

## Chapter 53

### SIGNS

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**[HISTORY: Adopted by the Annual Town Meeting of the Town of Williamstown 5-17-1994, Art. 26. Amendments noted where applicable.]**

#### GENERAL REFERENCES

Zoning - See Ch. 70.

No-smoking signs — See Ch. 158.

Traffic signs and signals — See Ch. 130.

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### ARTICLE I General Provisions

#### § 53-1.1. Authority.

- A. This chapter is adopted under the authority of Article 89 of the Massachusetts Constitution (the "Home Rule Amendment"), MGL c. 93, § 29, and all other authority conferred by the General Laws, as amended.
- B. The authority for control of all signs is delegated to the Sign Commission, subject to the General Laws. No signs are allowed on or above any public way, or on private property within public view of a public way, public park or reservation, in the Town, except lawful traffic regulation devices, or except as hereinafter provided.

#### § 53-1.2. Introduction.

- A. The Williamstown envisioned under this chapter is one with major patterns of use and general appearance little changed from today, but with greater opportunities within the community for a broader range of diversity of citizens and businesses; a town not only undamaged by change but made better through it.
- B. Economic growth appropriate to Williamstown's character is actively sought, not as an end to itself, but as a means of broadening the diversity of opportunity in Williamstown, in turn supporting a rich and diverse community life and population. There is room enough for all the development which realistically the Town can expect to experience without the defacing of its special assets and places, including both natural and man-made features, rural vistas and historic monuments.
- C. The basic form of Williamstown is that of a classic New England town, with a strong central village sharply contrasting with and benefiting from the openness of the surrounding lands. The present arrangement works well for almost everyone. It provides wonderful living possibilities within easy walk of both central services and open lands. It organizes development in an easily serviced way. It creates a visually rich and satisfying community character.
- D. There is little doubt Williamstown residents intend the policies of the Sign Commission to enhance these qualities. Such conflicts within the community as the Sign Commission may encounter should be reconciled with this public vision in mind. It is instructed to use incentives and rewards wherever possible, as a way of implementing sign policy.

However, the following guidelines are intended to be as clear and unambiguous as possible:

- (1) The primary function of on-premise signs is to index the environment to tell people where they can find what. Selling is a subordinate purpose.
- (2) Signs should be expressive of the individual proprietors identity.
- (3) Signs should be appropriate to the type of activity to which they pertain.
- (4) Signs should be compatible with the visual character of the area surrounding them. Carved signs are compatible in all areas, and this chapter encourages their use.
- (5) Signs should be legible in the circumstances in which they are seen.

### § 53-1.3. Purpose.

The purposes of this chapter are:

- A. To encourage the effective use of signs as a means of communication.
- B. To maintain and enhance the aesthetic environment and the Town's ability to attract tourism and other sources of economic development and growth.
- C. To improve pedestrian and traffic safety.
- D. To minimize the possible adverse effect of signs on nearby public and private property.
- E. To enable the fair and consistent enforcement of sign policy and regulations.

## ARTICLE II Definitions

### § 53-2.1. Terms defined.

Words and phrases used in this chapter have the meanings set forth in this section. Words and phrases not defined in this section but defined in Chapter 70, Zoning, shall be given the meanings set forth in Chapter 70. Principles for computing sign area and sign height are contained in § 53-2.2. All other words and phrases shall be given their common, ordinary meaning, unless the context clearly requires otherwise. Section headings or captions are for reference purposes only and shall not be used in the interpretation of this chapter.

**ALTERATION** — Any change in size, shape, location, color, lighting, style of lettering, name of business, location or height of a sign from the terms of its permit.

**ANIMATED SIGN** — Any sign that uses movement or change of lighting to depict action or create a special effect or scene.

**BANNER** — Any sign of lightweight fabric or similar material that is mounted to a pole or building by a frame at one or more edges. National flags or state or municipal flags shall not be considered to be banners.

**BEACON** — Any light with one or more beams directed onto the atmosphere directed at one or more points not on the same zone lot as the source; also, any light with one or more beams that rotate or move.

**BUILDING MARKER** — Any sign indicating the name of a building or date and incidental information about its construction, which sign is cut into a masonry surface or made of bronze or other similar permanent material.

**BUILDING SIGN** — Any sign attached directly to any building wall, as contrasted to a freestanding sign.

**CANOPY SIGN** — Any sign that is part of an attached awning, canopy of fabric or plastic, or structural protective cover over a door, entrance, window or outdoor service area. A marquee is not a canopy.

**CHANGEABLE SIGN COPY** — A sign or portion thereof with characters, letters or illustrations that can be changed or rearranged without altering the face or surface of the sign. A sign on which the message changes more than one time per three days shall be considered an animated sign and not a changeable copy sign for the purposes of this chapter. A sign on which the only copy that changes is an electronic or mechanical indication of time or temperature, or "Vacancy" and "No Vacancy" signs used in conjunction with approved motel signs shall not be considered a changeable copy sign for the purposes of this chapter.

**COMMERCIAL MESSAGE** — Any wording, logo or other representation that, directly or indirectly, names, advertises or calls attention to a business, product, service or other commercial activity.

**DIRECTIONAL SIGN** — Any sign designed solely for the purpose of traffic and pedestrian direction, and may be located on the property to which the public is directed.

**DIRECTORY SIGN** — Any sign which lists the tenants or occupants of a building and that may indicate their respective professions.

**DISTRICT** — The district underlying the property, as defined by the Zoning District Map of the Town of Williamstown, as amended. If the property is divided by two zoning districts, the district underlying the building shall be considered the district for the purposes of this chapter.

**FLAG** — Any fabric, banner or bunting containing distinctive colors, patterns or symbols, used as a symbol of a government or political subdivision.

**FREESTANDING SIGN** — Any sign supported by structures or supports that are placed upon, or anchored upon the ground and that are independent from any building or other structure.

**INCIDENTAL SIGN** — A sign, generally informational, that has a purpose secondary to the use of the lot on which it is located, such as "no parking," "entrance," "loading only," "telephone" and other similar directives. No sign with a commercial message legible from a position off the zone lot on which the sign is located shall be considered incidental.

**INTEGRALLY LIT SIGN** — A sign which is externally lit, but its lighting is integral to the sign, such as bulbs that spell out the sign message.

**MARQUEE** — Any permanent roof-like structure projecting beyond a building or extending along and projecting beyond the wall of the building, generally designed and constructed to provide protection from the weather.

**MARQUEE SIGN** — Any sign attached to, in any manner, or made part of the marquee.

**NONCONFORMING SIGN** — Any sign that would be permitted under this chapter with a sign permit, but which was in existence on May 17, 1994, and which was constructed in accordance with the applicable Bylaw provisions in effect on the date of its construction, but which is not in conformance with the standards or requirements of this chapter.

**OFF-PREMISES SIGN** — Any freestanding sign relating to a business, service, activity or product not related to the premises upon which the sign is located.

**PENNANT** — Any lightweight plastic, fabric or other material, whether or not containing a message of any kind, suspended from a rope, wire or string, usually in series, designed to move in the wind.

**PORTABLE SIGN** — Any sign not permanently attached to the ground or other permanent structure, or a sign designed to be transported by wheels; signs converted to A- or T-frames; menu and sandwich board signs; balloons used as signs; umbrellas used as advertising; and signs attached to or painted on vehicles and visible from the public right-of-way, unless said vehicle is used in the normal day-to-day operations of the business.

**PRINCIPAL BUILDING** — The building in which is conducted the principal use of the lot on which it is located. Lots with multiple principal uses may have multiple principal buildings. Storage buildings, garages and other clearly accessory uses shall not be considered principal buildings.

**PROJECTING SIGN** — Any sign affixed to a building or wall in such a manner that its leading edge extends more the six inches beyond the surface of such building or wall.

**RESIDENTIAL SIGN** — Any sign located in a residentially zoned district that contains no commercial message except advertising for goods or services legally offered on the premises where the sign is located.

**ROOF SIGN** — Any sign erected or constructed wholly on and over the roof of a building, supported by the roof structure, and extending vertically above the eave line or parapet of the building, except that a sign placed entirely within the gable end of a building with a pitched roof shall not be considered a roof sign.

**ROOF SIGN, INTEGRAL** — Any sign erected as an integral part of a normal roof structure of any design, such that no part of the sign extends vertically above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than six inches.

**SETBACK** — The distance from the property line to the nearest part of the applicable building, structure or sign, measured perpendicularly to the property line.

**SIGN** — Any device, fixture, placard or structure that uses color, form, graphics, illumination, symbols or writing to advertise, announce the purpose of or identify the purpose

of a person or entity, or to communicate information of any kind to the public and is on private property, within public view of a public way, public park or reservation.

**STREET LINE** — The dividing line between a street and a lot, and in the case of a public way, the street line established by the authority laying out the way upon which the lot abuts.

**SUSPENDED SIGN** — A sign that is suspended from the underside of a horizontal plane surface and is supported by such surface.

**TEMPORARY SIGN** — Any sign that is used only temporarily and is not permanently mounted.

**TUBE ILLUMINATION** — Illumination provided by a tube filled with neon or other gas in which the tube is bent to form letters, symbols or other shapes.

**WALL SIGN** — Any sign attached parallel to, but within six inches of, a wall, painted on the wall surface of or erected and confined within the limits of an outside wall of any building or structure, which is supported by such wall or building, and which displays only one sign surface.

**WINDOW SIGN** — Any sign, pictures or symbol, or combination thereof, designed to communicate information about an activity, business, commodity, event, sale or service that is placed inside a window or upon the windowpanes or glass and is visible from the exterior of the window.

**ZONE LOT** — A parcel of land in single ownership that is of sufficient size to meet minimum zoning requirements for area, coverage and use, and that can provide such yards and other open spaces as required by Chapter 70, Zoning.

### **§ 53-2.2. Computations.**

The following principles shall control the computation of sign area and height:

- A. Computation of area of individual signs. The area of a sign face (which is also the sign area of a wall sign or other sign with only one face) shall be computed by means of the smallest square, rectangle, triangle, circle or combination thereof that will encompass the extreme limits of the writing, representation, emblem or other display, together with any material or color forming an integral part of the background of the display or used to differentiate the sign from the backdrop or structure against which it is placed, but not including any supporting framework, bracing or decorative fence or wall when such fence or wall otherwise meets the dimensional requirements of Chapter 70, Zoning, and is clearly incidental to the display itself.
- B. Computation of the area of multifaced signs. The sign area for a sign with more than one face shall be computed by adding together the area of all sign faces visible from any one point. When two identical sign faces are placed back to back, so that both faces cannot be viewed from any point at the same time, and when such sign faces are part of the same sign structure and not more than 12 inches apart, the sign area shall be computed by the measurement of one of the faces.

- C. Computation of height. The height of a sign shall be computed as the distance from the base of the sign, or grade from the nearest roadway, to the top of the highest attached component of the sign, whichever is lower.

ARTICLE III  
**Exterior Sign Regulations**

**§ 53-3.1. All districts.**

Restrictions for exterior signs in all districts shall be as follows:

- A. All signs must be constructed of opaque material and, if lighted, must be lighted externally, either directly or indirectly, by white light of constant intensity. Such light shall be directed to light only the sign, preventing overspill of light onto adjoining properties and glare onto the street. Signs shall be lit only during normal business hours.
- B. All signs shall be kept in good repair.
- C. A nonconforming sign may continue under the terms of its approved permit. Alterations to a nonconforming sign shall comply with the requirements of this chapter for new signs.
- D. Protection of First Amendment rights. Any sign allowed under this chapter may, in lieu of any other copy specified herein, contain any otherwise lawful, noncommercial message that does not direct attention to a business or to a service or commodity for sale.

**§ 53-3.2. Residential districts.**

In addition to the regulations contained in § 53-3.1, no sign shall be erected or maintained in the residential districts except as provided below. No permit is required for the signs set forth in Subsections A through F.

- A. One sign displaying the street number and/or name of the occupant of the premises, provided that the sign's area does not exceed 1.5 square feet.
- B. One "for sale," "for rent" or "open house" sign not exceeding six square feet in area, and advertising only the premises on which it is erected; and directional "open house" signs placed at the two road intersections, one of which is nearest to a house for sale, not more than one sign per intersection, erected not more than 24 hours prior to the "open house" event, and removed within two hours after the event **[Amended 5-19-2009 ATM, Art. 30]**
- C. One sign, denoting the architect, engineer and/or contractor, and information as may be required by any federal or state regulations, on projects funded by them, not exceeding six square feet in area, or such minimum area required by law, maintained on the site while construction is in progress. Such sign shall be removed promptly after the completion of the construction, and prior to occupancy.
- D. Regulatory, warning and incidental signs not exceeding one square foot in area.

- E. One sign advertising the sale of produce, the major portion of which is raised on the premises, not exceeding six square feet in area.
- F. One on-premise sign advertising garage, yard or tag sales, not exceeding four square feet in area, is permitted for the duration of sale.
- G. Signs for nonconforming uses, as defined by Chapter 70, Zoning, shall be permitted in accordance with the requirements of § 53-3.3B through D.
- H. Signs for uses permitted by special permit, under Chapter 70, Zoning, subject to the following restrictions:
  - (1) Home occupations/accessory professional offices: no signs, other than those permitted by Subsections A through F, inclusive.
  - (2) Tourist homes/bed-and-breakfast: no signs, other than those permitted by Subsections A through F, inclusive.
  - (3) Nursing homes: one wall sign, conforming to the requirements of § 53-3.3D.
  - (4) Funeral homes: one wall sign, conforming to the requirements of § 53-3.3D.
  - (5) Municipal uses/nonprofit museums: one wall sign, conforming to the requirements of § 53-3.3D.
  - (6) Other uses permitted by special permit, but not listed: special permit, in accordance with Article VI.
- I. Signs authorized by special permit, as provided in Article VI.
- J. Temporary signs authorized by permit as provided in Article VII.

**§ 53-3.3. Nonresidential districts.**

In addition to the regulations contained in § 53-3.1 above, no sign shall be erected or maintained in the nonresidential districts except as provided below:

- A. Those signs described in § 53-3.2B through F are permitted and do not require a permit.
- B. There shall be not more than one exterior wall sign per business establishment, except that if there is more than one public entrance to any such business establishment, there may be one additional secondary wall sign for each such secondary entrance; provided, however, that the aggregate area of all secondary signs shall not exceed 50% of the maximum permissible size authorized by Subsection D.
- C. In addition to the foregoing sign or signs, one directory sign of the business establishments occupying the building and accessible through that entrance may be placed on the exterior wall of the building at each public entrance of the building. Such directory sign shall not exceed an area of one square foot for each establishment listed on the directory.
- D. Wall sign size and location shall comply with the following:



- (1) Area shall not exceed 16 square feet, with an additional 0.4 square foot per foot of building frontage of the portion of the building occupied by the subject business in excess of 40 feet to a maximum of 32 square feet.
  - (2) Signs shall not project more than six inches from the wall to which they are attached.
- E. One freestanding sign is permitted, in lieu of the wall signs permitted by Subsections B through D, in all areas except Spring Street as follows:
- (1) Sign area shall not exceed 50% of the maximum area permitted for a wall sign when computed in accordance with Subsection D(1).
  - (2) Sign height shall not exceed 15 feet.
  - (3) Sign shall be setback from the street line a minimum of five feet.
- F. No combination signs that advertise a local business and a regionally or nationally advertised product are permitted, except that a franchised dealer may display the trademark of his product on his sign, and a gasoline station may display the trademark of that particular gasoline company on said sign.
- G. Signs authorized by special permit, as provided in Article VI.
- H. Temporary signs authorized by permit as provided in Article VII.

#### ARTICLE IV Prohibited Signs

##### § 53-4.1. Enumeration.

The following signs are hereby expressly prohibited for erection, construction, repair, alteration or relocation within the Town, except as otherwise permitted in this chapter:

- A. A-frame or sandwich-board signs. A-frame or sandwich-board and sidewalk or curb signs, except as a temporary sign, as provided for in Article VII of this chapter.
- B. Banners. Banners, except as temporary signs, as provided for in Article VII of this chapter.
- C. Off-premises signs. Off-premises signs, except as temporary signs, as provided for in Article VII of this chapter.
- D. Animated signs, beacons, integrally lit, tube illuminated graphics, changeable graphics.
- E. Portable and wheeled signs.
- F. Signs on parked vehicles. Signs placed on or affixed to vehicles and/or trailers which are parked on a public right-of-way, public property or private property so as to be visible from a public right-of-way where the apparent purpose is to advertise a product or direct people to a business or activity located on the same or nearby property. However, this is not in any way intended to prohibit signs placed on or affixed to vehicles and trailers.

such as lettering on a motor vehicle, where the sign is incidental to the primary use of the vehicle or trailer.

- G. Signs on trees. Signs which are attached or otherwise affixed to Town-owned trees.
- H. Signs on telephone poles. Signs which are attached or otherwise affixed to telephone or light poles.
- I. Signs which imitate traffic control devices. Signs which imitate, interfere with, obstruct the view of or can be confused with any authorized traffic sign, signal or other device.
- J. Signs advertising individual or group businesses located outside of Williamstown.
- K. Billboards.
- L. Pennants, streamers, balloons and other gas-filled figures.
- M. Signs painted with luminescent or reflective paint.
- N. Any illuminated window sign.
- O. Any sign that is harmful to minors, has a lascivious intent, is obscene or depicts or relates to sexual conduct or sexual excitement as defined in MGL c. 272, § 31, and is visible from the outside of the building. **[Added 5-20-1997 ATM, Art. 24]**

## ARTICLE V Permits

### § 53-5.1. When required.

- A. No sign shall be altered or erected on the exterior of any building, or on any land, until a sign permit has been granted for the sign by the Sign Inspector.
- B. Exceptions shall be as follows: the signs permitted by § 53-3.2B, C, D, E and F and, in the case of residential districts, § 53-3.2A.

### § 53-5.2. Procedure.

- A. Application. Any person proposing to erect or display a sign shall file an application for a permit with the Sign Inspector in the office of the Inspector of Buildings. The application shall contain:
  - (1) Information concerning the height, size, colors, lettering, location of the sign and the date on which it is to be erected or displayed.
  - (2) A drawing or photograph of the building facade and a plot plan indicating the location of the proposed sign and all existing signs displayed on the zone lot.
  - (3) Specifications for the construction of the sign and for its illumination, if any is to be provided.

- B. Action. The Sign Inspector shall issue a sign permit if:
- (1) A building permit for the sign has been issued by the Inspector of Buildings, and
  - (2) The sign complies with the requirements of this chapter, or
  - (3) A special permit has been granted for the sign, in accordance with Article VI.

**§ 53-5.3. Abandonment/termination of permit.**

Permits shall terminate with respect to:

- A. Signs which advertise or call attention to any products or services which are no longer sold on the premises or to any business or activity which is no longer operated on said premises for at least 60 days, except if such business is seasonal in operation, 180 days shall apply.
- B. Signs which have not been erected within six months from the date the permit was issued.
- C. Existing signs, upon their alteration.

**ARTICLE VI  
Special Permits**

**§ 53-6.1. Authorized.**

- A. The Sign Commission may grant a special permit for the following types of signs:
- (1) Freestanding signs in residential districts, according to the dimensional requirements of § 53-3.3E.
  - (2) Canopy signs, provided that sign area is not more than 2/3 the maximum area permitted by § 53-3.3D.
  - (3) Roof signs, provided that sign area is not more than the maximum area permitted by § 53-3.3D.
  - (4) Directional signs. Directional signs are subject to Sign Commission approval, in accordance with this Article VI. Directional signs shall not be larger than 36 inches long and 18 inches wide. A directional arrow may be permitted as part of the sign and within its perimeter. The lettering shall be limited to the name of the premises to which the public is being directed.
  - (5) Internally lit signs, provided that they are lit by white light of constant intensity, with white letters against a dark, earth-toned background.
  - (6) Temporary signs not permitted in Article VII.
  - (7) Such signs as are compatible with the required findings of § 53-6.2.

**B. Exceptions:**

- (1) Signs prohibited by § 53-4.1A through O, inclusive.
- (2) Lighting of signs other than during normal business hours.

**§ 53-6.2. Required findings.****A. The Sign Commission may grant a special permit only upon a finding that:**

- (1) The primary function of the sign is to express ideas or to index the environment, as opposed to advertising a service or product, and
- (2) The design of the sign, if commercial, is expressive of the individual proprietors identity, and
- (3) The design of the sign, if commercial, is appropriate to the type of activity to which it pertains, and
- (4) The sign is compatible with the visual character of the area surrounding it, and
- (5) The sign is legible in the circumstances in which it is seen.

**B. In granting the special permit, the Sign Commission may specify the size, type, colors and location of the sign and impose such other terms, restrictions and conditions as it may deem to be in the public interest.**

**ARTICLE VII**  
**Temporary Permits**

**§ 53-7.1. General conditions.**

Temporary signs may be erected and maintained only in accordance with the following provisions:

- A. Permit conditions.** No person shall erect, construct, repair, alter or relocate within the Town any temporary sign, except temporary real estate, and other so identified signs (§ 53-3.2A through F), without first obtaining a permit from the Sign Inspector as provided for in Article V and the guidelines below.
- B. Materials.** The Sign Inspector shall impose as a condition of the Temporary Permit such requirements as to the material, manner of construction, location, and method of erection of a sign as are reasonably necessary to assure the health, safety and convenience of the public.
- C. Illumination.** Illumination of temporary signs is not permitted.
- D. Sign types.** Temporary signs shall be limited to flush attached wall signs, freestanding signs or banners.

**§ 53-7.2. Temporary business signs.**

Temporary business signs identifying a special, unique, or limited activity, service, product, or sale of limited duration shall be subject to the following:

- A. Number. There shall not be more than one permit for a temporary business sign issued for the same premises within one calendar year.
- B. Area.
  - (1) Residential districts. In residential districts, temporary business signs shall not exceed three square feet in gross surface area for each exposed face nor exceed an aggregate gross surface area of six square feet.
  - (2) Nonresidential district. In nonresidential districts, temporary business signs shall not exceed six square feet.
- C. Location. Temporary business signs shall be located only upon the zone lot upon which the special, unique or limited activity, service product or sale is to occur. Such signs may be located in any required yard, but shall not extend over any lot line or within 15 feet of any point of vehicular access from a zoning lot to a public roadway.
- D. Height.
  - (1) Residential areas. In residential areas, temporary business signs shall not project higher than five feet, as measured from base of sign or grade of the nearest adjacent roadway, whichever is higher.
  - (2) Nonresidential areas. In nonresidential areas, temporary business signs shall not project higher than seven feet.
- E. Special conditions.
  - (1) Timing. Temporary business signs shall be erected and maintained for a period not to exceed 14 days and shall be removed within two days of the termination of the activity, service, project or sale.

**§ 53-7.3. Temporary event signs.**

Temporary event signs announcing a campaign, drive, activity or event of a civic, philanthropic, educational or religious organization for noncommercial purposes shall be subject to the following:

- A. Number, area, height and location.
  - (1) The permitted number, area, height, location and construction of temporary event signs shall be determined by the Sign Inspector with consideration given to the public safety and the minimum signage reasonably necessary and appropriate for the intended purpose.
  - (2) Prior to application, written permission must be obtained from property owner for placement on private property.

**B. Special conditions.**

- (1) **Timing.** Temporary event signs authorized by the Sign Inspector may be erected and maintained through the duration of the campaign, drive, activity or event advertised plus one day before, and shall be removed within 24 hours of the termination of such campaign, drive, activity or event.
- (2) **Limit on number of permits.** No more than two permits for temporary event signs shall be issued for the same premises within one calendar year.

**§ 53-7.4. Temporary political signs.**

- A. Temporary political signs announcing political candidates seeking public office, political parties and/or political and public issues contained on a ballot shall be permitted. They may be erected or maintained for a period not to exceed 60 days prior to the date of the election to which such signs are applicable is scheduled to occur and shall be removed within seven days following the election.
- B. Temporary political signs shall conform to the following requirements:
  - (1) Not more than one temporary political sign shall be erected on any zone lot.
  - (2) Maximum sign area shall be six square feet in nonresidential districts and four square feet in residential districts.
  - (3) Maximum sign height shall be seven feet in nonresidential districts and five feet in residential districts.
  - (4) The sign shall be placed so as not to create a public safety hazard.

**ARTICLE VIII  
Enforcement****§ 53-8.1. Sign Inspector.**

This chapter shall be enforced and administered by the Sign Inspector. The Sign Inspector shall make such inspections as are necessary to ensure compliance with this chapter and shall investigate any complaints of violations of this chapter.

**§ 53-8.2. Notice of violation.**

If the Sign Inspector determines that a violation of this chapter has occurred, he shall serve written notice of the violation on the violator. The notice shall state the nature of the violation, the remedy required to remove the violation, the time by which the violation must be remedied and a statement advising that legal action may be taken to remedy the violation if it is not remedied within the time specified.

**§ 53-8.3. Illegal signs on public property.**

Any sign installed or placed on public property, except in conformance with the requirements of this chapter, shall be forfeited to the public and subject to confiscation. In addition to the other remedies hereunder, the Town shall have the right to recover from the person placing such a sign the full cost of removal and disposal of such sign.

**§ 53-8.4. Fees.**

The fees for permanent and temporary signs shall be set by the Board of Selectmen from time to time.

**ARTICLE IX  
Penalty****§ 53-9.1. Violations and penalties.**

Whoever violates any provision of this chapter shall be punished by a fine not to exceed \$50. Each day of the violation of such offense shall be a separate and distinct offense.

**ARTICLE X  
Exemption****§ 53-10.1. Certain signs exempted.**

Signs described in MGL c. 93, § 32, as amended, are exempt from this chapter.

**ARTICLE XI  
Miscellaneous****§ 53-11.1. Severability.**

The invalidity of any section or provision of this chapter shall not invalidate any other section or provision thereof.

**§ 53-11.2. Pertinence to other laws.**

- A. All signs shall be subject to Chapter 70, Zoning, and any regulations the Board of Selectmen shall adopt regulating signs projecting into on or over public streets or ways under MGL c. 85, §§ 8 and 9, as amended.
- B. This chapter shall not be construed as to be inconsistent with or in contravention to MGL c. 93, §§ 29 through 33, inclusive, as amended.
- C. Attention is called to the Rules and Regulations of the Outdoor Advertising Board for signs which may also be subject to the jurisdiction of that Board.

- D. Whenever this chapter imposes greater restrictions on signs that in any way that conflict with any other bylaw, this chapter shall prevail.