

Proposed Revisions to Sign Bylaw, Section 185-35 of Zoning Bylaw

Dover Planning Board
2/18/2017

DISCUSSION DRAFT
SUBJECT TO CHANGE IN WHOLE OR IN PART

§ 185-35 Signs.

[Amended ATM 5-14-1979 by Art. 14; ATM 5-7-2007 by Art. 11]

A. General Requirements

The following shall apply to all signs:

- (1) No sign shall be located within a Town street right-of-way, without the express written permission of the Board of Selectmen.
- (2) Any sign not expressly permitted or exempted under this by-law is prohibited.
- (3) Every sign advertising, announcing or relating to event(s) scheduled for a particular date or set of dates, including signs related to election dates, shall be removed within seven days following the last date on which such event occurs.
- (4) No sign shall use flashing or intermittent lights, nor moving or animated parts, nor internal illumination.

(5) No sign shall use day-glo or luminescent colors

~~(5)~~(6) Externally illuminated signs may be lit with white light only. The lighting shall be shielded and focused and shall not to extend beyond the sign border.

~~(6)~~(7) No sign shall be located so as to obstruct a view between intersecting streets within 50 feet of a corner, to obstruct a view of oncoming traffic from a driveway exit or otherwise to present a safety hazard in the opinion of the Town Engineer.

~~(7)~~(8) No free standing sign shall be located closer to a side property line than the required setback distance for that district, as provided for in Section 185-19.

~~(8)~~(9) The area of a sign shall be the area of the outermost rectangular perimeter that circumscribes all words, background, symbols, and designs, including all attachments except for supporting structures at the base thereof.

~~(9)~~(10) Signs expressing personal, political, religious and other non-commercial messages, containing no advertising matter, are permitted subject to reasonable regulations, as adopted by the Planning Board under Section E herein, with respect to size, number and location on non-Town owned property

B. Residential ~~districts~~-Districts

Only the following commercial signs shall be allowed:

- (1) Temporary signs associated with a specific event such as property for sale or work in progress A sign advertising the lease or sale of a lot or building, or the name of a farm or property, provided it does not exceed a total area of 12.9 square feet. Such signs shall not exceed the duration of the event and shall be removed within 7 days of the allowed time period unless a permit is obtained from the Planning Board for a longer period.

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- (2) ~~Not more than one sign on a lot occupied by a dwelling~~ Permanent signs such as those pertaining to the use thereof of a customary home occupation ~~bearing the name and occupation of any occupant(s), provided that it does~~ on a lot occupied by a dwelling shall not exceed four square feet.
- (3) ~~A sign advertising a company performing landscape, construction, or maintenance work on the~~ combined area of buildings, lots and premises, ~~providing that such sign does not exceed four (4) square feet and be displayed for a total duration not exceeding the duration of the work being performed or thirty (30) days, whichever is less, unless a permit is obtained from the Planning Board for a longer duration.~~

C. Business District, Medical-Professional District and Manufacturing District

- (1) Both temporary and permanent signs identifying the establishment or advertising goods or services available on the premises are permitted, provided that any exterior sign is approved as to size, type and location by the ~~Board of Selectmen and the~~ Planning Board, ~~subject to a sign permit application.~~ Such sign shall in no event exceed fifteen square feet in area.
- (2) All signs shall be professional in quality and shall not detract from the overall character of Dover. They should be constructed to provide pertinent information but should not become visually dominant elements in their intended surroundings. Accordingly, materials, designs and colors should be chosen to reflect and be harmonious with surrounding vistas and architecture.
- (3) Signs painted on or placed for display on the inside of the glass of a window or door shall not exceed 20% of the glass surface of a window or 10% of the glass surface of a door, The character of such signs shall meet the requirements of C. (2) above.
- (4) No signs shall be placed on the roof of a building or extend beyond the height of the building.

D. ~~Non-commercial Signs~~

~~Signs expressing personal, political, religious and other non-commercial messages, containing no advertising matter, are permitted subject to reasonable regulations, as adopted by the Planning Board under Section F herein, with respect to size, number and location on non-Town owned property.~~

D. Exempt Signs

The following signs shall be exempt from this bylaw:

- (1) Signs protected by any controlling case decisions under the United States Constitution or Constitution of the Commonwealth of Massachusetts, or installed pursuant to any federal or state law or regulation or court order.

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- (2) Signs located on land used for religious purposes or for educational purposes on land owned or leased by the Commonwealth of Massachusetts or any of its agencies, subdivisions or bodies politic or by a religious sect or denomination, or by a nonprofit educational corporation.
- (3) Signs on Town-owned property, which may be subject to permission, prohibition or reasonable regulation by the Board of Selectmen, School Committee, Parks and Recreation Commission, Conservation Commission or other Board, Committee or Commission in whose custody such property is held.
- (4) Any nonconforming sign lawfully erected prior to the effective date of this section, which may continue to be maintained but shall not be physically replaced or altered in any way unless it is brought into conformity with this bylaw. [New businesses must comply with the then-current requirements.](#)
- (5) Any sign for traffic control or other informational purpose that is approved as part of a site plan by the Planning Board.
- (6) Any sign for traffic control authorized by the Board of Selectmen within a street right-of-way or on Town property.

D.E. Administration—

In order to implement this bylaw, the Planning Board may adopt rules and regulations for the implementation and further definition of this bylaw and for the review of applications for sign permits hereunder, including a schedule of fees.

E.F. Severability—

If any section or paragraph of this by-law, or any rule or regulation promulgated hereunder, be for any reason declared invalid or unconstitutional by any court, every other section, paragraph, rule or regulation shall continue in full force and effect.