

# Sign Bylaw – Phase 2



Should window signs be regulated?



Sandwich / Number of signs?



Dumpster or sign?



Example of a freestanding, multi-tenant sign with exterior lighting (and contractor sign)

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## Policy Challenge

- Revise sign bylaw so that it better regulates the needs of the town
- Build on Phase 1 work in 2010-11
- Modernize standards and technical aspects of signs

## What could be done?

- Rewrite the content portion
- Review the permitting procedures for certain signs

## How to do it? Key Policy Questions

- Involve diverse stakeholders – merchants, residents, & public officials
- Focus groups, assessment of how to approach revisions (start from scratch or amend existing)
- Use illustrations in the bylaw for clarity
- Regulations must meet constitutional tests (First Amendment)
- **Create a draft bylaw and get constructive feedback leading up to Annual Town Meeting 2012**



# Sign Bylaw – Example of Issues to be Addressed

## Display Area Measurement Options



Display area =  
Simple box



Encourage variable  
dimensions?  
Display area = only  
limits of logo and  
sign

Photo source: A Framework for On-Premise Sign Regulations, Alan C. Weinstein, Inc., D.B. Hart, Inc. March 2009

Measure the area under a sign – if  
it is mounted to a solid pedestal  
and/or if it is freestanding?

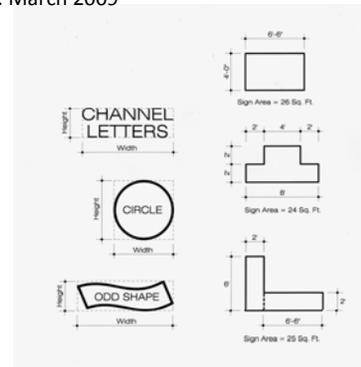


Illustration source: StanTec

## Key Policy Questions

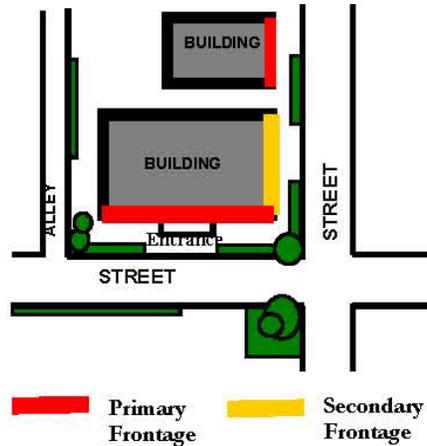
- Size and quantity
  - How to measure display area?
  - Different for various sign types (pole, ground, directional, wall, multi-tenant, upper story, awning, etc.)
- Lighting and type of sign
  - LED/Digital Display
  - New technology
- Regulatory approach
  - Allow variances or waivers?
  - Group by location or zoning district?
  - Sunset clause for non-conforming?
  - General Bylaw or Zoning Bylaw?

June 23, 2011

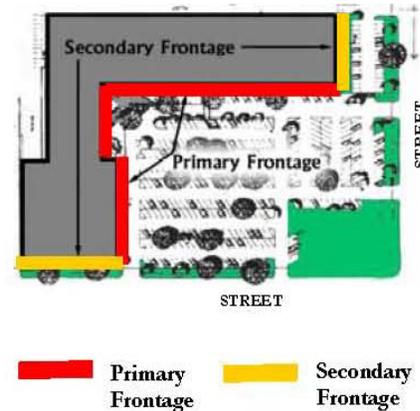


# Sign Bylaw – Example of Issues to be Addressed

Primary and Secondary Frontage – Does it make sense to regulate differently?



*Single Tenant Building*



*Multiple Tenant Building*

Illustration source: A Framework for On-Premise Sign Regulations, Alan C. Weinstein, Inc., D.B. Hart, Inc. March 2009

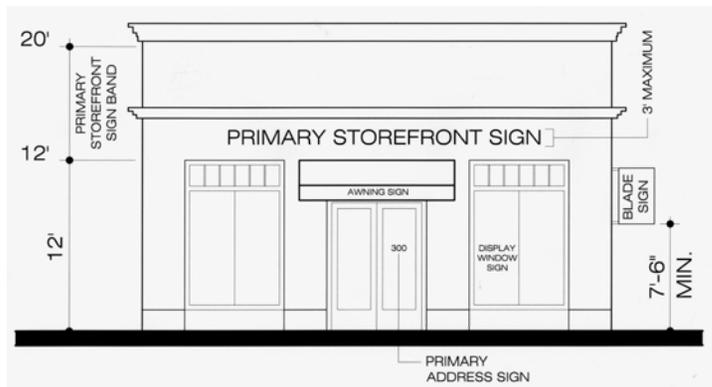


Illustration source: StanTec

Illustrations – use to make regulations clearer



# Sign Bylaw – Example of Issues to be Addressed

**“Instructional” or Directional Signs –  
Should these count as additional signs?**



Current regulation: if greater than 6 square feet, these are counted as second freestanding sign (requires special permit)

**Directory Signs**



Current regulation: Limited to 2 square feet, must be attached to building wall

