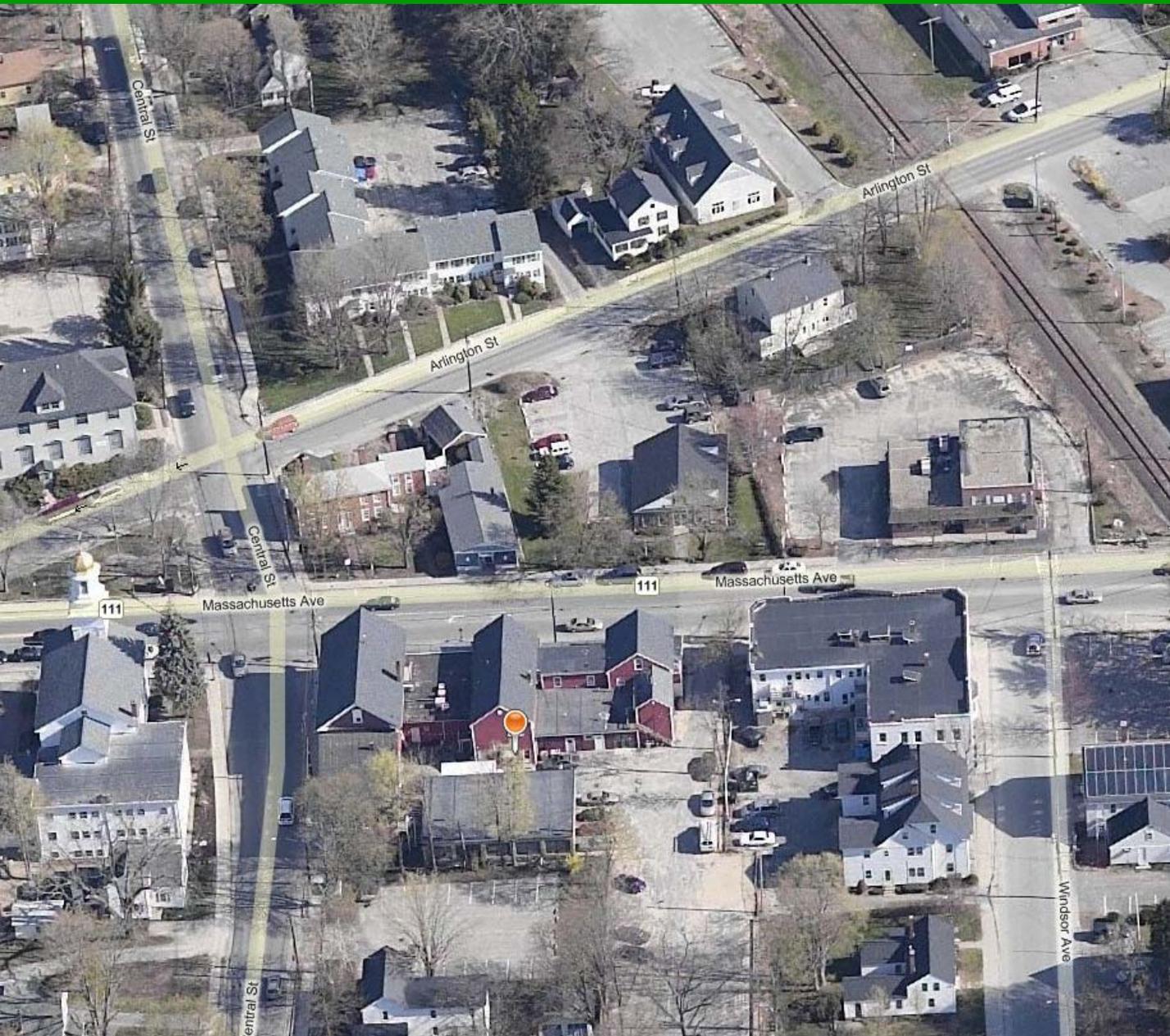


Welcome



West Acton
Sign Enforcement Information Meetings
September 26, 27 & 30, 2011

AGENDA

West Acton Sign Enforcement Information Meetings Sept. 26, 27 & 30, 2011

1. Introduction
2. Overview
3. Window Signs
4. Temporary “Special Event” Signs
5. Permanent Exterior & Freestanding Signs
6. Notes
7. Next Steps
8. Questions

Disclaimer

- The information today is not the definitive and comprehensive textbook on signs in Acton
- Some of today's information is simplified
- The information today is not all-inclusive
- It is only intended as a summary, introduction and guide
- It does not replace the Zoning Bylaw, the Historic District Bylaw, or rules and regulations
- See bylaws and rules at www.acton-ma.gov
- If in doubt, consult with the Zoning Enforcement Officer (ZEO)
- Before investing in the making or installing of a sign consult with the ZEO

Sign Types - Examples

- wall sign



- projecting sign



- freestanding sign



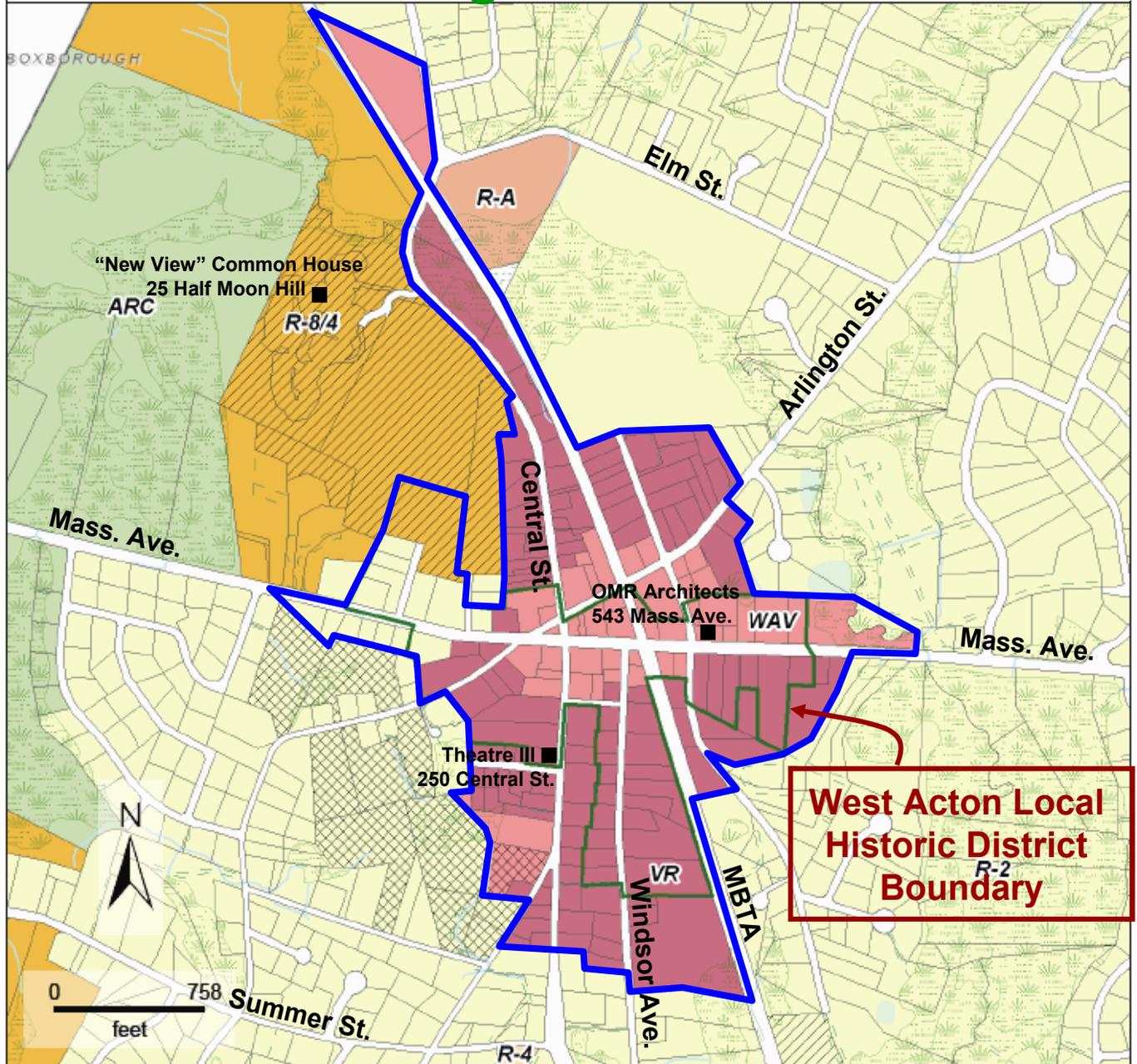
- window sign



- temporary
(special event)
sign



West Acton Sign Enforcement Area



**West Acton Local
Historic District
Boundary**

Zoning Districts:

WAV – West Acton Village

VR – Village Residential

R-2 – Residence 2

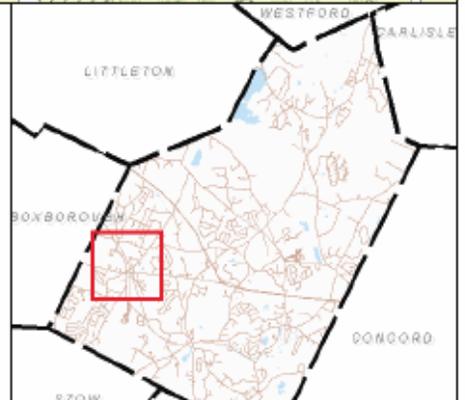
R-8/4 - Residence 8/4

ARC – Agriculture,
Recreation &
Conservation



**MAP FOR REFERENCE ONLY
NOT A LEGAL DOCUMENT**

This data set/map is for planning purposes only and should not be used for larger scale analysis. The Town of Acton shall not be held liable for any use of the data or images shown on this map, nor is any warranty of accuracy expressed. All uses of this data set/map are subject to field verification.



Applicability & Permits

- Zoning:
 - Does not apply to indoor signs
 - Applies to all outside signs and window signs
 - Different standards in different zoning districts
 - Most signs allowed by right; but do require administrative permits (ZEO/Planning Dept.)
 - Special permits for certain signs (e.g. oversized signs)
 - Planning Board, hearing, notices
 - Some signs do not require any permit (e.g. “parking in rear”); but standards apply (e.g. size)
 - Pre-existing nonconforming signs can remain in place

Applicability & Permits

- Historic District:
 - All signs require a Certificate
 - Historic District Commission, hearing, notices
 - Exceptions
 - One sign measuring not more than 2 square feet in display area
 - Any sign that is not visible from a public way

Window Signs - Zoning

- Window - a glass opening in a wall; may be divided by mullions into panes or panels
- A glass door, with its windows above, is considered one separate window.
- Window signs are directly attached to the inside of a window, hung directly behind the inside of a window, or etched/painted on the inside or outside of a window
- Window signs shall not be illuminated
- But, one neon window sign with steady lights is allowed – no blinking/flashing/color changes. A neon sign has traditional exposed glass tubing filled with fluorescent gas - No Imitations!



window signs

Window Signs - Zoning

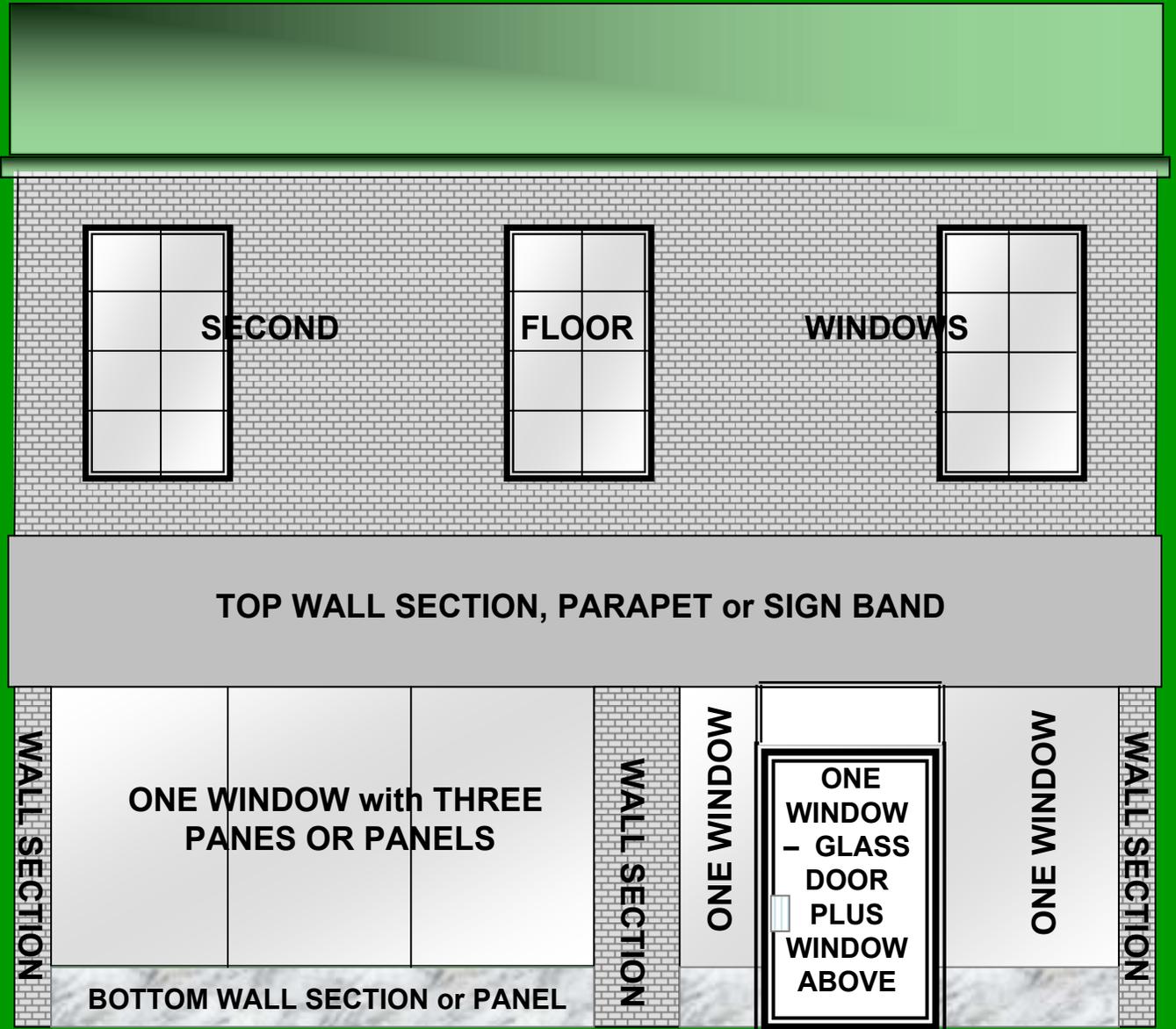
- The display area of a window sign, regardless of its shape, is the smallest rectangle within which the sign's shape fits including any background, frame, and decorative appendages.
- The total display area of one or more window signs in one window cannot exceed 25% of the window area.
- The following signs are not considered to be window signs (i.e. do not count as window sign area):
 - Public notice signs as required by law
 - Other small customary public notice signs such as postings of store hours, accepted credit cards, emergency contacts, or similar
 - Signs for a public service or charitable event

Window Signs - Zoning

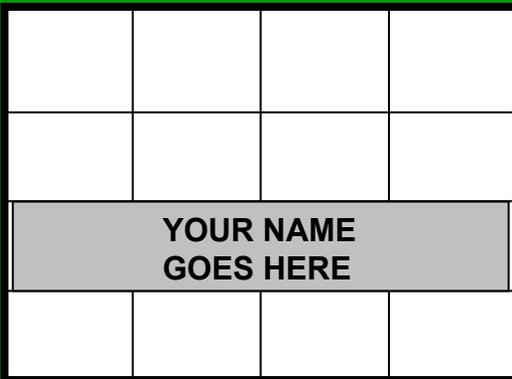
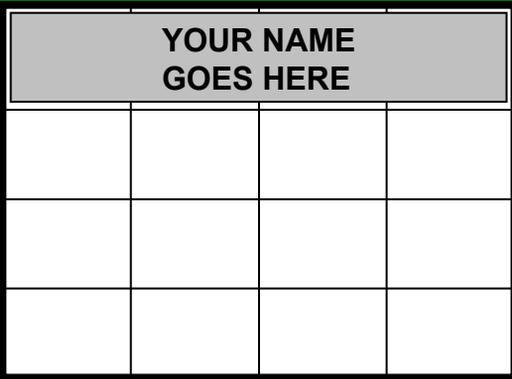
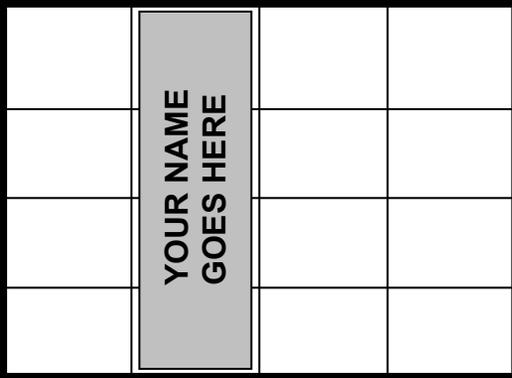
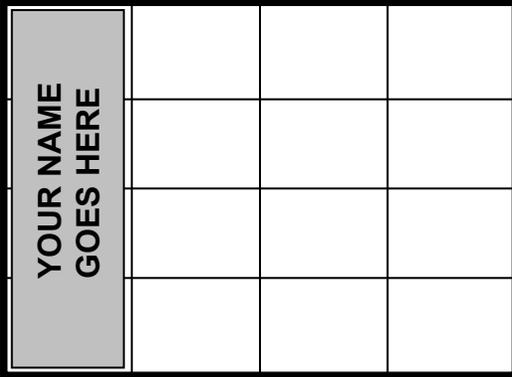
- Window signs do not require a sign permit, but they must comply with the Town's regulations for window signs as outlined above
- Interior signs are not window signs even if they are visible from the outside, as long as an adult person can comfortably walk in the interior space between the window and the sign
- Customary window merchandize displays and decorations are not window signs; and they may include price tags, logos or names attached to the merchandise, and other advertisements related to displayed merchandise, merchandise sold, or services offered

Window Signs – Historic Districts

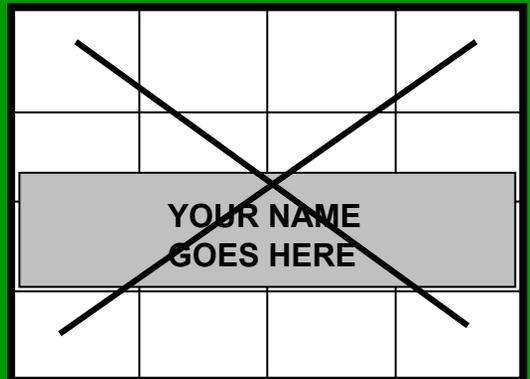
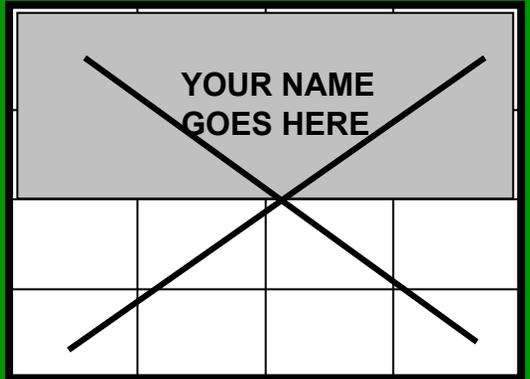
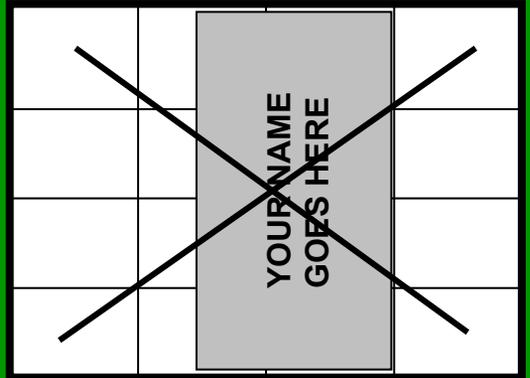
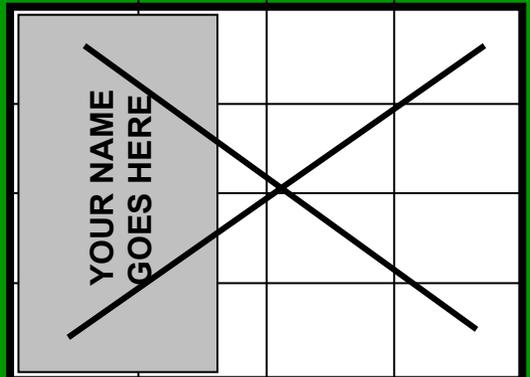
- Window Signs are not allowed in the West Acton Local Historic District
- - (HDC comments/updates) -



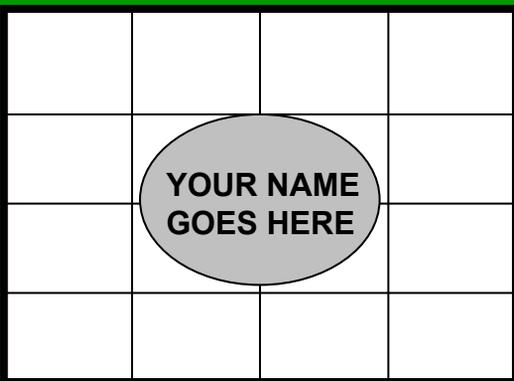
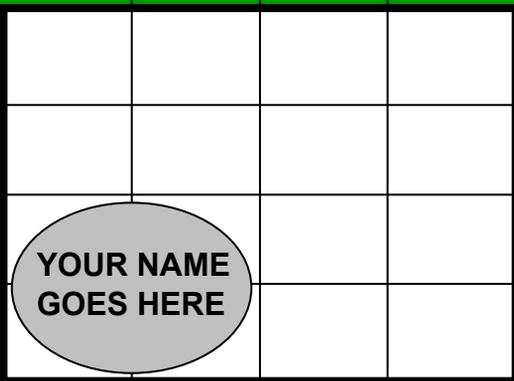
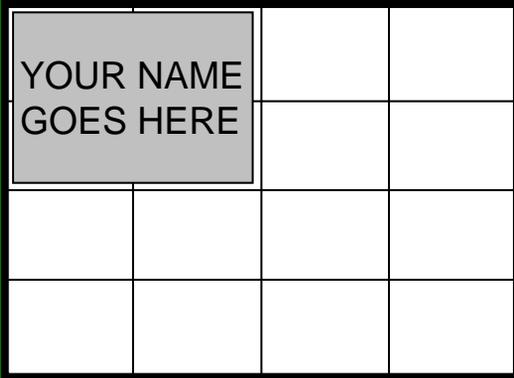
Examples of window signs that comply with zoning (fit within ≤25% of window)



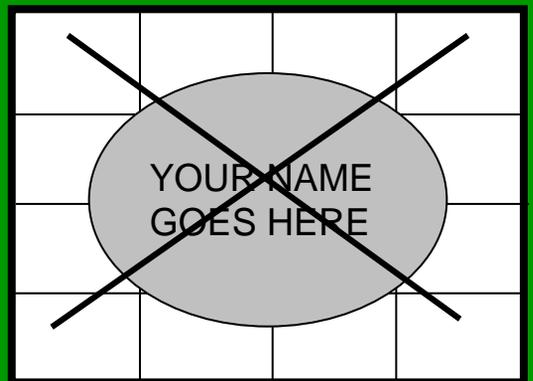
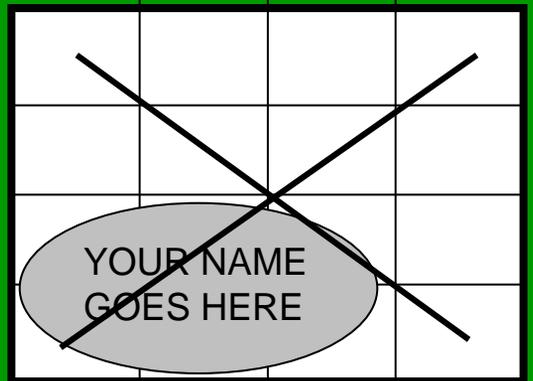
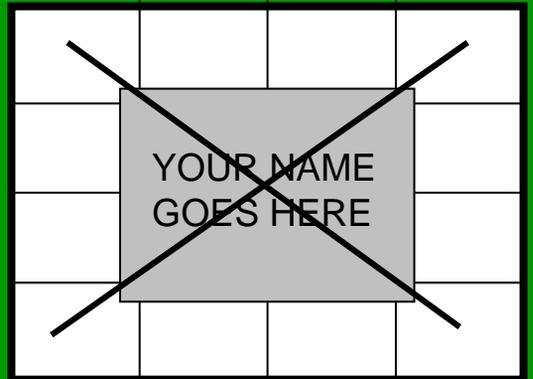
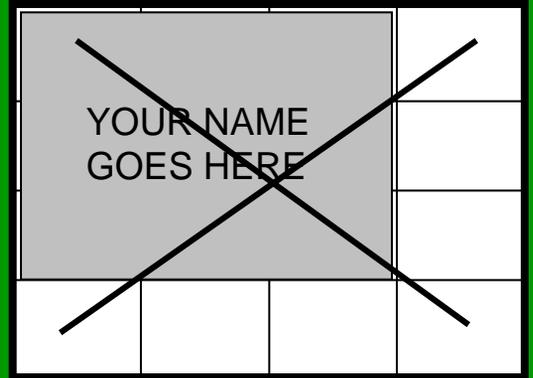
Examples of window signs that do not comply



Examples of window signs that comply with zoning (fit within $\leq 25\%$ of window)



Examples of window signs that do not comply



Examples of window signs that comply with zoning (fit within ≤25% of window)

Examples of window signs that do not comply

YOUR NAME GOES HERE			
SHOE SALE			
SHIRTS 20% OFF			
BRAND NAME			

YOUR NAME GOES HERE			YOUR NAME GOES HERE
SHOE SALE			SHOE SALE
SHIRTS 20% OFF			SHIRTS 20% OFF
BRAND NAME			BRAND NAME

YOUR NAME GOES HERE			
	SHOE SALE		
		SHIRTS 20% OFF	
			BRAND NAME

YOUR			
	NAME		
		GOES	
			HERE

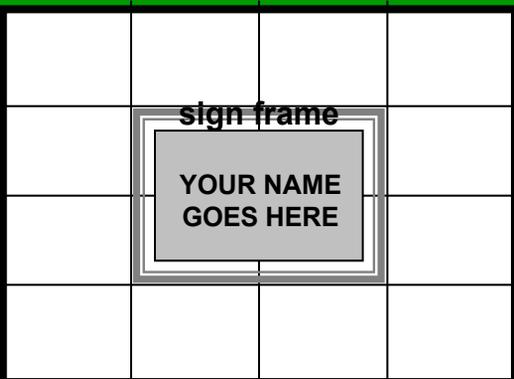
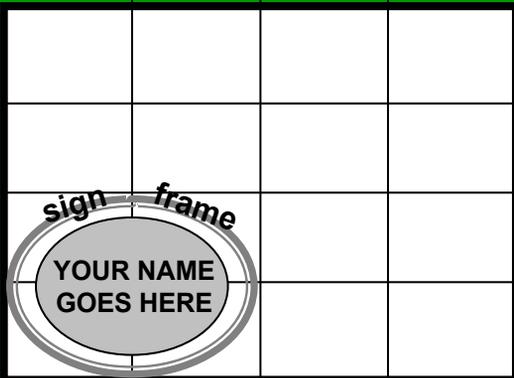
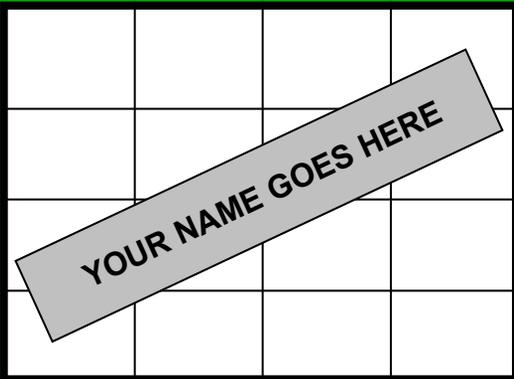
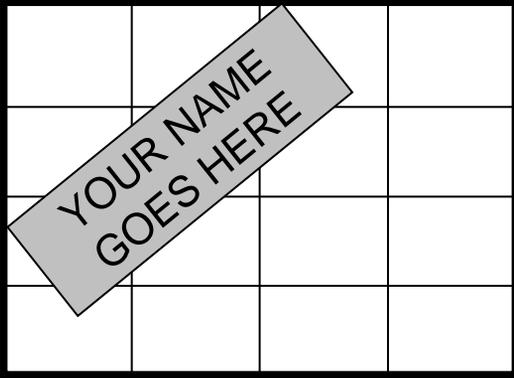
YOUR NAME GOES HERE			SHOE SALE
SHIRTS 20% OFF			BRAND NAME

YOUR			NAME
GOES			HERE

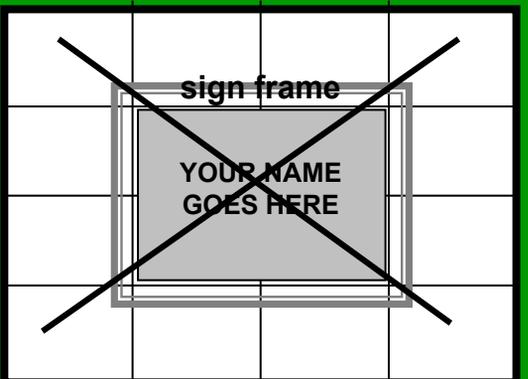
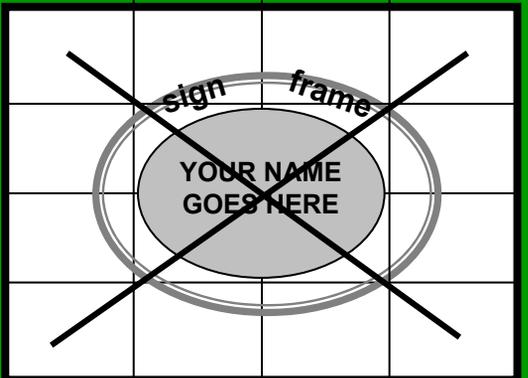
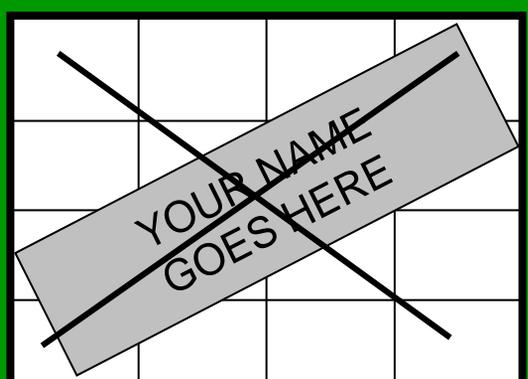
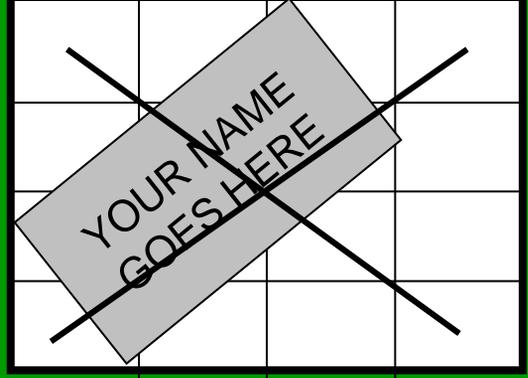
YOUR NAME GOES HERE		SHOE SALE	

YOUR NAME		GOES HERE	

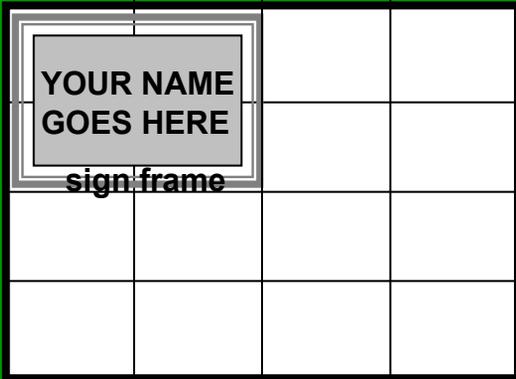
Examples of window signs that comply with zoning (fit within ≤25% of window)



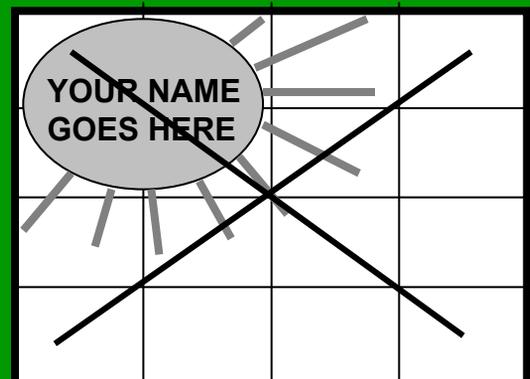
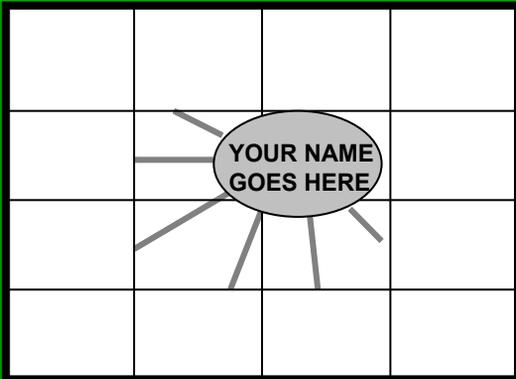
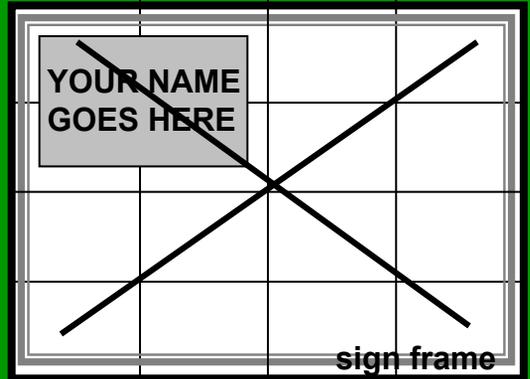
Examples of window signs that do not comply



Examples of window signs that comply with zoning (fit within ≤25% of window)



Examples of window signs that do not comply



Special Event Signs



YES – they do in Acton, too!



BUT – window signs do not in Acton!



AND – not this in Acton!



Special Event Signs - Zoning

- Sign permit is required (administrative by ZEO/Planning Dept.; +/- 2 days)
- Only one special event sign at a time per business
- Each business can display a variety special event signs for a total of up to 45 days per calendar year
- A special event sign must be removed within 1 day after completion of the event
- The special event sign can only be installed on the lot where the event occurs

Special Event Signs - Zoning

- It shall not be placed on a sidewalk, walkway, or driveway, nor within the street right-of-way or within 5 feet from the sideline of the street right-of-way. The street right-of-way usually includes sidewalks and extends 5-10 feet beyond the street's edge of pavement.
- It shall not be placed within the minimum side yard or rear yard setback for buildings on the lot.
- It shall not be affixed to a utility pole, fence, tree, or roof.
- No illumination is allowed.

Special Event Signs - Zoning

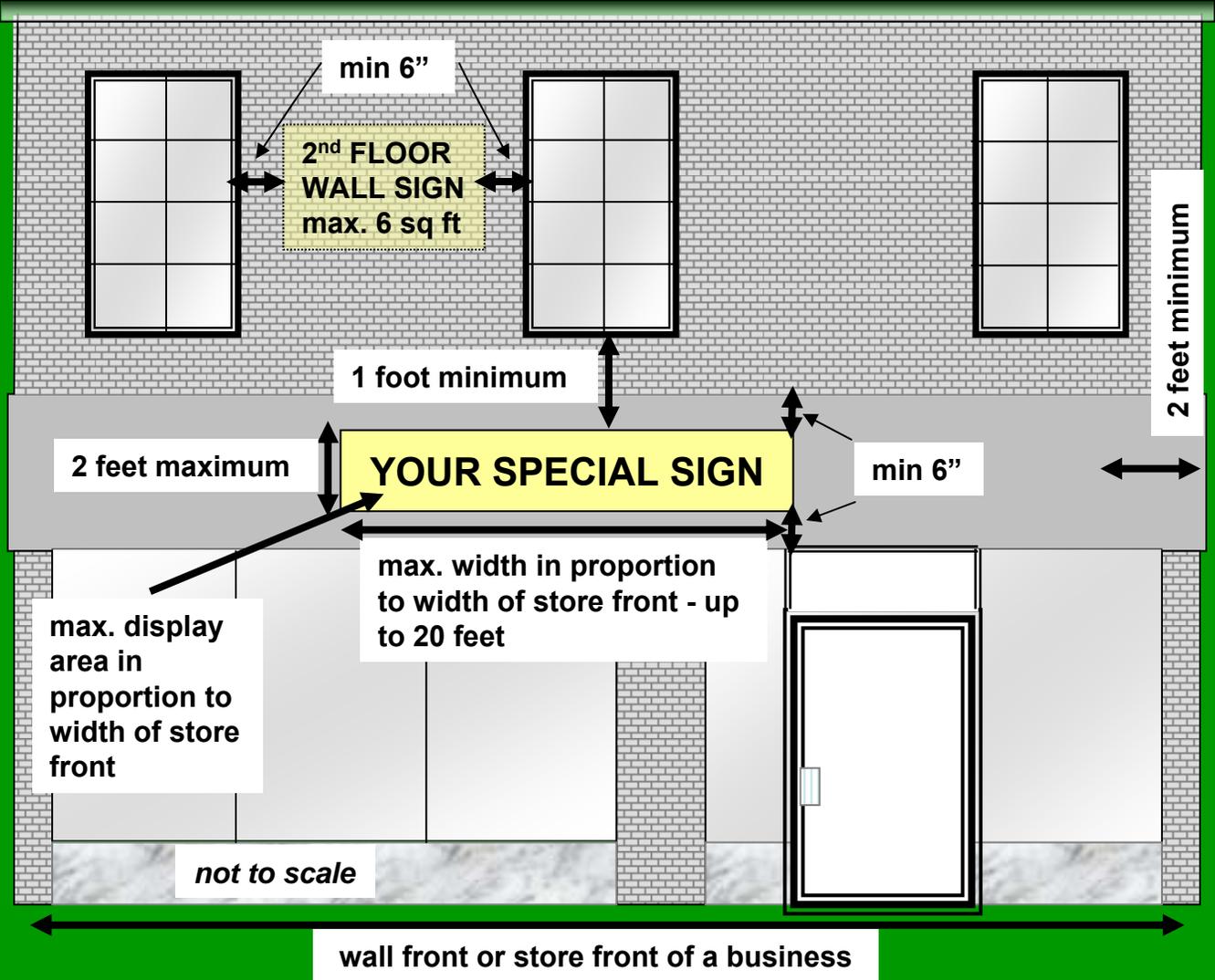
- Not more than a 10 square foot display area.
- The display area is measured as the smallest rectangle that the sign can fit in.
- The Zoning Enforcement Officer can issue blanket sign permits for all special event signs of one business for a calendar year.
- Special event signs posted in windows are treated as window signs. They do not require a sign permit, but they must comply with the Town's regulations for window signs.

Special Event Signs – Historic District

- At present, the Acton Historic District Commission does not regulate temporary special event signs in the West Acton Local Historic District –
 - non certificate required.
- However, note the prohibition on window signs in Local Historic Districts.
- - (HDC comments/updates) -

Wall Sign

in the West Acton Village zoning district



- one per business – generally 2nd floor sign for 2nd floor business

Wall Sign

in the West Acton Village zoning district

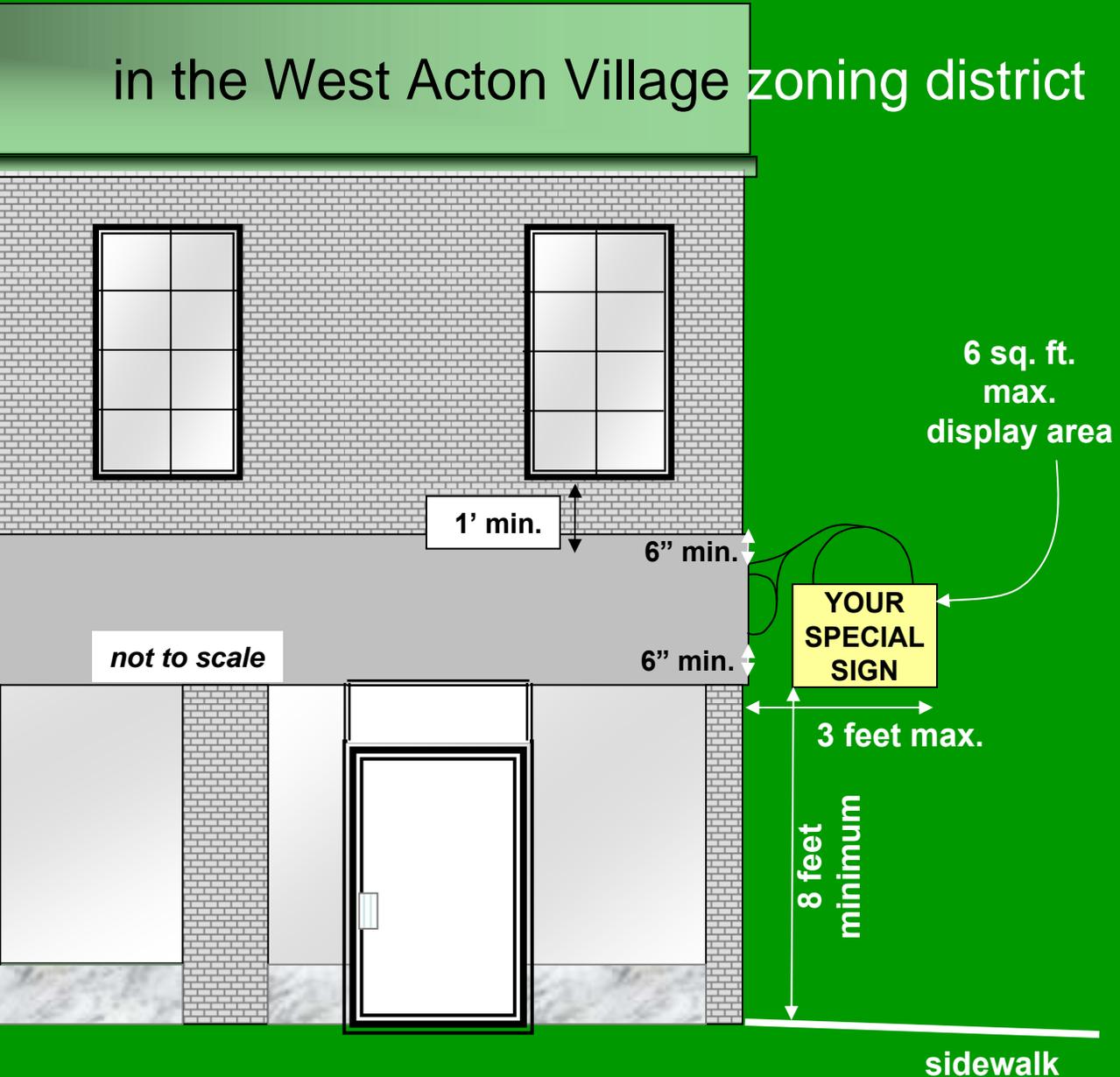
Sizing Examples:

Width of Store Front	Maximum Sign Width	Sign height (max. 2 feet)	Resulting Display Area
12 feet	4 ft. (3/1)	1 foot	4 sq. ft.
		2 feet	8 sq. ft.
30 feet	10 ft. (3/1)	1 foot	10 sq. ft.
		2 feet	20 sq. ft.
60 feet	20 ft.(3/1 & cap)	1 foot	20 sq. ft.
		2 feet	40 sq. ft.
90 feet	20 ft. (cap)	1 foot	20 sq. ft.
		2 feet	40 sq. ft.

- **Maximum ratio 3 to 1 for store front width to sign width**
- **Maximum width capped at 20 feet for 60 feet or wider store fronts**
- **Maximum height: 2 feet**
- **Maximum projection from wall: 1 foot**

Projecting Sign

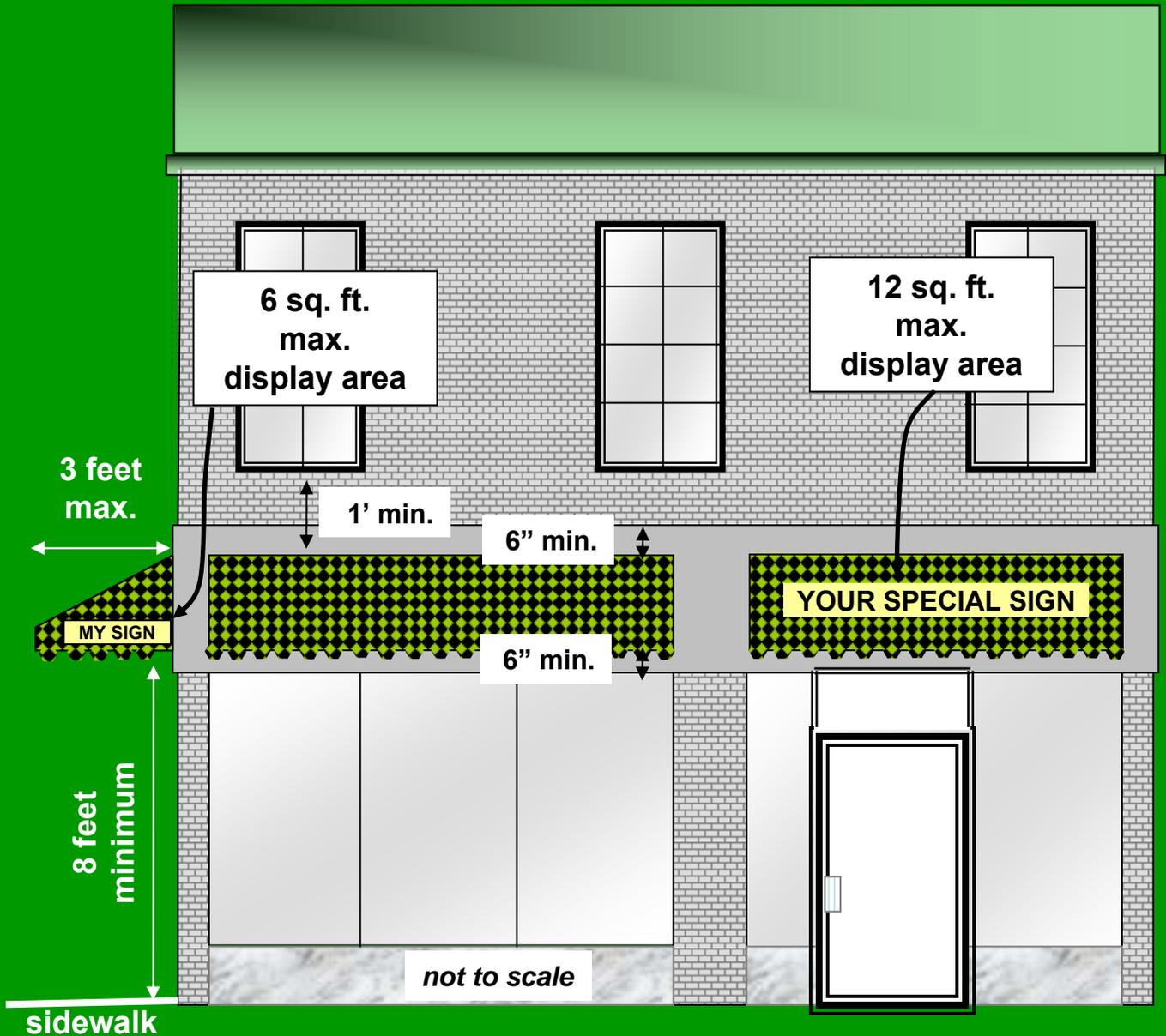
in the West Acton Village zoning district



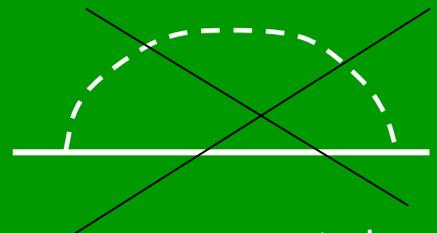
- maximum thickness of projecting sign is 1 foot.

Awning Sign

in the West Acton Village zoning district



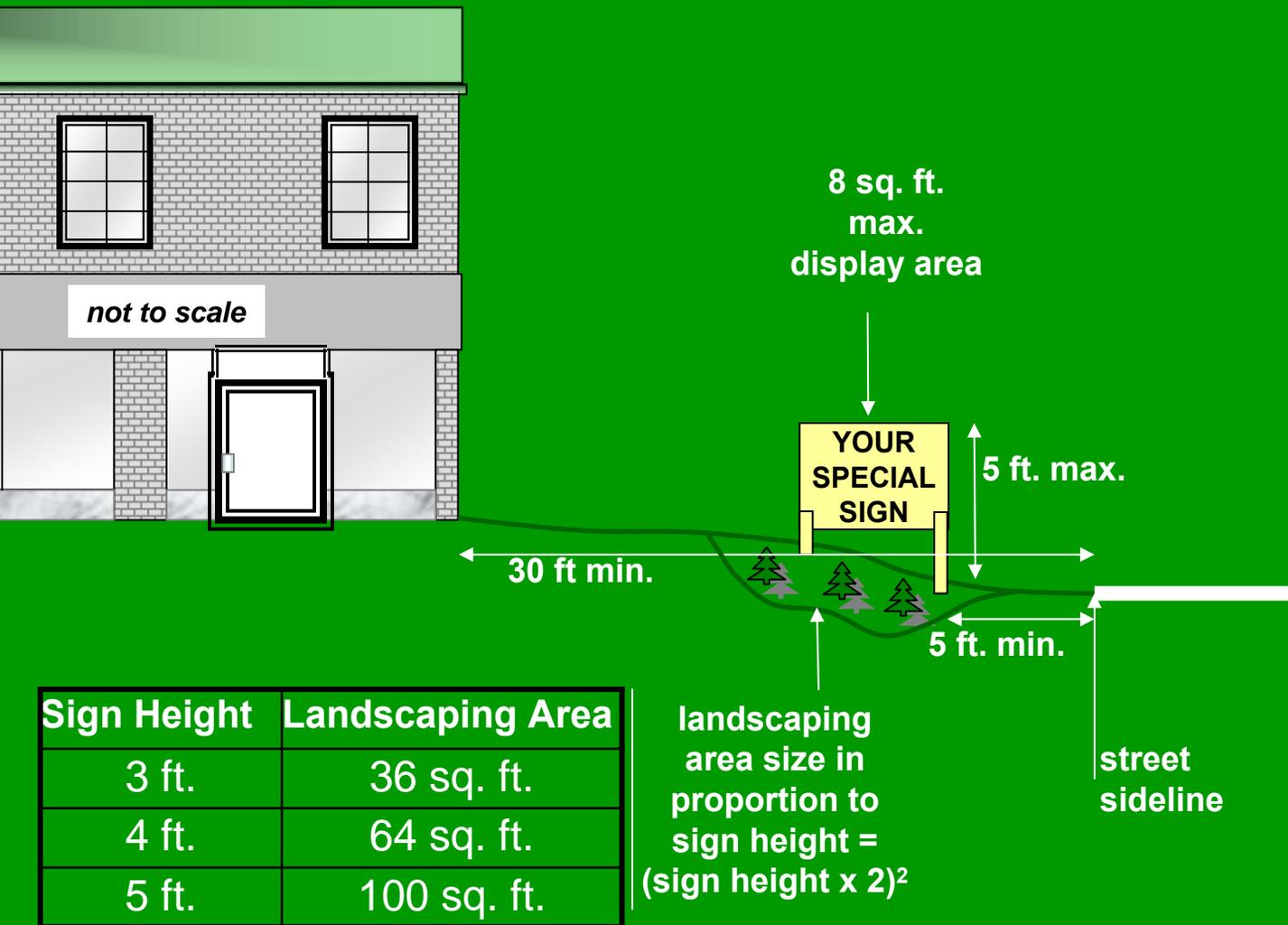
- No convex awning signs allowed
- Awnings must match in size



exterior signs

Freestanding Sign

in the West Acton Village zoning district



- No other exterior sign allowed
- Monument sign - up to 12 sq. ft. display area
- Business Center sign – up to 12 sq. ft. display area (20 if monument sign)

Notes

for signs in the West Acton Village
zoning district

- Up to 2 secondary exterior sign allowed under certain circumstances
- One additional business center sign allowed
- One sign allowed in a residential zoning district with 2 sq. ft. max. display area
- There are rules on sign design
- There are rules on sign materials (no plastic or sheet metal)
- There are rules on sign illumination
- There are limits on how many different sign types may be used
- Always check with ZEO/Planning Dept.

Next Steps

after info meetings

- We will review West Acton area for noncompliant signs
- We will contact/visit owners of noncompliant signs, offer guidance for correction and set time line for compliance
- If noncompliance continues beyond time line we will issue a formal notice letter with new extended deadline
- If noncompliance continues we will begin with ticketing and fines.
- We are here to assist owners with compliance, not to issue fines. Tickets and fines are our last resort.