



Measure #: 2026-006

TOWN COUNCIL MEASURE SUBMITTAL

Date: 8/25/2025

Submitted By: Councilor Donovan

Telephone #: 508-699-0100

MEASURE DESCRIPTION:

Approval to amend Zoning Bylaw 290-25.G(2) to allow businesses to have one (1) sign on a public way and one (1) sign on the parking lot if the main entrance is not on the public way. This is to address the concerns of local businesses that are only allowed one sign on the property.

Signed:

Daniel F. Donovan

Digitally signed by Daniel F.
Donovan
Date: 2025.07.29 14:43:02 -04'00'

PURPOSE AND JUSTIFICATION:

This is to address the concerns of local businesses that are only allowed one sign on the property.

§ 290-25. Signs. (current)

G. Signs permitted in any other "C" or "IC" District.

(2) 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 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.

§ 290-25. Signs. (amended)

G. Signs permitted in any other "C" or "IC" District.

(2) One wall sign is permitted for each establishment with frontage on a public way, provided the sign is attached to and parallel with the main wall of the building facing that public way. If the primary customer entrance is located on a different wall that faces a parking area rather than the public way, one additional wall sign is permitted on that entrance-facing wall. The total surface area of each wall sign shall not exceed 5% of the area of the exterior wall to which it is attached. If illuminated, signs shall be lit internally or by indirect white light only.

SPECIAL REQUIREMENTS: Planning Board Public Hearing & Town Council Public Hearing

ATTACHMENTS:

REFER TO SUB-COMMITTEE: Planning Board & Bylaw Sub-Committee

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PURPOSE AND JUSTIFICATION CONTINUED: