

6.2 SIGNS

6.2.1 General. All signs shall comply with the regulations for the erection and construction of signs contained in the State Building Code and other applicable Town regulations, except as shall be under the jurisdiction of the MassDOT. Signs shall be permitted in accordance with the following regulations.

6.2.2 Signs Permitted in Any "R" District.

1. One professional nameplate for each medical doctor or dental practitioner, provided: such sign shall not exceed 1 square foot in surface area.
2. One identification sign for each dwelling unit, provided: such sign shall not exceed two square feet in surface area; if lighted, it shall be illuminated with white light by indirect method only; and it shall not be used other than for identifying the occupancy.
3. One identification sign for each membership club, funeral establishment, hospital, church, other place of public assembly, community facility or public utility use, provided: the sign shall not exceed 10 square feet in surface area; if lighted, it shall be illuminated with white light by indirect method only; and it shall be set back at least one half of the required depth of the front yard.
4. One unlighted temporary sign offering premises for sale or lease for each parcel in one ownership, provided: it shall not exceed 6 square feet in surface area; and it shall be set back at least 10 feet from the street lot line.
5. One unlighted temporary sign of an architect, engineer or contractor erected during the period such person is performing work on the premises on which such sign is erected, provided: it shall not exceed 4 square feet in surface area; and it

shall be set back at least 10 feet from the street lot line.

6. One unlighted temporary sign relating to a new residential subdivision during the actual period of construction, provided: it shall not exceed 20 square feet in surface area; and it shall be set back at least 10 feet from any street lot line.

6.2.3 Signs Permitted in Any "B" District.

1. Signs permitted in Section 6.2.2, above, subject to the same regulations.
2. Signs limited to those which advertise goods, services, or produce manufactured or offered for sale on the premises. General advertising signs shall be prohibited.
3. One wall sign for each lot street frontage of each establishment, provided: it shall be attached and parallel to the main wall of a building; it shall not project horizontally more than 15 inches therefrom; the surface area of the sign shall not aggregate more than 10 percent of the area of the wall on which they are displayed, or 150 square feet whichever is the lesser; and if lighted, it shall be illuminated internally or by indirect method with white light only.
4. One projecting sign for each lot street frontage of each establishment, provided: it shall be attached to the main wall of a building; it shall not project horizontally beyond a line drawn perpendicularly upward from 2 feet inside the curb line; it shall be erected at a height not less than 9 feet, nor more than 30 feet above the ground or sidewalk; it shall not exceed 40 square feet in surface area; and if lighted, it shall be illuminated internally or by indirect method with white light only.
5. One pole sign for each street frontage of a drive-in establishment, provided: it shall not exceed 40 square feet in surface area; no portion of it shall be set back less than 10 feet from any street lot line; it shall not be erected so that any portion of it is over 30 feet above the ground or sidewalk; and if lighted, it shall be illuminated internally by white light only.
6. One ground sign for each business establishment provided it shall not exceed 40 square feet in surface area; it shall be set back at least 10 feet from any street lot line; it shall not be erected so that any portion of it is over 30 feet in height above the ground or sidewalk; and if lighted, it shall be illuminated internally by white light only.

6.2.4 Signs Permitted in the "I" District.

1. Wall signs permitted in Section 6.2.3, above, subject to the same regulations.
2. One ground sign for each establishment, provided: it shall not exceed 150 square feet in surface area; it shall be set back at least 15 feet from any street lot line; it shall not be erected so that any portion of it is over 30 feet above the ground or sidewalk; and if lighted, it shall be illuminated internally by white light only.
3. Signs shall be limited in use to identification signs and to those signs which advertise goods, services, or products manufactured or offered for sale on the premises.

6.2.5 Signs Permitted in the "HB" District.

1. Signs otherwise permitted under Sections 6.2.2 - 6.2.4, above, subject to the same regulations.
2. One wall sign for up to two walls of each establishment (if an establishment has more than one wall), provided: each such sign shall be attached and parallel to a wall of the building; each such sign shall not project horizontally more than 15 inches therefrom; the surface area of each such sign shall not exceed the lesser of (a) 10% of the area of the wall on which it is displayed, or (b) 350 square feet; and if lighted, it shall be illuminated internally or, if externally illuminated with white light only.
3. One pole sign for each street frontage of a principal building, provided it shall not exceed 120 square feet in surface area; no portion of it shall be set back less than 10 feet from any street lot line and the setback distance from the pole sign to each lot line shall be equal to or greater than one half the height of the pole sign; it shall be erected so that no portion of it is over 80 feet above the ground or sidewalk; and if lighted, it shall be illuminated internally.

6.2.6 Additional Sign Regulations.

1. Roof signs shall be permitted in any "B" or "I" District. However, the top of the roof sign shall not be at such a height so that the building on which it is located shall exceed the maximum building height requirement set forth in the Table of Dimensional and Density Regulations as measured from the ground to the top of the roof sign.
2. Any traffic or directional sign owned and installed by a governmental agency shall be permitted.
3. Specifically excluded from these regulations are temporary interior window displays or temporary banners for drive-in establishments or automotive establishments, except as provided in Section 6.2.6.4, below.
4. A sign (including temporary interior window displays or banners) or its illuminator shall not by reason of its location, shape, size, or color interfere with traffic or be confused with or obstruct the view or effectiveness of any official traffic sign, traffic signal or traffic marking. Therefore, flashing or animated signs of red, yellow or green colored lights shall not be permitted.
5. No more than two signs shall be allowed for any one business or industrial establishment in the "B" or "I" Districts.
6. No more than one sign shall be allowed for any one premises in the "R" District.
7. The limitations as to the number of signs permitted do not apply to traffic or directional signs which are necessary for the safety and direction of residents, employees, customers and visitors, whether in a vehicle or on foot, of any business, industry or residence.

6.2.7 Special Permit. The provisions of this Section 6.2 may be waived by special permit granted by the Planning Board when no substantial detriment will result.

6.2 ENVIRONMENTAL