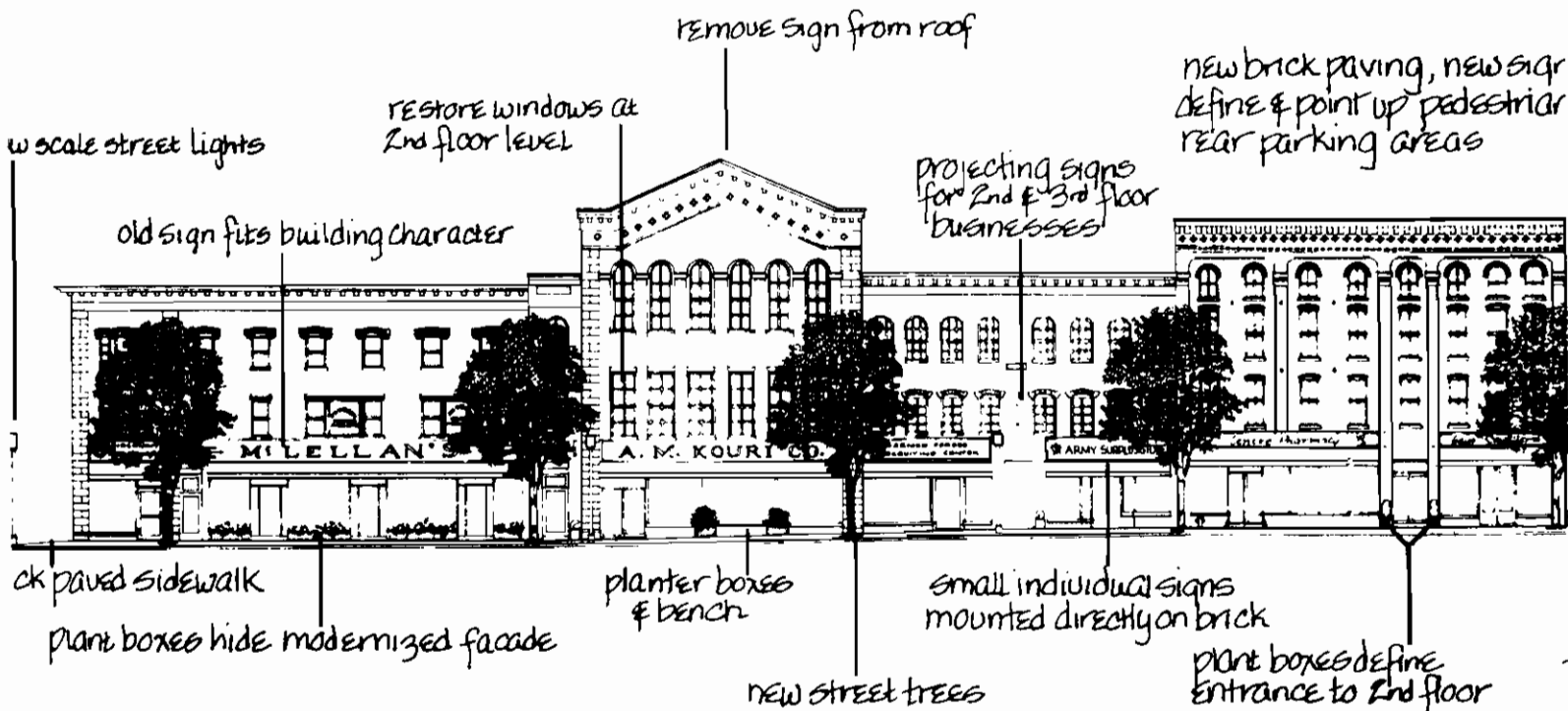


Southbridge Sign Design Review 1985





Signs are one of the most prominent visual elements of a street. If well designed, they add interest and variety to building facades and attract customers. On the other hand signs, more than any other single feature can detract from even the most attractive storefront. The sign by-law was enacted to prevent an adverse community appearance and protect the area in which they are located.

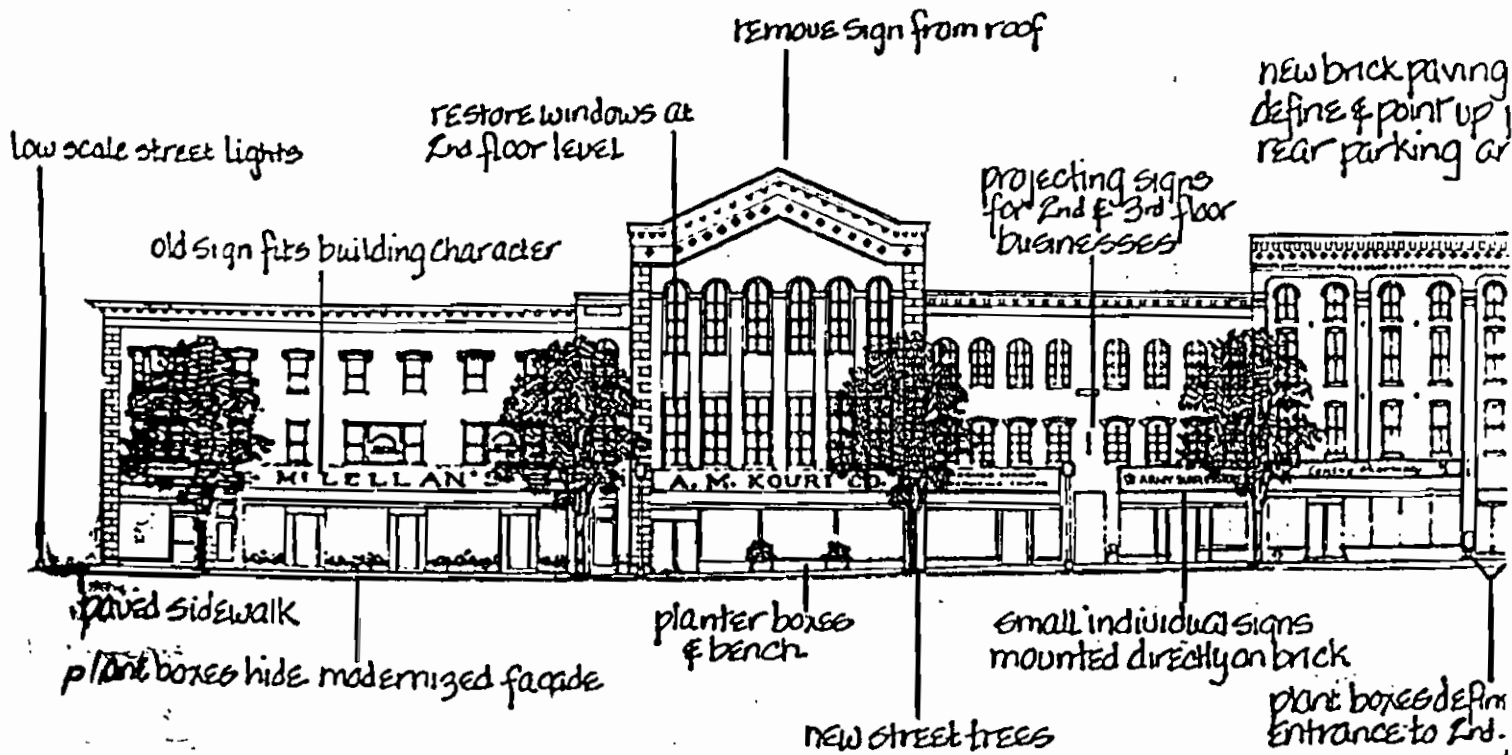


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TOWN OF SOUTHBRIDGE



SOUTHBRIDGE, MASSACHUSETTS 01550

TO: Merchants, Businessmen, Property Owners, Residents

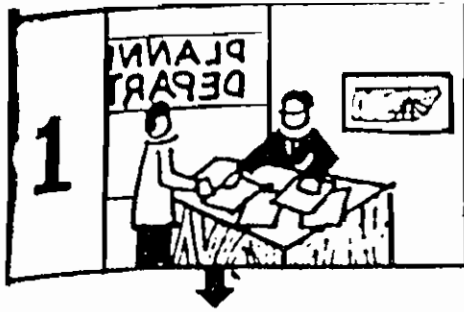
This booklet, "SOUTHBRIDGE - SIGN DESIGN REVIEW - 1985" has been prepared by the Southbridge Historical Commission to help outline the environmental impact and design review regulations in the Zoning By-Law as they apply to signs in Southbridge.

If you are planning to erect a new sign or make changes in an existing sign at any location in Southbridge, the provisions of Article XVIII of the Zoning By-Law would apply. Additionally, Section 2.1.4. applies to all signs and sign changes in any Special Information District.

In recognizing the administrative difficulties that are often inherent in any such regulations, this booklet attempts to minimize such difficulties by summarizing the design review process step-by-step on page 2, and listing the submission requirements on page 3, and offer some basic sign design guidelines on pages 4 and 5. Excerpts from the Zoning By-Law pertaining to signs are also included for reference purposes.

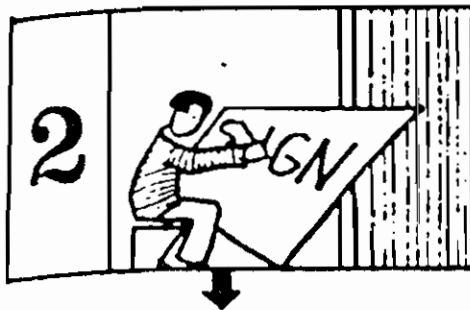
Since the success of these regulations will depend on a high level of cooperation and coordination, the staffs of both the Southbridge Historical Commission and the Director of Inspection Services are available to assist you and answer any questions you may have regarding signs at your location.

SOUTHBRIDGE HISTORICAL COMMISSION



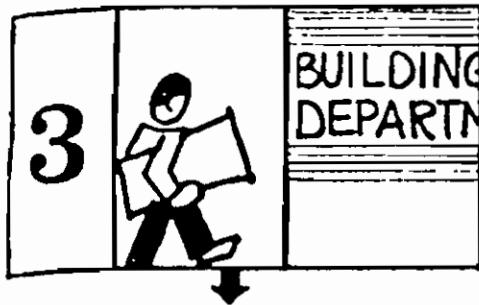
PRELIMINARY INQUIRY OF INSPECTION SERVICES DEPARTMENT - TOWN HALL BETWEEN THE HOURS OF 9 A.M. TO 5 P.M.

You will be informed of regulations and guidelines that might affect a sign at your location.



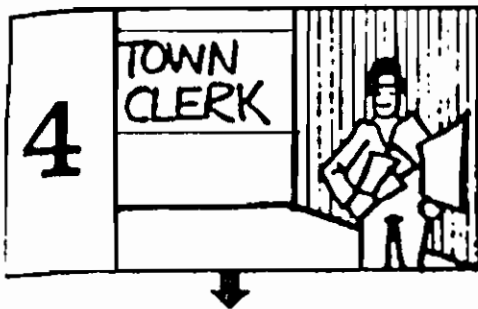
DESIGN OF SIGN AND PREPARATION OF SIGN SUBMISSION PACKAGE

The sign submission package consists of the items listed on page 3.



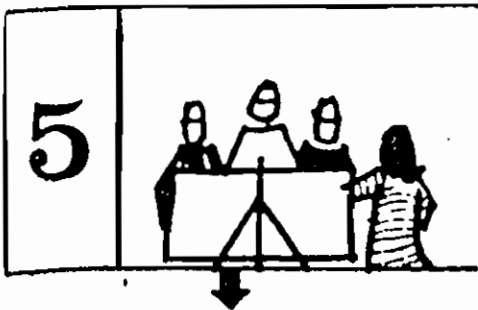
BRING SIGN SUBMISSION PACKAGE TO INSPECTION SERVICES DEPARTMENT

Package will be reviewed by the Inspection Services Department and if approved, you may obtain permit and install sign. Signs for "Special Information District" must be approved by the Southbridge Historical Commission. Map designating district is on page 6B.



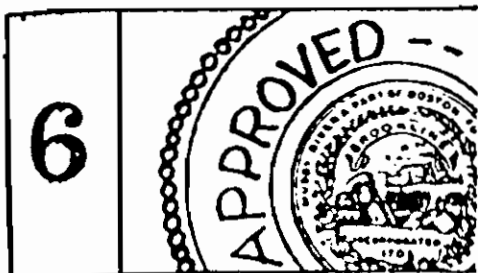
HOW TO APPLY TO SOUTHBIDGE HISTORICAL COMMISSION FOR SIGN DESIGN REVIEW

Historical commission meets 1st Wednesday of each month in GAR Room, Town Hall at 7:30 P.M. Bring sign package with you or send to Historical Commission. Call commission secretary, Helen Walkowiak, (764-8121) to arrange hearing.



HISTORICAL COMMISSION APPROVES SIGN DESIGN

Return to Inspection services Department, obtain permit, and install sign.

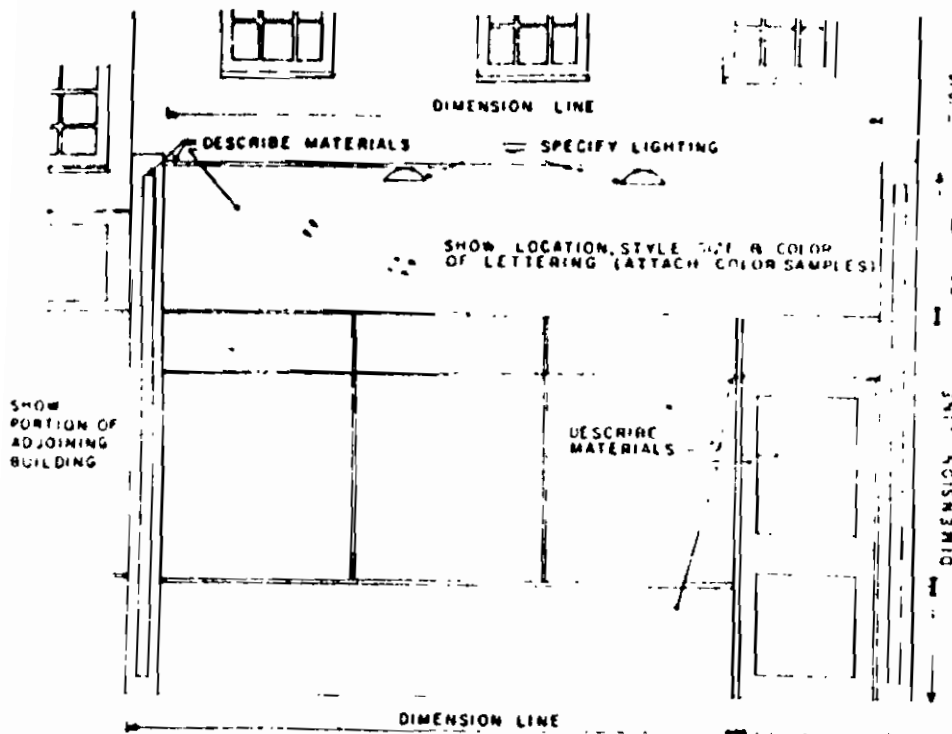


WHAT IF IT DOESN'T PASS ?

Contact Town Manager's Office to arrange hearing with Sign Appeals Board

SIGN SUBMISSION PACKAGE CONSISTS OF THE FOLLOWING.

A. ELEVATION



TYPICAL ELEVATION
SUGGESTED SCALE 1/2" = 1'0"

B. CROSS-SECTION

SHOW PORTION OF
SECOND STORY
IF APPLICABLE

CONNECTIONS
TO STRUCTURE

DESCRIBE
EXISTING
MATERIAL

LETTERING

DESCRIBE
EXISTING
MATERIAL

EXISTING
GLASS

SHOW
PORTION OF
ADJOINING
BUILDING

DESCRIBE
EXISTING
MATERIAL

TYPICAL CROSS-SECTION
OF FACADE SHOWING
SIGN ATTACHMENT

C. APPLICATION FORM FOR SIGN PERMIT

(Sample included in this booklet)

D. SITE PLAN - for free standing signs

NOTES

FACADE CHANGES - Building permit needed.
Consult with Inspection Services Department

TEMPORARY SIGNS - Any sign including its supporting structure intended to be maintained for a period less than thirty (30) days.

ILLUMINATED SIGNS:

1) SPECIAL DISTRICTS - Signs shall be illuminated only by steady, stationary shielded light sources directed solely at the sign, so as not to interfere with safe vision of motorists, pedestrians, or neighboring premises.

2) OTHER AREAS - see sign by-law, sections 3.2.5. to 3.5.4.

SIGN DESIGN GUIDELINES

The following guidelines do not necessarily represent a complete or definitive list, but they do reflect the types of considerations that are applied to signs during the design review process.

- a) The sign should serve to define or enhance architectural elements of the building, not obscure or obliterate them.

THIS



NOT THIS



- b) The sign should identify the name of the business, not advertise brand names.

THIS



NOT THIS

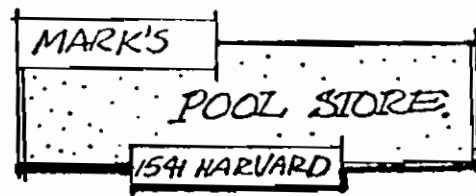


- c) Signs should be consolidated.

THIS



NOT THIS



- d) Where feasible, sign letters should be attached directly to building without superfluous back-facing.

THIS



NOT THIS



- e) Sign graphics should reflect simplicity, neatness and minimum wording - not only to improve appearance but to improve legibility.

THIS

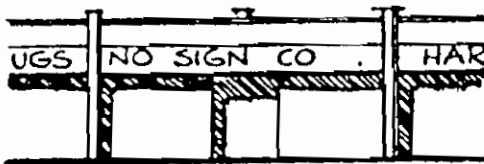


NOT THIS



- f) Where previous renovations have resulted in nonconforming signs or other inappropriate elements being added to a facade, all such nonconforming signs are to be removed, and serious consideration should be given to removal of all other extraneous elements prior to design of new signs.

THIS



NOT THIS

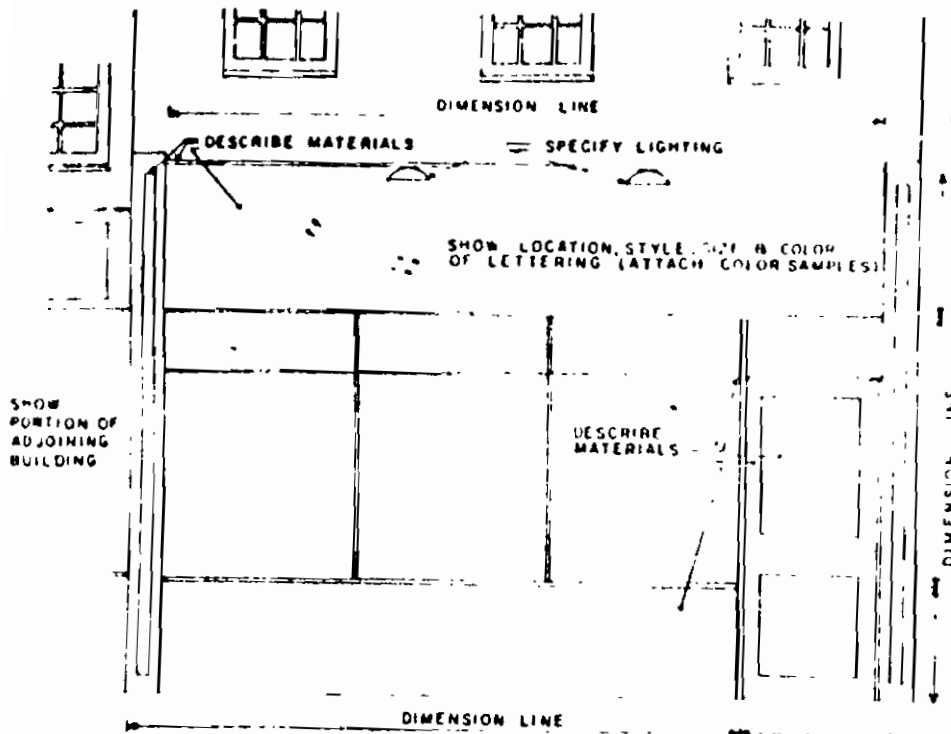


- g) Sign colors should be limited in number and should be compatible with building facade.

SIGN SUBMISSION PACKAGE CONSISTS OF THE FOLLOWING.

A. ELEVATION

B. CROSS-SECTION



TYPICAL ELEVATION
SUGGESTED SCALE 1/2" = 1'0"

SHOW PORTION OF SECOND STORY IF APPLICABLE

CONNECTIONS TO STRUCTURE

DESCRIBE EXISTING MATERIAL

LETTERING

EXISTING GLASS

DESCRIBE EXISTING MATERIAL

SHOW PORTION OF ADJOINING BUILDING

DIMENSION LINE

TYPICAL CROSS-SECTION OF FACADE SHOWING SIGN ATTACHMENT

C. APPLICATION FORM FOR SIGN PERMIT
(Sample included in this booklet)

D. SITE PLAN - for free standing signs

NOTES

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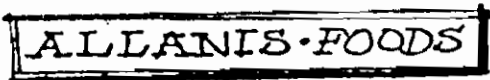


NOT THIS



- b) The sign should identify the name of the business, not advertise brand names.

THIS

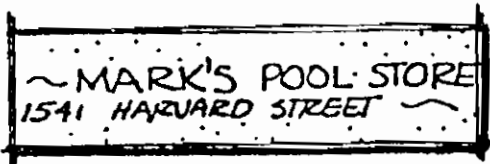


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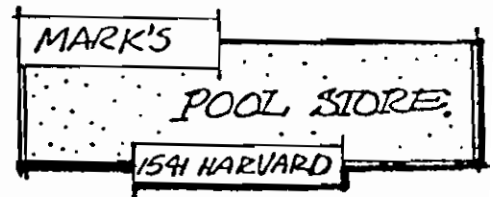


- c) Signs should be consolidated.

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- d) Where feasible, sign letters should be attached directly to building without superfluous back-facing.

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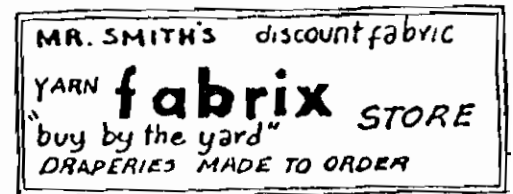


- e) Sign graphics should reflect simplicity, neatness and minimum wording - not only to improve appearance but to improve legibility.

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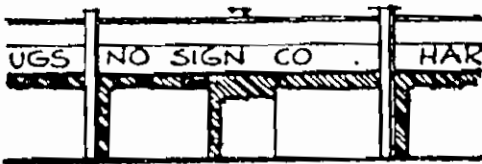


NOT THIS



- f) Where previous renovations have resulted in nonconforming signs or other inappropriate elements being added to a facade, all such nonconforming signs are to be removed, and serious consideration should be given to removal of all other extraneous elements prior to design of new signs.

THIS



NOT THIS



- g) Sign colors should be limited in number and should be compatible with building facade.

AM ENDMENT TO THE TOWN OF SOUTHBRIDGE TOWN BY-LAWS

ADDITION OF ARTICLE XVIII

1. GENERAL OBJECTIVES:

PURPOSE: Signs are herein regulated in the interest of promoting traffic safety, preventing adverse community appearances while protecting the character of the area in which they are located. To restrict private signs and lights which violate privacy, or which increase the probability of accidents by distracting attention or obstructing vision.

- 1.1 To encourage signing and lighting and other communications which aid orientation, express local history and character.
- 1.2 To prevent environmental damage to the community.
- 1.3 To reduce conflict among private signs and lighting between environmental information systems.
- 1.4 To increase opportunity for local groups to determine policies of private signing and lighting.
- 1.5 To permit maximum legibility and effectiveness of signs and to prevent over concentration, improper placement and excessive bulk and area, by providing a limiting control.

2. DEFINITIONS:

- 2.1 SIGN: Any visible device, display or structure used for visual communications for the purpose of or having the result of bringing the subject thereof to the attention of others, the public in general. A sign includes but is not limited to reading matter, letters, numerals, pictorial representations and patterns whether affixed to a building, painted or otherwise depicted on a building, or including separate and not affixed and including window signs. A permit is needed for all signs, except sign cited in Section 3.6 and single family residential signs.
 - 2.1.1 NOT AFFIXED SIGN - any sign not attached to a building
 - 2.1.2 TEMPORARY SIGN - any sign including its supporting structure intended to be maintained for a period less than thirty (30) days.
 - 2.1.3. CAMPAIGN SIGN - See Section 3.6.4.
 - 2.1.4. SPECIAL INFORMATION DISTRICTS - area with high use by the general public and/or with recognized public significance

which are particularly sensitive to the effects of private signs and lights. In these districts the Town shall exercise central control of signs and lights specifically specialized guidelines and design review, which shall be established by regulation by the Town Manager. The Town Council shall establish special information districts by majority vote.

2.1.5 Area to conform with and be consolidated with zoning districts.

2.2. SURFACE AREA OF A SIGN:

The Surface area of any sign is the entire area within a single continuous perimeter enclosing the extreme limits of lettering, representations, emblems, logos or other figures. Structural members shall be included. Only one side of a free-standing or projected double faced sign shall be calculated in surface area. All sides of multi-faced signs shall be calculated.

2.3. ALLOWED SIGNS:

Signs whose subject matter relates exclusively to the premises on which they are located, or to the products, accommodations or activities on those premises shall be allowed as follows:

3.1. NUMBER OF SIGNS:

3.1.1 Each building may have one building sign facing to each street on which the premises has frontage, identifying the building as a whole or its predominant use. In addition, there may be one occupancy sign and one pedestrian sign oriented to each side on which the premises have frontage relating to each occupancy within the building. A building may have an additional sign on the rear of the building if it abuts on a municipal parking lot.

3.2. LOCATION OF SIGNS:

3.2.1. No sign shall overhang the public way to within three (3) feet of the curb line. No sign except on a marquee or canopy providing shelter shall overhang more than 1/3 of the sidewalk width.

3.2.2 No sign shall extend more than 15 feet above record grade or more than four (4) feet above the lowest point on the roof line, and must be seven (7) feet above the sidewalk.

3.2.3. The top of pedestrian signs shall be no higher than ten (10) feet above the sidewalk.

3.2.4. For other than first floor occupants, occupancy signs shall be located between the second and third floors.

3.3. SIGN AREA:

3.3.1. With the exception below, the total surface area of all signs facing any street shall not exceed 15 times the square root of street frontage, and the combined area of all signs shall not exceed 15 X the square root of the combined street frontage:

<u>STREET FRONTAGE</u>	<u>ALLOWABLE AREA</u>
20'	67 square feet

Expand to all sign sizes.

3.3.2. SIGN SIZE EXCEPTIONS:

No sign on a residential unit shall exceed two (2) square feet. The following are allowed in addition to signs as limited by Section 3.2.

3.3.3. Names of buildings, dates of erection, monumental citations, and commemorative tablets up to ten (10) square feet in area, when permanent and integral part of a building.

3.3.4. Building directories up to twenty (20) square feet in area if located outside.

3.3.5. Traffic Control and guidance signs in conformance with public traffic sign standards, but located on private property and orientational signs up to two (2) square feet in area, displayed for purposes of direction or convenience including signs identifying rest rooms, freight entrances, and the like.

3.3.6. Permanent signs on the surface or inside display windows shall cover no more than ten (10%) of the display window area.

3.4. LETTERING SIZE:

3.4.1. Building signs shall not employ letters exceeding eight (8") in height in residence districts as defined in the Town of Southbridge Zoning By-Laws or 18" elsewhere.

3.4.2. Occupancy signs - not exceeding eight (8") in height.

3.4.3. Pedestrian Signs - not exceeding three (3") in height.

3.5 ILLUMINATION:

SPECIAL DISTRICTS

3.5.1. Signs shall be illuminated only by steady, stationary shielded light sources directed solely at the sign, so as not to interfere with the safe vision of motorists, pedestrians or neighboring premises.

OTHER DISTRICTS:

3.5.2. ILLUMINATED SIGNS:

Including neon signs shall not produce more than ten (10) foot candles measured at ten (10') feet from the sign.

3.5.3. Signs shall not be illuminated between the hours of 11:00 P.M. and 7:00 A.M. unless related to an establishment operating during those hours.

3.5.4. All permanent outdoor lights such as those used for area lighting or building floodlighting shall be steady, stationary shielded sources so as to avoid causing glare to motorists, pedestrians or neighboring premises.

3.6. TEMPORARY SIGNS

The following are allowed for a period of up to one (1) year without a permit:

3.6.1. CONSTRUCTION SIGNS: One unlighted sign up to twenty (20) square feet identifying parties involved on the premise.

One illuminated sign up to forty (40) square feet identifying owner and activity for which the construction is intended and describing the process, but not including any advertisement of any product.

3.6.2. REAL ESTATE SIGNS: One unlighted sign twenty (20) square feet for commercial, ten (10) square feet for residential only pertaining to the sale, rental or lease of the premises on which the sign is displayed, to be removed 21 days after the sale, rent or lease.

- 3.6.3. EVENT SIGNS: Not to exceed thirty (30), square feet announcing an event of a civic, philanthropic or educational organization displayed on the site of the event. Signs shall not be erected prior to twenty-one (21) days preceding the event and removed within forty-eight (48) hours after the event.
- 3.6.4. CAMPAIGN SIGNS: Exempt except that campaign signs shall be removed within 48 hours after the close of the election.
- 3.6.5. YARD/GARAGE SALE SIGNS: Not to exceed five (5) square feet displayed on private property and limited one to each premise. Not to erected three (3) days preceding the sale and removal within twenty-four (24) hours.
- 3.6.6. RELIGIOUS BUILDINGS: Exempt
- 3.6.7. MISCELLANEOUS EXEMPT SIGNS:
- a) Seasonal decorative signs

4. ADMINISTRATION:

No sign, except those specifically exempted by this ordinance shall be erected without a permit issued by the Director of Inspection Services, application for which shall be accompanied by such scale drawings, photographs and other information as the building official may require. Special districts will require full design review by such official.

4.1. FEES:

Fees for sign permits shall be as fixed by the Town Council.

4.2. REMOVAL OF NON-CONFORMING SIGNS:

Non-conforming signs shall be removed by their owner within ten (10) days of the period set forth or the inspection official shall cause their removal at the expense of the owner.

5.0 NON-CONFORMING SIGNS:

5.1 Signs which were legally erected before the adoption of this by-law shall not be voluntarily rebuilt, altered or relocated without conforming to this by-law.

5.2 Signs legally erected before this by-law that do not conform to the provisions of this by-law must be made to comply as follows:

a) Special Districts

One (1) year after the effective date of this by-law.

b) Other Districts

All signs effective with the date of this by-law be allowed to remain in existence. If the property is sold or changes hands, the sign shall conform with this by-law.

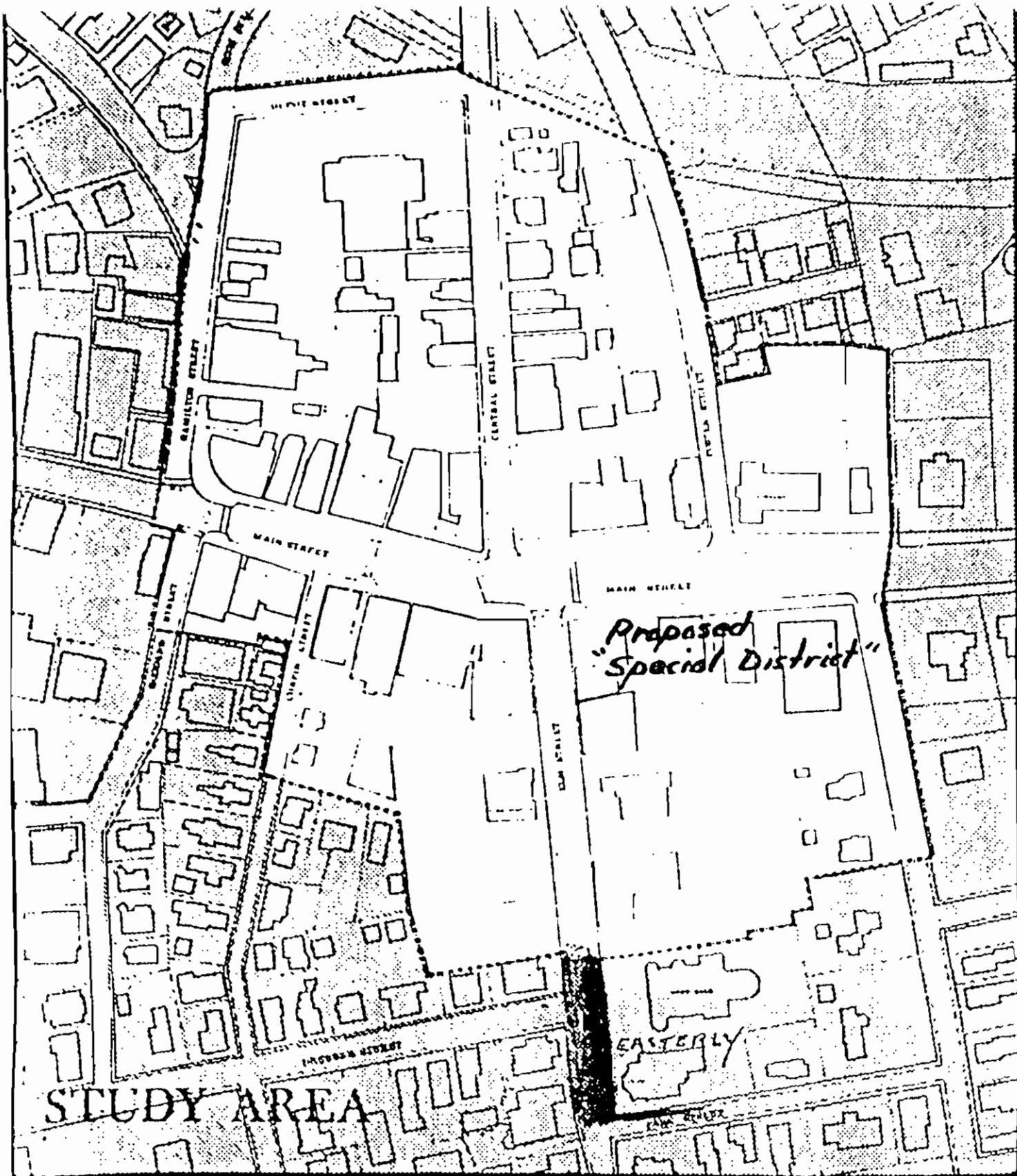
6. SPECIAL CIRCUMSTANCES SIGNS:

If the Director of Inspection Services determines that the general conditions specified cannot be met in special circumstances, a special permit may be allowed. Special circumstances may include but are not limited to: unusual configuration, location or building use, maximum number of signs and/or total signage area as specified in 3.3.1. Special circumstances shall not apply to special information districts, 2.1.4.

7. APPEALS BOARD:

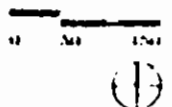
There shall be an Appeals Board to review any decision of the Director of Inspections composed of the Town Manager, the Town Council Chairman and three Town Councillors appointed by the Chairman of the Town Council. A 2/3 vote of the Board will be required to overturn a decision of the Director of Inspections. An appeal must be filed in writing with the Town Manager within 15 calendar days of the Director of Inspections decision, which must also be in writing.

Voted by the Town Council on Spetember 24, 1984



SOUTHBRIDGE DOWNTOWN PHASE II

TOWN OF SOUTHBRIDGE, MASS.
 TRI - COMMUNITY CHAMBER
 OF COMMERCE



ANDERSON NOTTER FINEGOLD INC.
 Architects & Preservation Planners
 Boston, Massachusetts

Sign Area

With the exceptions below, the total surface area of all signs oriented to any street shall not exceed 15 times the square root of street frontage on that street, and the combined area of all signs shall not exceed 15 times the square root of the combined street frontage:

Street Frontage	Allowable Area
20 feet	67 sq. ft.
25	75
30	82
35	89
40	95
50	100
60	116
70	126
80	134
90	143
100	150
125	168
150	185
175	198
200	212
250	237
300	260
400	300
500	336

SOUTHBRIDGE, MASSACHUSETTS
APPLICATION FOR APPROVAL OF SIGN PERMIT

The undersigned herewith submits said application and plan for approval of the INSPECTION SERVICES DEPARTMENT.

- A. NAME OF APPLICANT _____
ADDRESS _____
TELEPHONE NUMBER: Home _____ Business _____
- B. NAME OF SIGN OWNER(if different) _____
ADDRESS _____
- C. NAME OF PROPERTY OWNER _____
ADDRESS _____
- D. SIGN MAKER _____

ANSWER THE FOLLOWING QUESTIONS IN FULL:

1. Address Where sign will be located _____
2. Lineal Frontage of Establishment _____
3. Type of sign(s) in This Application
____ Wall Sign (Primary Facade) ____ Window Sign(s)
____ Wall Sign(Secondary Facade) ____ Awning Sign
____ Freestanding Sign
4. Size of Sign(s)
a. Height _____ Length _____ Depth _____
b. Height _____ Length _____ Depth _____
c. Height _____ Length _____ Depth _____
5. Height of Letters: a. _____ b. _____ c. _____
6. Height of Sign(s) Highest Point a. _____ b. _____ c. _____
Lowest Point a. _____ b. _____ c. _____
7. Sign to be constructed of _____
8. Text of Sign a. _____
b. _____
c. _____
9. Distance of building from public way _____
10. Name of Street(s) sign(s) are intended to face _____
12. Color Scheme: Letters _____ Background _____
Other(specify) _____
13. Number of establishments in building or complex _____
14. Size of window(if window sign) _____

ATTACH THE FOLLOWING(see sign book for assistance)

1. Sketch of sign(indicate lettering type, colors, and materials)
2. Building elevation(indicate location of sign in relation to building features)
3. Cross-section (indicate how sign will be mounted)
4. Site plan (for freestanding signs-indicate distance of sign from public way and building)

(Signature of sign owner)

(Date)

- 1) To expediate sign approval and avoid costly changes, submit proposed sign design plans before having sign made.
- 2) Submit a photograph of building so the commisssion members can tell loca~~t~~ion of sign in relation to building features.
- 3) For building elevation drawing follow instructions on page 3 of sign by-law guidelines.

For Historical Commission use -----

Approved-----

Disapproved -----

Comments:

Commission signature.