

## **SECTION 7: SIGNS AND OUTDOOR LIGHTING (S.T.M. 2/9/77)**

### 7.1 ADMINISTRATION

- 7.1.1 No signs or advertising devices of any kind or nature shall be erected on any premises or affixed to the outside of any structure or be visible from the outside of any structure in the TOWN OF LENOX except as specifically permitted, except that in a commercial or industrial district permanent professional lettering or logo identifying the occupancy will be permitted on doors or windows. A permit is required for all new signs or alterations of existing signs in Residential, Commercial, and Industrial Districts. The Building Inspector is the official who issues sign permits, except as specifically provided hereafter.
- 7.1.2 The Selectmen may issue a permit for any sign of a permanent nature on public land after review by the Planning Board.
- 7.1.3 All signs in the Historic District except as provided in 7.4.2 must be approved by the Historic District Commission.

### 7.2 DEFINITION

Sign - Any letter, word, symbol, drawing, picture, design, device, article or object that advertises, calls attention to or indicates any premises, person, or activity, whatever the nature of the material and manner of composition or construction.

### 7.3 DIMENSIONS

- 7.3.1 In determining the dimensions of signs, the area shall be determined by measuring from the top of the topmost display elements, and from exterior side to exterior side of display elements and including in such measurements any blank or open area between display elements. Display elements include any letters, words, trademarks, medallions, symbols or other devices intended to advertise or indicate the name of the premises or the products or services available thereat. Signs having a backing strip shall be measured at the extreme dimensions of such backing.
- 7.3.2 Two similar signs back to back so as to face opposite directions shall be considered one sign and area requirements shall be determined from the measurement of one side only. Likewise, two signs may be oriented at a maximum of 90° to one another and still be considered one sign.

## 7.4 SIGN RESTRICTIONS

- 7.4.1 All signs shall be stationary and shall contain no visible moving parts. Signs producing noise and/or odors or vapors are prohibited.
- 7.4.2 There shall be no temporary special promotion signs, banners, streamers, or placards erected, suspended, posted or affixed in any manner outdoors or on the exterior of any building in a Business District except by special permission of the Selectmen. Temporary shall mean no more than two weeks.
- 7.4.3 No sign shall be hung from any other sign.

## 7.5 LIGHTING

### 7.5.1 SIGN LIGHTING

- (a) Sign lighting shall be continuous, not intermittent nor flashing, nor changing.
- (b) Sign illumination is permitted only between the hours of seven (7:00) o'clock in the morning and eleven (11:00) o'clock in the evening, except that signs of retail business and consumer service establishments may be illuminated during any hours these establishments are open to the public.
- (c) For the safety of pedestrians and vehicles at night, the preferred type of lighting for signs is direct illumination from a shielded light source (in compliance with the standards described in 7.5.2, below). Any illumination provided for signs shall be white only. Internally-lit signs with opaque backgrounds and glowing translucent letters may be permitted. Individual solid metal letters with internal lighting tubes that back-light the wall in a "halo" effect may also be allowed. (S.T.M. 12/16/96)

### 7.5.2 LIGHTING

- (a) Any private outdoor lighting fixture newly installed or replaced shall be shielded at the source so as not to produce a strong direct light beyond the property boundaries. The light level at the lot line shall not exceed 0.2 foot-candles, measured at ground level. (See also 10.11.2.7)
- (b) No private outdoor light shall be located at a height greater than twenty-five (25) feet. (S.T.M. 12/16/96)

## 7.6 SIGNS IN ALL DISTRICTS

- (a) One "For Sale" or "For Rent" sign, not more than three (3) square feet in signboard area and which advertises for sale or for rent only the premises on which the sign is located.
- (b) One Building Contractor's sign (which may include subcontractor and architectural information) on a building while actually under construction, not exceeding six (6) square feet in signboard area.
- (c) The Zoning Board of Appeals in granting a Special Permit or Variance may issue a permit for a sign which does not conform to the requirements of the district in which it is located. On the premises with a non-conforming use the Zoning Board of Appeals may issue a permit for a sign which does not conform to the requirements of the district in which it is located.
- (d) For churches and institutions, signs shall be governed by the provisions of the district in which they are located except that in any district two bulletin or announcement boards or identification signs up to ten (10) square feet in size are permitted.
- (e) Directional signs limited to the name of the business on public property or on private property not contiguous with the advertiser's lot may be erected by special permission of the Selectmen, after review by the Planning Board and if within the Historic District by the Historic District Commission. Such signs shall not exceed six (6) square feet of signboard area and shall be so placed or hooded that the light shall not be noxious or offensive to the neighborhood.
- (f) In Commercial Districts, temporary signs not exceeding 1/12th of the permitted sign area in size may be affixed (not hung) to a permitted sign or to a building. This includes signs advertising "Sale", "Grand Opening", "Clearance" and the like.

#### 7.7 SIGN IN RESIDENTIAL DISTRICTS

One non-illuminated sign which displays the street number, name of the occupant or the premises or both, not exceeding three (3) square feet in area, or not more than two signs, not exceeding two (2) square feet in area each. Such sign may be attached to a building or may be on a rod or post not more than four (4) feet high and not less than three (3) feet from any lot line.

#### 7.8 SIGNS IN COMMERCIAL AND INDUSTRIAL DISTRICTS

- 7.8.1 In Commercial and Industrial Districts, signs shall relate to the premises on which they are located and shall only identify the occupancy of such premises or advertise the articles or services available within such premises. Illuminated signs are permitted.

7.8.2 The following number, size, and location of signs are permitted:

<u>DISTRICT</u>	<u>NUMBER</u>	<u>SIZE</u>	<u>LOCATION</u>
C	See 7.8.4	12 sq. ft.	On building, 6" maximum projection
C	1 per lot	36 sq. ft.	Free standing, planned unit commercial development only, setback to be determined.
C	1 per occupancy See 7.8.4 in lieu of 12 sq.ft. sign on building	6 sq. ft.	Two-faced sign from building or on free standing post; any portion of sign must be 12" back of any property line.
C-1A	1 per occupancy	24 sq. ft.	On building, 12" maximum projection
C-1A	1 per lot	36 sq. ft.	Free standing, 25' setback
C-3A	1 per occupancy	36 sq. ft.	On building, 12" maximum projection
C-3A	1 per lot	36 sq. ft.	Free-standing, 35 ft. setback
I	1 per occupancy	24 sq. ft.	On building, 12" maximum projection
I	1 per lot	36 sq. ft.	Free standing, 15' setback

7.8.3 The following signs designating entrance and exit are permitted:

C	6" x 12"
All other districts except Residential	8" x 24"

7.8.4 Each occupant in a Commercial or Industrial District is permitted one sign affixed parallel to the exterior face of the building fronting upon a public street and also one sign affixed parallel to the exterior face of the building fronting upon a parking lot if there is an entrance from the parking lot leading to the occupant's premises. Multiple occupants having a common entrance are restricted to group listings on a single sign.

7.8.5 FREE-STANDING SIGNS

In C-1A and C-3A and Industrial Districts where a free-standing sign is permitted, the top edge of any such free-standing sign shall not be higher than twenty (20) feet vertical measure above the average level of the ground between the supports of each sign. Any such free-standing sign may not be nearer to lot lines than setbacks given in Table 7.8.2. Maximum dimension for a free-standing sign in any direction is sixteen (16) feet. (S.T.M. 12/16/96)

7.9 SIGNS IN HISTORIC DISTRICT

Signs in the Historic District which the Building Inspector determines have met the requirements of the zoning bylaw must then be submitted to the Historic District Commission for approval before a permit can be issued by the Building Inspector for the erection of said sign. (Amended S.T.M. 2/9/77)