pedestrian traffic or which contain statements, words, or pictures

of an obscene, indecent, or immoral character, that will offend public morals or decency.

3249A. Integral roof signs.

3250. Signs Which Do Not Require a Sign Permit.

3251. Resident Identification Sign. One sign, which shall not exceed two (2) square feet in area and, if lighted, shall use direct illumination with white light only.

3251A. Property Owner's. "No Trespassing" signs or the like.

3252A. Governmental, Utility or Public safety signs: None of the provisions of this bylaw shall be construed as preventing or limiting any traffic, directional, informational, educational or identification sign owned and installed by a governmental agency.

3252B. Religious institution signs.

3253. Real Estate Signs. One real estate sign, not over six (6) square feet in area advertising the sale or rental of the premises on which it is located is permitted. Such signs shall be removed within 30 days of the completion of the sale, rental or lease.

3254. Construction Signs. One temporary construction sign which shall not exceed twenty (20) square feet in area, in all districts, shall be confined to the site of the construction, including subdivisions of land as defined in G.L. c. 41, s. 81L, shall not be erected prior to the issuance of building permit and shall be removed within seven days of completion of construction, issuance of the occupancy permit, or after the intended use of the project has begun, whichever comes first.

3255. Window Signs. One or multiple signs that in aggregate shall not exceed 25% of the window area. Such signs shall not be illuminated other than by standard lighting fixtures on the building. Window signs promoting a public service or charitable event shall not be calculated in the allowable 25%.

3256. Fuel Pump Signs.

3257. Vehicle Signs. Except where the signs are mounted on parked vehicles for the purposes of advertising goods or services sold or provided on the property where the motor vehicle is parked or elsewhere either by direct sale or by order, signs normally painted on or attached to a motor vehicle identifying the owner and his or her trade and signs advertising the sale of the motor vehicle itself shall be allowed.

3258. Signs on Product Dispensing Devices. Signs integral to automated devices, not to include vehicles or gas pumps, which dispense one or more products, when the sign identifies the product(s) contained therein, provided the sign does not project beyond the device. Signs, which are affixed but not integral to the device, are not allowed.

3259. Flags, and banners conforming to section 3271 of this bylaw.

3259A. Portable Signs. One portable sign is allowed per business provided:

- a. The sign does not exceed six (6) square feet per side and is no more than thirty (30) inches wide.
- b. The top of any portable sign must be less than four (4) feet above grade.
- c. All lettering shall be done in a professional workmanlike manner.
- d. Portable signs shall not be permitted on properties containing a single business which has a freestanding sign.
- e. For properties containing multiple businesses, no more than two (2) portable signs shall be displayed at a time on any lot.
- f. Portable signs may only be displayed during the hours that the business is open or operating, but shall be removed at sunset.
- g. Portable signs shall not be illuminated, have flashing lights, emit sound or simulate motion, nor have any attachments adding to their height or width.
- h. Portable signs must not create a potential hazard to vehicular or pedestrian traffic.
- i. Signs which do not comply with any provision of this bylaw may be removed immediately and without notice by the Town.
- j. A permit for a Portable Sign shall be issued at the discretion of the Building Inspector for a period not to exceed one year and at a fee of \$250 annually.

3260. Signs Requiring a Sign Permit in the Business, Limited Business, Village Business, Industrial, Limited Industrial, Industrial Park and Research Districts. Any principal use permitted in the Business, Limited Business, Village Business,

Industrial, Limited Industrial, Industrial Park and Research Districts may erect a sign or signs subject to the following:

3261. Exterior Wall Signs.

a) First Floor Businesses. Except as may otherwise be provided, one primary and two secondary exterior wall-mounted, projecting or roof signs shall be permitted for each first floor business, not including directional signs, on the building in which the business is located. The total allowed sign face area of all exterior signs is calculated by taking 100% of the primary building frontage plus 40% of each secondary building frontage, up to a maximum of three total building frontages. The total size of the business signage is shown in Chart A. The primary sign shall represent no more than 75% of the total allowed sign face area. Secondary signage must be affixed to that portion of a building which is occupied by the business affixing such sign. If the sign is a series of awning valances it is considered one secondary sign. The square footage allowance is for direct-illuminated signs. Those primary or secondary signs which are self-illuminated silhouette or face-lit channel letters shall have their square footage allowance reduced by one-third (1/3).

CHART A

Building Frontage (In linear feet)	Maximum Area of Total Sign Face (In square feet)
0.1 to 19.9	30
20 to 39.9	33
40 to 59.9	36
60 to 79.9	39
80 to 99.9	42
100 to 119.9	45
120 to 139.9	48
140 to 159.9	51
160 to 179.9	54
180 to 199.9	57
200 to 219.9	60
220 to 239.9	63
240 and above	65

b) Second Floor Businesses. One primary exterior wall mounted sign shall be permitted for each second floor business, not to exceed ten (10) square feet. No such sign shall obscure windows or other architectural elements on a building.

3262. Projecting signs. A projecting sign may be erected in lieu of an exterior sign only when such exterior sign is permitted under Section 3261, providing it does not exceed sixteen (16) square feet per side. The projecting sign shall not extend beyond the top of the roof or ridge line of the building.

3263. Directory Sign/General Directory Sign: One directory wall sign on which the sign face shall not exceed one square foot for each occupant identified in the directory. A similarly sized freestanding sign may be erected provided it is substantially out of view of the public way. If there is a panel supporting a group of individual tenant names, that panel shall not exceed 110% of the aggregate area of the individual names.

3264. Directional Signs. Directional signs may be erected near a street, driveway or parking area if necessary for the safety and direction of vehicular or pedestrian traffic. The sign face of each directional sign shall not exceed two (2) square feet and no directional sign shall be located more than six (6) feet above ground level if mounted on a wall of a building or more than three and one-half (3½) feet above the ground if freestanding. Directional signs shall be placed so as to not impair vehicular sight lines.

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3265. Freestanding Signs. One freestanding sign (business center identification or business sign) may be erected on a lot zoned business, industrial, or research, or on a lot containing a primary commercial use that has been permitted by the Town of Sudbury, subject to sections 3265A, 3265B and 3266 of the bylaw.

3265A. Freestanding Business Center Identification Sign. One freestanding business center identification sign may be erected on a lot. The size of the sign face and the setbacks shall not exceed the allowances in Charts B and C (starting with Chart B and proceeding to Chart C).

CHART B

Street Frontage (In linear feet)	Maximum Area of each Sign Face (In square feet)
0.1 to 74.9	12
75 to 149.9	16
150 to 249.9	20
250 to 349.9	24
350 and above	30

CHART C

If the Area Of the Sign Face In Chart B does not Exceed (In square feet)	The Minimum setback From the Front property line shall be (In linear feet)	Minimum setback From Side property line shall be (In linear feet)
30	20	5
24	16	5
20	12	5
16	8	5
12	4	5

3265B. Freestanding Business Sign. One freestanding business sign may be erected on a lot subject to the following requirements:

- a. The lot has a minimum of two hundred and fifty (250) feet of street frontage.
- b. Building setback must be twenty (20) feet or greater.
- c. If the lot contains multiple businesses, individual businesses may be represented by separate, removable panels, which shall not exceed eighteen inches (18") in height nor be less than eight inches (8") in height.
- d. All freestanding directory signs shall be wood carved and shall not be internally illuminated.
- e. The size of the sign face and the setbacks shall not exceed the allowances in Charts B and C (starting with Chart B and proceeding to Chart C). The property address shall be included as a sign cap centered on top of the sign, but will not be counted in maximum sign size (not to exceed 4 square feet).
- f. Typeface on individual panels shall be of a uniform nature.
- g. The freestanding sign shall be incorporated into the landscaping and streetscape of the property, and its location shall be approved by the Design Review Board.

- h. Individual business panels shall be considered secondary signs for the purposes of calculating total sign allowance in section 3261a).
- i. No other freestanding signs shall be permitted on the street frontage.
- j. All existing non-conforming signs must be brought into conformance with the bylaw before approval of the freestanding business sign.

3266. The overall maximum height of any freestanding sign shall not exceed ten (10) feet, and the distance from the ground to the bottom of the sign shall not exceed 40% of the total height of the sign.

3270. Special Provisions.

3271. Banners. Any business may have a maximum of one banner mounted on the building facade. Banners may also be erected on light or utility poles on private property displaying common or season themes, up to a maximum of one banner per fifty (50) parking spaces constructed on the premise. Banners erected on public property shall require the approval of the Board of Selectmen. Banners may pictorially represent the nature of the business and may only include verbiage to the extent that the block of verbiage does not exceed 15% of the total area of the banner. A banner shall not exceed 15 square feet.

3280. Signs Requiring a Sign Permit in the Residential Districts. One sign either attached or freestanding, pertaining to a multi-unit development or a permitted non-residential principal use such as farms, farm stands, nurseries, greenhouses, child care centers and similar uses may be erected upon a lot provided no other sign(s) permitted by this bylaw shall be on the same lot. The sign face shall not exceed ten (10) square feet and, if freestanding, the height shall not exceed ten (10) feet and the distance from the ground to the bottom of the sign shall not exceed 40% of the height of the sign. The freestanding sign shall not be located within ten feet (10') of any street or property line.

3290. Special Permits. The Board of Appeals may issue Special Permits for signs other than as provided herein if it is determined that: (a) the architecture of the building, the location of the building with reference to the street or the nature of the establishment is such that the sign should be permitted in the public interest; (b) the sign will not cause visual confusion, glare, offensive lighting in the neighborhood; (c) the sign will not be a detriment to the surrounding area; (d) the sign will not significantly alter the character of the zoning district; (e) the sign will not interfere with traffic safety in the area; and (f) the sign will be consistent with the architecture of the building on the lot upon which the sign is to be located and of the surrounding area. In granting such permission, the Board of Appeals shall specify the size and

location of the sign or signs and shall impose such other terms and restrictions as it may deem to be in the public interest. All applications under this provision shall provide the information required in Section 3230 above and specific information in the form of perspectives, renderings, photographs or other representations sufficient to show the nature of the proposed sign, its effect on the immediate surroundings and the reasons for allowing it.

3290A. Design Guidelines. The following are further means by which the objectives for signs stated at the beginning of Section 3200 can be served. These guidelines are not mandatory, but degree of compliance with them may be considered by the Design Review Board and by the Special Permit Granting Authority in acting upon permits authorized under this section, as may consistency with the basic sign objectives cited above.

3291A. Efficient Communication.

- a. Signs should not contain selling slogans or other advertising which is not an integral part of the name or other identification of the enterprise.
- b. Signs should be simple, neat and avoid distracting elements, so that content can be quickly and easily read.

3292A. Environmental Relationship.

- a. Sign design should take into consideration the size, brightness, style, height and colors of other signs in the vicinity.
- b. Sign brightness should not be excessive in relation to background lighting levels, e.g. averaging not in excess of 100 foot-lamberts in the commercial area of similarly bright areas and not in excess of 20 foot-lamberts in unlighted outlying areas and in areas bordering on or visible from residential zones.

3293A. Building Relationship.

- a. Signs should be sized and located so as not to interrupt, obscure, or hide the continuity of columns, cornices, roof eaves, sill lines, or other elements of building structure, and where possible, should reflect and emphasize building structural form.

b. Sign materials, colors, and lettering should be reflective of the character of the building to which the sign relates.

c. Clutter should be avoided by not using support brackets extending above the sign or guy wire and turn buckles.

3290B. Non-conformance. Any non-conforming sign legally erected prior to the adoption of this bylaw may be continued and maintained but shall not be enlarged or altered unless it conforms with the provisions contained herein. The exemption herein granted shall terminate with respect to any sign which:

3291B. Shall have been abandoned;

3292B. Advertises or calls attention to any products, business or activities which are no longer carried on or sold, whether generally or at the particular premises;

3293B. Shall not have been repaired or properly maintained within sixty (60) days after notice to that effect has been given by the Building Inspector;

3294B. 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 of the date of destruction.