

**SIGN REGULATIONS effective October 28, 2013 Town Meeting
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Sign Regulations

1110. Purpose

The purpose of this article is to promote the safety, comfort and well being of the users of the streets, roads and highways in the Town of Wareham by:

- A. Reducing the potential distractions and obstructions of signs that would adversely affect traffic safety and alleviating hazards caused by signs projecting over or encroaching upon public ways.
- B. Discouraging excessive visual competition in signage and ensuring that signs aid orientation.
- C. Preserving and enhancing the character of the Town by requiring new and replacement signage that is:
 - 1. Creative and distinctive,
 - 2. Compatible to the surrounding area and surrounding architecture,
 - 3. Appropriate to the type of activity to which it pertains,
 - 4. Expressive of the identity of individual proprietors or of the community as a whole,
 - 5. Appropriately sized in its context, so as to be easily read.
- D. To clarify which town official handles enforcement of this sign By-Law.

1111. Statutory Authority and Enforcement

- A. This chapter is adopted pursuant to Article 89 of the Commonwealth of Massachusetts and Massachusetts General Laws (M.G.L) Chapter 40, Section 1(1).
- B. Compliance with Wareham Subdivision Rules and Regulations and the Zoning By-Law.
 - 1. Any project for which approval is required under the Wareham Subdivision Rules and Regulations and/or for a Site Plan Special Permit under the Wareham Zoning By-Law and where any project sign is proposed shall include as part of the application package plans for the sign that show, at a minimum, the following;
 - a. Location of the sign on the property together with setback dimensions from a street line or property line or a building face.
 - b. The dimensions of the proposed sign.
 - c. The style and materials that will make up the sign.
 - d. The message to be displayed on the sign.

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- e. The sign colors and lighting to be employed.
 - f. Any other information that the approving authority may require for a determination that the sign complies with Section 1110 or any other section of this Article.
 - g. No building permit shall be granted for any sign under this section that does not first receive written approval from the approving authority.
- C. Enforcement – The Director of Inspectional Services is hereby charged with the enforcement of this By-law.
- 1. The Director of Inspectional Services and his duly authorized agents, shall, at reasonable times and upon presentation of credentials, have the power to enter upon the premises on which any sign is erected or maintained in order to inspect said sign.
 - 2. The Director of Inspectional Services and his duly authorized agents, are further authorized, upon notice as herein provided, to order the repair or removal of any sign which in his judgement is a prohibited non-accessory sign, or which is erected or maintained contrary to this By-Law. The Director of Inspectional Services shall serve a written notice and order upon the owner of record of the premises where the sign is located and any advertiser, tenant, or other persons known to him having control of or a substantial interest in said sign, directing the repair or removal of the sign within a time not to exceed thirty (30) days after giving such notice. The owner of record may appeal the decision of the Director of Inspectional Services under MGL ch. 40A.
 - 3. If public safety is involved, the Director of Inspectional Services shall take immediate action.

1112. Definitions

As used in this chapter, the following terms shall have the meanings indicated:

Address Sign

A sign that displays the street number and name(s) of the occupant(s).

Awning Sign

A sign attached to a roof like structure often made of canvas or plastic that serves as a shelter over a storefront, window, door or deck.

Billboard

A freestanding sign larger than 40 square feet in gross area, or a wall sign

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covering more than 10% of the area to which it is affixed; exception, shopping mall sign.

Construction Sign

An on-premises sign that identifies the contractor, architect, landscape architect and/or engineer's name, address and other pertinent information.

Façade

The exterior surface of a building.

Flashing Sign

A sign whose illumination is not kept constant in intensity when in use and that exhibits changes in light, color, direction or animation. A sign where the illumination changes to indicate the date, time and temperature will not be considered a "flashing sign".

For Sale, Rent or Lease Sign

An on-premises sign that advertises the property being sold, leased, rented or constructed, including new construction or renovation.

Freestanding Sign

A self-supporting sign not attached to any building, wall, or fence, but in a fixed location. This does not include movable, portable, mobile or trailer- type signs.

Illuminated Sign

Any sign that utilizes lights to enhance visibility. Methods of illumination may include, but not be limited to electrical bulbs, fluorescent lights, battery pack(s), neon tubes or other means of illumination. Neon tubes used as abstract, graphic, decorative or architectural elements shall be considered an illuminated sign.

Landmark Sign

An older sign of artistic or historic merit, uniqueness or extraordinary significance to the Town as identified by the Wareham Historical Commission and/or the Wareham Historical District Commission.

Light-Emitting Diode (LED)

A semiconductor device that emits light when a current passes through it.

Marquee Sign

A sign painted on, attached to or consisting of interchangeable copy on a permanent overhanging shelter that projects from the face of a building.

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Movable, Portable or Mobile Sign

Any sign that can be readily moved or relocated, including portable signs mounted on, attached to, or painted on a chassis and/or wheels, a truck, trailer or other vehicle if placed at a location especially prepared for display through special lighting or elevation. In the case of commercial vehicles having lettering, logos or similar devices, if such vehicles are placed at a location more prominent than a feasible alternative on the site; or any sign supported by legs; also signs converted to "A" or "T" frames, menu and sandwich board signs. This also includes balloons, pennants (freestanding or otherwise), flags, umbrellas or human, inflatable or costumed signs used for advertising.

Multiple or Ladder Sign

A freestanding sign with a vertical support(s) with two (2) or more horizontal crosspiece signs, or two (2) or more hanging horizontal signs serving as individual signs for identification or advertising purposes.

Off-Premises Sign

Any sign that is not on the premises of the business, including but not limited to a billboard or movable sign.

On-Premises Sign

Any sign that advertises, calls attention to or identifies the occupant of the premises on which the sign is maintained or the business transacted thereon or advertises the property itself or any part thereof for sale or rent.

Political Sign

A sign designated to influence the action of voters for the passage or defeat of a measure or the election of a candidate to a public office at a local, national, state or other election.

Projecting Sign

A sign that is affixed to a building, tree, pole or other structure and that extends more than six (6) inches beyond the surface to which it is affixed.

Public Service Sign

A sign located for the purpose of public information, providing directions towards or indication of a use not readily visible from the street (e.g. rest rooms, telephone, hospital, parking etc.); signs prohibiting trespass, hunting and the like and signs warning of danger, such as "high voltage", street name signs and signs erected by the Town, County or Commonwealth for the direction and control of traffic.

Roof Sign

A sign that is located above or projects above, the lowest point of the eave(s) or

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the top of a parapet wall of any building, or that is painted on or fastened to a roof.

Sandwich Board Sign

A portable sign constructed of two (2) boards or halves, of wood, plastic, metal or other material connected at the top to form an "A" shape when positioned on the ground.

Sign

Any display of lettering, logos, colors, lights, flags, banners, pennants, ribbons, spinners (or similar devices) or illuminated neon tubes visible to the public from outside of a building or from a traveled way, that either conveys a message to the public or intends to advertise, direct, invite, announce or draw attention to, directly or indirectly, a use conducted, goods, products, services or facilities available, either on the lot or on any other premises. This shall not include vending machine signage or temporary holiday displays.

Temporary Sign

A sign intended for use for a period of no more than 30 consecutive days.

Wall Sign

Any sign that is painted on, incorporated into or affixed parallel to the wall of a building and that extends not more than six (6) inches from the surface of that building.

Window Sign

A sign affixed to the surface of a window (inside or outside) or displayed behind a window to attract attention from the outside. A sign shall be deemed a "window sign" if it is within the display or show case of the window or within four (4) feet of the inside surface of a window through which it is intended to be viewed. This also includes any mural or other representation painted on a window for any purpose.

1113. Exceptions

For the purposes of this section, the term "sign" shall not include:

- A. Signs erected or posted and maintained for public safety and welfare or pursuant to any governmental function, law, by-law or other regulation.
- B. A bulletin board or similar sign not exceeding ten (10) square feet in display area in connection with any church, museum, library, school or similar public or semipublic structure, provided that the top of such sign shall not be more than eight

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(8) feet above ground level and provided that it does not possess any of the characteristics listed in Section 1115 below.

- C. Directional signs solely indicating ingress and egress placed at driveway locations, containing no advertising material, and where the display area does not exceed three (3) square feet or extend higher than four (4) feet above ground level. Such sign shall conform in all aspects with the requirements of this chapter.
- D. Signs relating to trespassing and hunting, warning of danger such as "High Voltage", etc., not exceeding two (2) square feet in area.

1114. Permitted Signs

Only signs that refer to a permitted use or an approved conditional use, as set forth in the Zoning By-Laws are permitted, provided that such signs conform to the provisions of this section.

1115. Prohibited Signs

- A. Billboards, streamers, pennants, ribbons or other similar devices shall not be constructed, posted or erected in any zoning district, except as may be allowed by Special Permit in Article 1125. Exceptions include flags, as allowed under Section 1119.D.6 and buntings exhibited to commemorate national patriotic holidays and temporary banners(s) announcing charitable or civic events as allowed under Section 1131.B(1) that shall be defined as temporary signs.
- B. Flashing signs, roof signs, signs containing moving parts and parts containing reflective elements that create glare are not permitted, except as may be allowed by Special Permit in Article 1125. Barber poles and signs indicating the current time and/or temperature are permitted, provided that they meet all other provisions of this section.
- C. Any sign advertising or identifying a business or organization that is either defunct or no longer located on the premises is not permitted. Exceptions are granted to landmark signs that may be preserved and maintained even if they no longer pertain to the present use of the premises, with the written permission of the Wareham Historical Commission and/or the Wareham Historical District Commission.
- D. No sign shall be larger than forty (40) square feet, except for a mall sign or shopping center sign or a free standing sign, which shall be no larger than one hundred and twenty (120) square feet, see Section 1126 for freestanding size regulations.
- E. No sign, except for a traffic, regulatory or informational sign, shall use the words "stop", "caution" or "danger" or shall incorporate red, amber or green lights

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resembling traffic signals or shall resemble "stop" or "yield" signs in shape, color or sightlines.

- F. No sign shall be erected that is determined to be structurally unsafe, constitutes a hazard to public safety and health by reason of inadequate maintenance, dilapidation or abandonment, obstructs free entrance or exit from a required door, window or fire escape, obstructs light or air or interferes with proper functioning of the building or sightlines.

1116. Illumination

- A. Except as may be allowed by Special Permit in Article 1125, no sign shall be erected that flashes, rotates or has motorized moving parts. This prohibition shall not apply to rotating barber poles.
- B. No sign shall be erected with exposed electrical wires.
- C. No sign shall be erected that constitutes a hazard to pedestrian or vehicular traffic because of the intensity or direction of the illumination.

1117. Placement

- A. No sign shall be erected that is affixed to a railing, fence, bridge, utility pole which is private property, or tree.
- B. Except as may be allowed by Special Permit in Article 1125, no sign shall be mounted above the roof ridge line unless mounted on a parapet wall that extends above the roofline, in which case the sign may not extend above the top of said parapet.
- C. No projecting sign shall extend into a vehicular public or private way or be less than ten (10) feet above a pedestrian way.
- D. No freestanding sign, together with any supporting framework, shall extend to a height more than eighteen (18) feet from the level of the centerline of the street that is closest to the sign.
- E. Signs shall be installed that complement the architecture of the building which they are identifying, and shall not cover architectural details such as, but not limited to, arches, sills, molding, cornices and transom windows.

1118. Nonconforming Signs

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Legally nonconforming signs and their supporting structures may remain except as qualified below;

- A. Other than sign maintenance, no nonconforming sign and its supporting structures shall be reconstructed, remodeled, relocated or changed in size, unless such action will make the sign conforming in all respects to this By-Law. Any change in use of the property or of the business shall require that the sign will conform in all respects to this By-Law within forty-five (45) days of such property or business transfer for single-business signs. Multiple-business or ladder signs must conform within forty-five (45) days of change of ownership or usage of the entire building(s).
- B. Nothing in this section shall be deemed to prevent keeping in good repair a nonconforming sign, including sign maintenance, repainting and replacement of broken or deteriorated parts of the sign itself. Supporting structures for nonconforming signs may be replaced, except that the sign height must be brought into compliance with this By-Law, without having such replacement make the sign and sign structure conforming in all respects.
- C. A nonconforming sign or sign structure shall be removed within thirty (30) days if the building containing the use to which the sign is accessory is demolished or destroyed and replaced with a sign that conforms in all respects to this By-Law.
- D. Each nonconforming sign not removed when required shall be deemed a public nuisance and the Town may proceed to attain a court order compelling its removal. The cost(s) of said removal shall be borne by the sign owner and/or property owner and may be recovered by the Town, if necessary, in an action of contract in a court of competent jurisdiction, in accordance with the appropriate State law.

1119. Permit Requirements

- A. No sign shall be erected, displayed, altered or enlarged until an application has been filed and until a permit for such action has been issued. Applications shall be on forms prescribed by the Director of Inspectional Services. At a minimum, all applications shall include a scale drawing specifying dimensions, materials, illumination, letter sizes, colors, support systems and location on land and/or building(s), with all relevant measurements.
- B. The Director of Inspectional Services shall act within thirty (30) days of receipt of such application together with the required fee. A written appeal of the Director of Inspectional Services action can be made within twenty (20) days of such action to the Zoning Board of Appeals. The Zoning Board of Appeals shall hold a public hearing within forty-five (45) days of receipt of the written appeal and shall make a decision within fourteen (14) days of the close of the hearing without an extension

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being granted to the applicant. The Zoning Board of Appeals and its majority decision shall be final.

- C. A sign permit application for any sign in any Wareham Historic District shall be referred to the Historic District Commission, which shall make recommendations to the Director of Inspectional Services. If the Wareham Historic District Commission holds a public meeting, the Director of Inspectional Services decision may be delayed until forty-five (45) days after receipt of the completed application.

- D. The following types of signs shall be authorized by right without the necessity of a permit:

1. Address Signs

Such signs may include identification of an on-premises customary home occupation and may be attached to the building or may be on a post not more than four (4) feet high and set back behind the property line. Such sign may not exceed two (2) square feet in area.

2. Awnings

Such signs must be painted on or attached flat against the surface of the awning but may not extend beyond the valance or be attached to the underside. Letters shall not exceed ten (10) inches in height. The awning shall be a minimum of eight (8) feet above the sidewalk or street level to allow for pedestrian clearance. The awning sign area shall be calculated in the total allowable sign area for wall signs.

3. Construction Signs

Such signs shall not exceed twelve (12) square feet and shall be set back behind the property line and may be maintained on the building or property for the interim or construction and not more than thirty (30) days following the completion of said construction.

4. For Sale, Rent or Lease Signs

Such signs shall not exceed six (6) square feet and shall advertise only the property on which the sign is located, except as provided in Article 1133. A maximum of two (2) such signs may be maintained on any property being sold, leased, rented, built or renovated and they shall be removed by the owner or agent within three (3) days of sale, lease, rent or completion of work.

5. Political Signs

Such signs are permitted on private property if they are stationary, unlighted and temporary. Such signs may not exceed six (6) square feet.

6. Flags

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Except during national holidays, a maximum of two (2) governmental flags are permitted and one (1) additional nongovernmental flag with a maximum size of fifteen (15) square feet (i.e 3' x 5') are permitted for each business. Any flag with words advertising a business shall be considered a sign. Nautical signal flags attached to a yardarm from a single flagpole are exempt.

7. Information and Directional Signs

Information and directional signs containing no advertising are permitted to direct traffic flow, indicate parking space, identify points of interest or provide other essential information to guide vehicular or pedestrian traffic flow and may be erected by the Town of Wareham Department of Municipal Maintenance as a matter of right, or by others with a license from the Director of Inspectional Services.

8. Public Service Signs

Such signs necessary for public safety and convenience shall not exceed two (2) square feet, except for vehicular traffic control. Such signs shall bear no advertising. Such signs are not included in computing total sign area allowed by any part of this section.

9. Window Signs

Window signs shall not exceed more than 25% of the total window glass area of the wall of each business facing each street or parking lot in which they are displayed. The area of such sign(s) in excess of two (2) square feet in area shall be deducted from the total area allowed for wall signs.

10. Off-Premises Directional Signs

Off-premises directory boards and/or informational and directional signs, for the purpose of locating businesses, may contain identification signs not larger than two (2) square feet for each business and may be permitted along public ways if a license is granted by the Director of Inspectional Services. The identification signs may be erected below one (1) sign that may not exceed eight (8) square feet. Off-premises directional signs that do not restrict visibility, not larger than six (6) square feet, may be displayed on a public or private way for a maximum of eighteen (18) hours for such one (1) – day events as yard sales, open houses, road races, lost pets, etc. However, they may not be placed on public trees, poles, lightpoles, etc. These signs may be erected as a matter of right without the necessity of a license or a sign permit. *Exception – any sign under Town control on Town owned land is exempt from this provision.

- E. The Director of Inspectional Services shall affix a seal denoting sign approval on all signs.

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A schedule of fees for such permits may be established and amended from time to time by the Director of Inspectional Services, in accordance with the rules and regulations under MGL, Town of Wareham Charter, Town of Wareham Bylaws, and/or Town of Wareham Zoning Bylaws. However, fees may be waived for signs for governmental, religious and non-profit civic organization use.

1121. Removal of Signs

- A. Any sign that has been ordered to be removed by the Director of Inspectional Services or his/her agent shall be removed by the person, firm, trust, realty trust or corporation responsible for the sign within thirty (30) days of written notice to remove.
- B. In the event the business occupant ceases operation all letters, numbers, logos, words and /or numbers shall be removed from the sign face(s), within sixty (60) days of this cessation (occurrence).
- C. Illegal signs shall be subject to the removal provisions of Article 1118.

1122. Violations and Penalties

Violations of any provision of this bylaw or any lawful order of the Director of Inspectional Services or his/her agent(s) shall be subject to a fine of not more than \$250.00 per offense. Each day that such violation continues shall constitute a separate offense. Enforcement shall be in accordance with Section 1111 of this bylaw.

- A. The Director of Inspectional Services shall issue citations for violations of these regulations.
- B. Continued violation, even with payment of penalties, for a period of sixty (60) days, shall be grounds for removal of the sign(s) in question, following the procedures for illegal signs.
- C. Applicants for signs who have previously had penalties for illegal or non-conforming signs may be required to post a form of security for new permits. The Director of Inspectional Services shall review the sign one (1) year from the issuance of a permit and either issue a certificate of compliance, release the deposit, or order necessary corrective action utilizing the deposited funds, with any remaining funds and a full accounting of monies spent returned to the applicant.

1123. Measurement of Sign Area

- A. Sign area shall be the entire area of the sign, bounded by a single continuous line that encloses the extreme limits of the sign surface.

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- B. For a sign applied to a building, the area shall be considered to include all lettering, wording and accompanying designs or symbols, together with any background of a different color than the natural color, or finish material of the building.
- C. For a sign consisting of individual letters or symbols attached to or painted on a surface, building, wall or window, the area shall be considered to include the circle, rectangle, triangle or other shape which encompasses all of the letters and symbols. Such signs shall be no greater than three (3) feet in height.
- D. The area of supporting framework (for example, brackets, posts, etc.) shall not be included in the sign area measurement if such framework is incidental to the display. The area of the supporting framework shall be considered incidental if the total is eight (8) square feet or less. The Zoning Board of Appeals shall have the discretion of allowing an additional eight (8) square feet.
- E. When a sign has two (2) or more faces, the area of all faces shall be included in determining the area, except where two (2) faces are placed back to back and are at no point more than two (2) feet from each other. In this case, the sign shall be taken as the area of either face, and if the faces are unequal, the larger shall determine the area.

1124. Measurement of Height

The height of any sign shall be measured from the surface of the road or sidewalk up to the highest point of the sign. In situations where a sign is intended to be visible from two (2) roads of different elevations, measurement shall be from the surface of the lower roadway.

1125. Variances/Special Permit

- A. In those instances where the strict application of this article would be impractical, impossible, or create undue hardship, a majority vote of the Zoning Board of Appeals may permit variances from this article. Such variances shall only be permitted when it is determined that the architecture of the building(s), the location of the building(s) with reference to a street or the nature of the use being made of the building(s) is such that variance would be in the public interest. In granting such variance, the Zoning Board of Appeals shall specify the size and location of the sign(s) and impose such other terms and restrictions as deemed to be in the public interest.
- B. Applicants seeking a variance and/or special permit from these regulations shall provide the Zoning Board of Appeals with information in the form of perspectives, renderings, photographs, models, or other representations sufficient to show the nature of the proposed sign and its effect on the immediate surroundings in addition to the material specified for application under Section 1119 A.

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- C. The Zoning Board of Appeals shall hold a public hearing within forty-five (45) days of receipt of the written variance and/or special permit request. It shall make a written decision within thirty (30) days of the close of the hearing and file said decision with the Town Clerk. Any person aggrieved by a decision of the Zoning Board of Appeals, whether or not previously a party to the proceeding, may appeal to a court of competent jurisdiction within twenty (20) days after the entry of the decision with the Town Clerk.
- D. In those instances where a sign would not, in the opinion of the Zoning Board of Appeals, substantially derogate from the intent of this bylaw and would be in the public interest, it may grant a special permit allowing particular uses as noted in this bylaw. In granting such special permit, the Zoning Board of Appeals shall specify the size and location of the sign(s) and impose such other terms and restrictions as deemed to be in the public interest.

1126. Freestanding Signs

- A. Dimensional standards for freestanding signs in different zoning districts, according to use, are specified in the table below:

Dimension	Uses				
	Shopping Mall	Shopping Center	Other Commercial & Industrial	Residential	Institutional
Height (Max. Ft.)	18	18	18	8	12
Total outward surface of signs	120	60	100	2	18
Ground Clearance (Min SF)	7	7	7	4	7

1. In all other districts, each premises on which there exists or is permitted any business activity, including agriculture, horticulture, aquaculture and floriculture (other than home occupation), duly authorized by special permit, variance or exception shall be allowed to use the business and industrial use column of this table. However,

- a. Commercial accommodations with sleeping accommodations for five (5) to twenty 20 guests may have a maximum sign area of eight (8) square feet.
- b. Commercial accommodations with sleeping accommodations for

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less than five (5) guests shall have a maximum sign area of four (4) square feet.

2. Exception: The sign may be constructed with less than the minimum ground clearance if there is adequate visibility for vehicles and adequate protection for pedestrian safety.
3. For permitted uses, a multi-tenant building with two (2) commercial tenants can have eight (8) square feet for each tenant for a sixteen (16) square-foot sign. A multi-tenant building with three (3) commercial tenants can have eight (8) square feet for each tenant for a twenty-four (24) square-foot sign. A multi-tenant building with four (4) commercial tenants can have eight (8) square feet for each tenant for a thirty-two (32) square-foot sign.

B. Attachments, number of sides, more than one (1) sign, directory and gasoline or diesel fuel price signs.

1. Freestanding signs and/or their supports shall not have any attachments of additional signs or banners (i.e. credit card, auto clubs, open, rates, pool, air conditioned, television, menus, live entertainment, special events, temporary promotions, etc.) Such information shall be incorporated within the main sign itself. However, this shall not prohibit multiple or ladder signs as permitted in Section 1132. Exception: Commercial accommodations may have one (1) "(no) vacancy" sign attached to the freestanding sign, with a maximum of two (2) square feet in area.
2. Freestanding signs over six (6) feet high may have no more than two (2) sides; those less than six (6) feet high may have three (3) or four (4) sides.
3. Only one (1) freestanding sign is allowed per parcel of land upon which there exists a permitted business(es), except that a lot with frontage on two (2) streets, having 300 feet or more of total street frontage, may have two (2) freestanding signs, one (1) for each street, not less than 175 feet apart. A lot with frontage on more than one (1) street, that is not contiguous frontage, may have one (1) additional sign for each driveway entrance. However, only one (1) sign may exceed sixteen (16) square feet in total area, if allowed.
4. In addition to Section 1126, A and B freestanding directory signs for properties containing nine (9) or more businesses may be erected in accordance with Section 1119.
5. In addition to the above, retail businesses selling automotive fuel may have one (1) additional freestanding sign that only indicates the price of motor fuel only. The maximum size shall be twelve (12) square feet with no additional advertising on the same sign or supports.

1127. Illumination

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- A. Signs shall be illuminated only with steady, stationary, shielded light sources directed solely onto the sign without causing glare.
- B. Internal illumination is permitted for up to forty (40) square feet of area for any sign, except that no internal illumination is permitted for residential and/or home occupation signs or for any signs in the Historic District(s) other than time-and-temperature signs, Residential Districts and Village Districts, regardless of the use of the property. In no case shall internally illuminated signs create glare.
- C. Neon window signs may be permitted as in Section 1139.
- D. Gas-filled light tubes shall be allowed for indirect illumination and when placed in such a manner that the tubes are not exposed to view from any point along the public roadway or sidewalk.

1128. Individual Letters or Symbols

Individual letters or symbols may be attached to an awning, marquee, building surface, wall or signboard.

- A. Letters or symbols shall not project more than twelve (12) inches from the building surface.
- B. Letters or symbols shall have an aggregate area (per Section 1124) not exceeding one and one-half (1.5) square feet for each horizontal foot of building face parallel to a street line or 10% of the wall area to which they are affixed, whichever is less. When a lot fronts on more than one (1) street, the aggregate sign area facing each street frontage shall be calculated separately. See Section 1126 above.
- C. See also Section 1138, Wall and Roof Signs.

1129. Landmark Signs

The character of such signs warrants their preservation in original condition or their restoration. These signs fall under the jurisdiction of the Wareham Historical Commission and /or the Wareham Historical District Commission.

1130. Marquee Signs

- A. Such signs may be painted on or attached flat against the surface of but not extended beyond or be attached to the underside of the overhang.
- B. Letters or symbols shall not exceed twelve (12) inches in height.
- C. A minimum clearance of ten (10) feet above the sidewalk or street level must be allowed for pedestrian clearance.

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1131. Movable, Portable or Mobile Signs

Movable, portable or mobile signs are not permitted in any district, except as follows:

A. Flags

1. Except during national holidays, a maximum of two (2) governmental flags are permitted and one (1) additional nongovernmental flag with a maximum size of fifteen (15) square feet (i.e. 3' x 5') is permitted for each business. Any flag with words advertising a business shall be considered a sign.
2. Nautical signal flags attached to a yardarm from a single flagpole are exempt.

B. Pennants

1. Exception is granted for pennants and similar devices intended for charitable or civic event purposes only.

C. Special Events

Special events or promotions are permitted up to seven (7) days:

A business or community service may have one (1) moveable, portable or mobile banner or sign on its premises not to exceed thirty two (32) square feet for a period not to exceed seven (7) days, not more than two (2) times per calendar year, in addition to other permitted signs. Bunting, pennants and flags will be permitted during this period. Balloons and other air-filled devices shall not exceed 12 inches in diameter. A total of three (3) off-premises signs not exceeding six (6) square feet each are permitted. Such signs shall be required to have permits, but permit fees may be waived by the Director of Inspectional Services.

D. Sandwich Board Signs

1. A business or community service may have one (1) sandwich board sign not to exceed eight (8) square feet in area on each side.
2. The sign shall advertise perishable goods for sale only, such as food goods or a menu.
3. For any business in its first year of operation, the sign may be used in the absence of a multi-tenant or freestanding sign. Such signs may be used for a maximum continuous four (4)-month period for one (1) time only.
4. The sign shall be placed within fifteen (15) feet of the main building entrance to the business. The sign must be of a shape to conform to the space it will occupy outside of the business and it may not block pedestrian traffic on any sidewalk, street or public way. The sign must be brought indoors at the close of business each day.

1132. Multiple and Ladder Signs

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A multiple or ladder sign may be erected to advertise several occupants of the same building or building complex.

- A. The display board shall be of an integrated and uniform design and colors.
- B. The maximum allowable dimensions permitted for a sign that is located within the minimum building setbacks allowed under Article 6 shall be in accordance with the table in Section 1127. The sign with the name of the building or office park and all horizontal crosspiece signs shall be included within the maximum allowable sign dimensions.
- C. One (1) sign, allowable under Subsection B, is permitted for each street frontage in lieu of the freestanding sign allowed under Section 1127.
- D. Signs located beyond the minimum building setbacks are permitted in addition to the signs permitted above in Subsections A and B for properties containing nine (9) or more businesses. However, the maximum sign area permitted is eight (8) square feet for the sign bearing the name of the building or office park and two (2) square feet for the name of each business or office located there. There shall be no limit on the number of such signs erected since they are primarily for informational and directional purposes.

1133. Off-Premises Signs

- A. Informational and directional signs containing no advertising are permitted to direct traffic flow, indicate parking space, identify points of interest or provide other essential information to guide vehicular or pedestrian traffic flow and may be erected by the Town of Wareham Department of Municipal Maintenance as a matter of right or may seek approval of such signs from the Director of Inspectional Services.
- B. Off-premises signs as permitted above in Subsection A shall not be larger than two (2) square feet in area and must be freestanding.
- C. Off-premises directory boards and/or informational and directional signs, for the purpose of locating businesses, may contain identification signs no larger than two (2) square feet for each business and may be permitted along public ways if a license is granted by the Director of Inspectional Services after complying with Section 1126. The identification signs may be erected below one (1) sign that may not exceed eight (8) square feet.
- D. Off-premise directional signs that do not restrict visibility no larger than six (6) square feet may be displayed on a public or private way for a maximum of twenty-four (24) hours for such one (1) – day events such as yard sales, open houses, road races, etc. These signs may be erected as a matter of right without the necessity of a license or a sign permit.

1134. Painted Wall and Roof Signs

- A. Painted wall signs are not permitted.

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- B. No sign shall be painted on any roof surface.

1135. Political Signs

- A. Such signs are permitted on private property if they are stationary, unlighted and temporary.
- B. Such signs may not exceed six (6) square feet in area.
- C. Such signs shall be removed within seven (7) days of posted election results.

1136. Projecting Signs

- A. One (1) projecting sign is allowed for each business property in lieu of a freestanding sign.
- B. The sign must not exceed six (6) square feet in area.
- C. The bottom of such signs, when placed over a pedestrian way, must be ten (10) feet above such way.
- D. The sign will not have interchangeable letters or be internally illuminated.
- E. All projecting signs must be reviewed by the designated sign permit granting authority for any recommendations.

1137. Public Service Signs

- A. Such signs necessary for public safety and convenience shall not exceed two (2) square feet except for vehicular traffic control.
- B. Such signs shall bear no advertising.
- C. Such signs are not included in computing total sign area allowed by any part of this chapter.

1138. Wall and Roof Signs

- A. No part of a wall or roof sign, including the display surface, shall project more than fifteen (15) inches from the surface of a building at which point the sign is attached.
- B. Such sign shall not obscure architectural features of the building, not limited to features such as arches, sills, molding, cornices and transoms.
- C. Such sign shall not extend above the highest point of the roof or parapet if one exists, nor beyond the ends of the wall to which it is attached.
- D. For walls up to fifty (50) feet in length, wall signs and roof signs above such walls shall have a total area not exceeding one (1) square foot for each horizontal foot

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of the building face parallel to a street line. For walls between fifty (50) feet and one hundred (100) feet in length, wall signs and roof signs above such walls shall have a total area not exceeding (5%) of the wall length over 50 feet times 10 plus 50 square feet. The following chart may be used to calculate the allowable square footage of the signs. Wall and roof signs shall have a maximum area allowed of 75 square feet. The area of window signs shall be deducted per Section 1139. For walls facing a street, parking lot for a business or a body of water, allowable roof or wall signage shall be calculated as follows: One (1) square foot for each linear foot of contiguous wall or roof, up to 50 square feet for 50 linear feet of the wall; for walls and roofs, between 50 feet and 100 feet additional signage of $\frac{1}{2}$ square foot for each linear foot up to a maximum signage area of 75 square feet is allowed. A wall or roof signage calculator is incorporated herein.

	Wall or Roof Signage Calculator										
Length of Wall (Linear Feet)	10	20	30	40	50	60	70	80	90	100	
Area of Sign (Square Feet)	10	20	30	40	50	55	60	65	70	75*	max

- E. A roof sign may be used in place of a wall sign.
- F. Where two (2) or more wall or roof signs are affixed to one (1) wall or roof, the gross sign area shall be the sum total area of all signs.
- G. Wall or roof signs shall not extend higher than the highest point of the roof or top of the parapet wall of the principal building.

1139. Window and Neon Signs

- A. Window signs shall not exceed more than 25% of the total window glass area of the wall of each business facing each street or parking lot in which they are displayed.
- B. The area of such sign(s) in excess of two (2) square feet in area shall be deducted from the total area allowed for wall signs in Section 1138.
- C. A maximum of two (2) window neon signs may be permitted per business.

1140. Maintenance

A sign shall be maintained in a secure and safe condition. If the Director of Inspectional Services or his/her agent believes that a sign is not secure, safe or in a good state of repair, written notice of this fact with a specified time for correction of the violation shall be given to the person responsible for the maintenance of the sign. If the defect in the sign is not corrected within the time specified, the Director of Inspectional Services may revoke the sign permit and require the owner to remove the sign at his/her expense. Failure to comply will render the sign subject to the removal provisions of Section 1118 and 1121 and/or the sign owner may be found in violation of this Section and be liable for penalties as specified in Section 1122.

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1141. Severability

The provisions of this Article are severable from each other and the invalidity of any provision or section shall not invalidate any other provision or section thereof.