

**Sign.** Any permanent or temporary structure or part thereof, attached thereto, or painted, or represented thereon, which shall display or include any letter, word, model, banner, flag, pennant, insignia, device, or representation used as, or which is in the nature of an announcement, direction or advertisement. The word sign includes the word "billboard" but does not include the flag, pennant or insignia of any nation, state or other political unit or of any political, educational, charitable, philanthropic, civil, professional, religious or like campaign, drive, movement or event.

## **G. Signs**

**1. Applicability.** No signs shall be attached, erected or otherwise installed on any property without first obtaining a sign permit from the Building Inspector, such permit to be granted only in accordance with the following regulations:

Temporary political signs shall be permitted and shall be exempt from obtaining a sign permit from the Building Inspector.

**1.1 Purpose.** The purpose of this section of this By-Law shall be to coordinate the type, placement, and scale of signs within the different zoning districts to recognize the commercial communication requirements of all sectors of the business community; and to encourage the innovative use of design and aesthetic consideration.

### **2. General Sign Regulations**

a. No sign shall extend above the roof line of the building to which it is attached. Roof signs are not allowed.

b. Any traffic or directional sign owned or installed by a government agency shall be permitted.

c. Temporary interior window displays or temporary banners shall be permitted except as provided in d. below. Temporary shall be construed to mean any period not exceeding 30 consecutive days. Temporary political signs shall not be more than 16 square feet in surface area.

d. 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 of the effectiveness of any official traffic sign, traffic signal, or traffic marking. Therefore, flashing or animated signs are not permitted and red, yellow, or green colored lights shall not be permitted.

e. No more than two signs shall be allowed for any one business or industrial establishment in the "C" or "I" Districts.

f. No more than one sign shall be allowed for any one premises in the "R" Districts.

g. The limitations as to the number of signs permitted does 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.

h. The supporting members for any pole sign, projecting sign, or any other sign shall be in acceptable proportion to the size of the sign.

i. No sign shall be erected so as to obstruct any door, window or fire escape on a building.

j. At the boundary line of the town and within a street right-of-way, a sign not exceeding 5 square feet in area indicating the meetings of any North Attleborough civic organization may be erected only after the granting of a special permit by the Board of Appeals.

k. If lighting is provided, the source of light shall be shielded as to prevent direct glare from the light source onto any public street or onto adjacent property.

l. In any district one unlighted temporary sign offering premises for sale or lease for each parcel in one ownership shall be permitted provided: it shall not exceed six square feet in surface area; and it shall be set back at least 10 feet from the street lot line.

m. In any district 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 shall be permitted provided: it shall not exceed four square feet in surface area: and it shall be set back at least 10 feet from the street lot line.

n. Mobile or portable signs shall not be considered as fixed, standing or outdoor advertising signs and will be subject to only the regulations of paragraph 7 of this section.

o. The following types of signs do not require a permit under this section but must be in conformance with all other requirements of this By-Law and any other applicable By-Laws, laws, and rules and regulations:

- i. Construction signs of thirty two (32) square feet or less.
- ii. Directional/information signs of six (6) square feet or less.
- iii. Holiday or special events decorations.
- iv. Nameplates of one (1) square foot or less.
- v. Political signs.
- vi. Public signs or notices, or any sign relating to an emergency.
- vii. Real estate signs.
- viii. Incidental signs.

p. Indemnification and insurance: All persons involved in the maintenance, installation, alteration, or relocation of projecting signs within 10 feet of or upon any public right-of-way or property shall agree to hold harmless and indemnify the Town, its officers, agents, and employees, against any and all claims of negligence resulting from such work insofar as this By-Law has not specifically directed the placement of a sign.

### **2.1. Signs Permitted in All Districts**

- a. All signs not requiring permits under this By-Law (see Section VI.G.2.o.)
- b. Non-illuminated political signs.
- c. Directional/information sign(s) per lot as required.
- d. Temporary special events sign(s) and decoration(s) per premises for special events, grand openings, or holidays.

### **3. Signs Permitted in Any "R" District**

- a. All signs permitted in Paragraph 2.1.
- b. One subdivision identification sign per subdivision entrance road, not to exceed thirty two (32) square feet in sign area in each location.
- c. One professional nameplate for each medical doctor or dental practitioner, provided: such sign shall not exceed one square foot in surface area.
- d. One identification sign for each dwelling unit, provided: such sign shall not exceed one square foot 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.
- e. 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 ten square feet in surface area; and if lighted, it shall be illuminated with white light by indirect method only.
- f. One unlighted temporary sign relating to a new residential subdivision during the actual period of construction, provided: it shall not exceed 32 square feet in surface area; and it shall be set back at least ten feet from any street lot line.
- g. Except for professional nameplates and the residential nameplate, any other sign in an "R" District shall be set back at last one-half of the required depth of the front yard.

#### **3.1. Signs Permitted in the "C-7.5" District**

- a. Signs permitted in Paragraph 3, subject to the same regulations, and business signs. General advertising signs shall be prohibited. Projecting signs are prohibited, except for one "icon" or symbolic sign not to exceed four square feet in surface area, and such sign shall not extend beyond the front lot line or into the public right-of-way.
- b. One (1) wall sign or electric awning sign not to exceed fifteen (15) percent of aggregate area of occupancy elevation on which the signs are installed.

- c. Incidental signs not to exceed (4) square feet of sign area per occupancy.

#### **4. Signs Permitted in Any Other "C" District**

a. Signs permitted in Paragraph 3.1, subject to the same regulations, and business signs. General advertising signs shall be prohibited. Projecting signs are prohibited.

b. 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; the aggregate surface area of all wall signs in any one lot shall not exceed five percent (5%) of the aggregate surface area of all exterior walls of buildings on such lot; and if lighted, it shall be illuminated internally or by indirect method with white light only.

c. One pole sign for each street frontage of each establishment, provided: it shall not exceed one (1) square foot of sign area for each linear foot of property frontage not to exceed 200 square feet in surface area; no portion of it shall be set back less than ten 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 or by indirect method with white light only.

d. One standing (or ground) sign for each lot street frontage of a business establishment in the C30 and C60 business district, provided: it shall not exceed one (1) square foot of sign area for each linear foot of property frontage not to exceed 200 square feet in surface area, on any one side; no portion of it shall be set back less than 10 feet from any street lot line; it shall not rise to more than 12 feet from the ground or sidewalk; and it shall be illuminated internally or by indirect method with white or blue light only. Where a single lot is occupied by more than one business whether in the same structure or not, there shall not be more than one standing sign.

#### **5. Signs Permitted in the "I" and "OP" Districts**

a. Wall signs permitted in Paragraph 4, subject to the same regulations.

b. One standing (or ground) sign for each establishment, provided: it shall not exceed one (1) square foot of sign area for each linear foot of property frontage not to exceed 200 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 15 feet above the ground or sidewalk; and if lighted, it shall be illuminated internally or by indirect method with white light only.

#### **6. Outdoor Advertising Signs**

a. No outdoor advertising sign shall be erected in an "R" or "C" District or in any residentially developed or agriculturally used area in any other district.

b. No outdoor advertising sign shall be erected in any "I" District:

(1) Within 50 feet of any public way.

(2) Within 300 feet of any public park, playground, or other public grounds, if within view of any portion of the same.

(3) Within a radius of 150 feet from the point where the centerlines of two or more public ways intersect.

(4) Upon the roof of any building.

(5) Exceeding an area of 300 square feet or one-half square feet per foot of lot frontage or, in the case of wall signs, of one sixth of the area of said wall, whichever is smaller.

(6) Exceeding a height of 12 feet.

(7) Within 100 feet of a church, public building or monument.

c. Outdoor advertising signs shall be subject to all provisions of this Bylaw.

d. If lighted outdoor advertising signs shall be illuminated by indirect method with white light only.

## **7. Temporary Signs**

a. Maximum size: (40 sq. ft.) Such permit shall be limited to a 30-day time of service with a 60 day time limitation before a new permit can be issued. Signs shall be either attached to building or detached, if detached, setbacks shall be at least 10' (feet) from any lot line. Signs shall not obstruct the vision triangle specified in Section VI.B. of this by-law.

b. Temporary signs shall not be internally illuminated. Illuminated by indirect external light only.

c. No temporary sign shall be placed so as to obstruct any means of egress or rights-of-way, sidewalks, etc.

d. No temporary sign shall be placed such that it obstructs vision or creates traffic hazard.

e. Temporary signs shall not be allowed on a lot in Principal Use-Residential as defined in Schedule B of this by-law.

## **8. Portable Signs**

a. Maximum size: (40 sq. ft.) Such permit shall be limited to a 30-day time of service with a 60 day time limitation allowable before a new permit can be issued. Setbacks at least 10' (feet) from any lot line.

b. Portable signs shall not be internal or external illumination, no flashing lights or otherwise animated.

c. No portable sign shall be placed so as to obstruct any means of egress or rights-of-way, sidewalks, etc.

d. No portable sign shall be placed such that it obstructs vision or creates traffic hazard.

e. Portable signs shall not be allowed on a lot in Principal Use-Residential as defined in Schedule B of this by-law.

**Sign, Animated.** (see also and note difference from changeable sign) A sign or display manifesting either kinetic or illusionary motion occasioned by natural, manual, mechanical, electrical, or other means. Animated signs include the following types:

1. **Naturally Energized:** Signs whose motion is activated by wind or other atmospheric impingement. Wind-driven signs include flags, banners, pennants, streamers, spinners, metallic disks, or other similar devices designed to move in the wind.
2. **Mechanically Energized:** Signs manifesting a repetitious pre-programmed physical movement or rotation in either one or a series of planes activated by means of mechanically based drives.
3. **Electrically Energized:** Illuminated signs whose motion or visual impression of motion is activated primarily by electrical means. Electrically energized animated signs are two types:
  - a. **Flashing Signs:** Illuminated signs exhibiting a pre-programmed repetitious cyclical interruption of illumination from one or more sources in which the duration of the period of illumination (on phase) is either the same as or less than the duration of the period of darkness (off phase), and in which the intensity of illumination varies from zero (off) to 100 percent (on) during the programmed cycle.
  - b. **Illusionary Movement Signs:** Illuminated signs exhibiting the illusion of movement by means of a pre-programmed repetitious sequential switching action in which illuminated elements of the sign are turned on or off to visually simulate the impression of motion characteristic of chasing, running, blinking, oscillating, twinkling, scintillating, or expanding and contracting light patterns.

**Sign, Area Of.** The area of a free-standing sign shall be considered to include all lettering, wording, and accompanying designs and symbols, together with the background, whether open or enclosed, on which they are displayed. The supporting framework, open or enclosed, may be part of the design, but for the purpose of this bylaw shall not be considered part of the sign area unless used for lettering, wording, or symbols. When the sign consists of individual letters or symbols attached to or painted on a surface, building wall or window, the area shall be considered to be that of the smallest rectangular or any regular shape which encompasses all of the letters and symbols.

**Sign, Awning.** A sign painted on, printed on, or attached flat against the surface of an awning.

**Sign, Blade.** (see "Sign, Projecting")

**Sign, Business.** A sign used to direct attention to a service, product sold or other activity performed on the same premises upon which the sign is located.

**Sign, Changeable.** a sign whose informational content can be changed or altered by manual or electric, electro-mechanical, or electronic means. Changeable signs include the following types:

1. **Manually Activated:** signs whose alphabetic, picto-graphic, or symbolic informational content can be changed or altered by manual means.
2. **Electrically Activated:** Signs whose alphabetic, picto-graphic, or symbolic informational content can be changed or altered on a fixed display surface composed of electrically illuminated or mechanically driven changeable segments. Includes the following two types:
  - a. **Fixed Message Electronic Signs:** Signs whose basic informational content has been pre-programmed to include only certain types of information projection, such as time, temperature, predictable traffic conditions, or other events subject to prior programming.
  - b. **Computer Controlled Variable Message Electronic Signs:** Signs whose informational content can be changes or altered by means of computer-driven electronic impulses.

**Sign, General Advertising.** Any sign advertising products or services other than products or services available on the lot on which the sign is located, or any sign which is not located within 200 feet of the building or other structure at which the products or services advertised thereon are available.

**Sign, Ground.** A sign erected on or affixed to the land including any exterior sign not attached to a building. The term ground sign shall include standing signs.

**Sign, Identification.** A sign used simply to identify the name, address, and title of an individual family or firm occupying the premises upon which the sign is located or to give information such as time or temperature.

**Sign, Incidental.** A small sign, emblem, or decal informing the public of goods, facilities, or services available on the premises, e.g., a credit card sign or a sign indicating hours of business.

**Sign, Portable.** A sign, usually of a temporary nature, not securely anchored to the ground or to a building or structure and which obtains some or all of its structural stability with respect to wind or other normally applied forces by means of its geometry or character.

**Sign, Projecting (also "Sign, Blade").** A sign, other than a flat wall sign, which is attached to and projects from a building wall or other structure not specifically designed to support the sign.

**Sign, Roof.** A sign erected on or affixed to the roof of a building.

**Sign, Temporary.** A sign constructed of cloth, fabric or other lightweight temporary material with or without a structural frame intended for a limited period of display; including decoration display; including decoration displays for holidays or public demonstrations.

**Sign, Wall.** A sign affixed to the exterior wall of a building and extending not more than 15 inches therefrom.