

Section 15(B) Signs

I. Purpose

The purpose of the Sign Bylaw is to establish reasonable and objective regulations for all signs visible from public ways in the Town of Foxborough and to create a regular and impartial process by which signs will be reviewed. The bylaw is intended to regulate, restrict, or place limitations on signage to assure they will be appropriate to the neighborhoods and districts, land, buildings, or use to which they are appurtenant; stabilize and reinforce property values to protect public and private investment; serve the public's need to be given helpful directions and to be informed of available products, businesses, and services; protect against safety hazards and nuisance to abutters, and preserve and enhance the natural, historic, and architectural aesthetic of Foxborough.

II. Definitions

ABANDONED SIGN -- A sign located on a property which is vacant and/or unoccupied for a period of ninety (90) days; a sign which is damaged, in disrepair, or vandalized and not repaired within ninety (90) days; a sign which contains an outdated message for a period exceeding thirty (30) days.

ADVERTISING SIGN -- A sign containing subsidiary messages describing products or services being offered to the public on site.

AREA OF SIGN – The area of a sign shall be measured from the outside perimeter of the sign, including the frame or structure if any, and shall be exclusive of sign supports. For signs which individual letters are mounted directly upon a wall, area shall be measured using a rectangular (or other common geometric shape) perimeter around all lettering, wording, and accompanying designs and symbols. If the sign consists of more than one section or module, all areas will be counted toward the total sign area. If the sign contains two faces, only one face shall be counted in computing the area of a sign. If the sign contains more than two faces, then all faces shall be counted in computing the area of a sign.

AWNING SIGN -- A sign with its copy on an overhead shelter protruding from the face of a wall made of any material that is supported by or stretched over a frame and attached to an exterior wall of a building or other structure.

BANNER -- A permanent sign composed of lightweight fabric, cloth, paper, or plastic material that is affixed to a wall, pole, or other structure.

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BILLBOARD -- Any outdoor general advertising board, whether double-faced, back-to-back, or V-shaped, that serves as a structure or device which advertises, directs or calls attention to any business, article, substance, service or anything which is digitally or electronically projected, painted, printed, pasted or affixed to any building, structure, wall, fence, pole, railing, natural object or structure of any kind on real property or upon the ground itself and which advertises services, products or commodities that may or may not be available on the premises on which the "billboard" is located.

CHANGEABLE COPY (AUTOMATIC) -- A sign such as an electronically or electrically controlled public service information messages or advertising messages.

CHANGEABLE COPY (MANUAL) -- A sign on which copy is changed manually in the field, i.e., reader boards with changeable letters or changeable pictorial panels.

COMBINATION SIGN -- A sign which combines the characteristics of two or more types of signs defined herein. It shall be considered one sign when determining compliance with dimensional requirements.

COMMERCIAL USE -- Any business whose primary purpose is retail or wholesale trade, any nonprofessional customer service (including, but not limited to: shoe repair, tailoring, laundry, photography or hairstyling) or customer service office uses (including, but not limited to: banking establishments, insurance agents, travel agents, or tax return preparers as well as restaurants, bars, hotels, motels, and theaters).

CONSTRUCTION SIGN -- A temporary sign erected on the premises on which construction is taking place, during the period of such construction, indicating the names of the architects, engineers, landscape architects, contractors and similar persons or firms having a role or interest with respect to the structure or project.

DIRECTIONAL SIGN -- Any sign commonly associated with and limited to information and directions necessary and convenient for persons coming on the property, including signs marking entrances, parking areas, one-way drives, rest rooms, pickup and delivery areas and the like.

DIRECTORY SIGN -- Any sign containing a list of the names of business establishments located within a building complex.

ELECTRONIC DISPLAY TERMINAL -- An electronic terminal, screen, or monitor used to receive or provide information, advertise a good or service, or promote a business or event. Electronic "open" signs shall not be considered an Electronic Display Terminal.

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ELECTRONIC SIGN -- A window, wall, or other sign that electronically displays graphics or messages through a marquee, reader board, electronic message center, or other display area. Electronic signs must be subsidiary to a primary sign.

ERECT -- To build, construct, alter, repair, display, relocate, attach, hand, place, suspend, affix or maintain any sign, and shall also include the painting of exterior wall signs.

FARM STAND -- A facility from which agricultural or nursery products produced on the premises where the facility is located are offered for retail sale.

FLASHING SIGN -- Any sign which has intermittent or changing lighting, including changes in color of the lighting, or illumination with a duration of less than thirty (30) seconds.

FREESTANDING SIGN -- Any sign not affixed to a building.

FRONTAGE -- The total length of the property line of a parcel bounded by or abutting a public vehicular right-of-way.

GENERAL ADVERTISING SIGNS -- A sign or display which advertises goods, activities, or services which are generally not produced or available at the location of the sign on a daily basis.

GOVERNMENTAL SIGN -- A sign erected and maintained pursuant to and in discharge of any governmental function or required by any law or ordinance or governmental regulation.

GROUND LEVEL -- The average ground elevation within ten (10) feet measured horizontally of the sign base. Berms or other unnatural mechanisms to alter ground elevation to gain additional sign heights may not be considered as ground level.

HEIGHT -- The vertical distance between the ground level under a sign and the highest point of the sign structure.

HOME OCCUPATION SIGN -- Any sign that identifies an accessory commercial use on a property where in which the principal use is residential.

IDENTIFICATION SIGN -- A sign which is limited to the name, address and number of a building, institution, complex or person.

ILLEGAL SIGN -- Any sign for which a valid sign permit has not been obtained and which is not exempt from the provisions of this Section.

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ILLUMINATED SIGN -- Any sign which emanates light either by means of exposed tubing or lamps on its surface or by means of illumination transmitted through the sign surface or which reflects lights from a source intentionally directed upon it.

LOT -- Any parcel of real property.

LOT LINE – Front, side, and rear property lines.

MESSAGE BOARD – A part or segment of a sign which may display automatic or manually changeable copy. A message board is intended as subsidiary signage and shall be proportionally smaller in size to the main sign.

MONUMENT SIGN -- A sign where the entire bottom of the sign is affixed to the ground.

MOVING SIGN – Any sign or part thereof, which physically moves or which gives the appearance of any type of motion, excluding animated signs or message boards.

NONCONFORMING -- Any sign which was lawfully erected and maintained prior to the effective date of this Section or any amendments thereto.

OFF-PREMISES SIGN -- Any sign advertising or calling attention to any business or activity not located on the same continuous parcel of real estate as the sign, or any sign, advertising or calling attention to any commodity or service not sold or offered upon the same continuous parcel of real estate as the sign.

OWNER -- A person recorded as such on official records, and including but not limited to a duly authorized agent, purchaser, devisee or any person having a vested or contingent interest in the property in question.

PERMANENT SIGN -- A sign for which a permit has been issued pursuant to the provisions of this Section for the period stated in the permit.

POLITICAL SIGN – A temporary sign or banner advertising a political candidate, party, or cause issue during an election cycle.

PORTABLE SIGN -- A sign designed or constructed in such a manner that it can be moved or relocated without involving any structural or support changes. All portable signs are considered temporary signs and subject to the restrictions applicable to temporary signs.

PRIMARY SIGN – A sign that is limited to identifying only the name of a business, institution, or complex.

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PROJECTING SIGN -- A sign which is supported by an exterior wall of a building or other structure and which is constructed and displayed to project outwardly from the face of the building or other structure so that both sides of the sign are visible.

PUBLIC SERVICE INFORMATION SIGN -- Any sign intended primarily to promote items of general interest to the community such as time, temperature and date, atmospheric conditions, public events, news or traffic control, etc. Public service information signs can be publicly or privately owned.

REAL ESTATE SIGN -- A sign pertaining to the sale or lease of the premises, or a portion of the premises, on which the sign is located, excluding, however, "sold-by" signs.

ROOF SIGN -- Any sign erected upon, against or directly above a roof or on a top of or above the parapet of a building.

ROTATING SIGN -- Any sign or portion of a sign that moves in a revolving or similar manner, but not including multi-prism indexing signs.

SIGN -- Any identification, description, illustration or device illuminated or non-illuminated which is visible from any public way or is located on private property and exposed to the public and which directs attention to a product, service, place, activity, person, institution, business or solicitation, including any permanently installed or situated merchandise, or any logo, painting, banner, pennant, placard or temporary sign designated to advertise, identify or convey information, with the exception of window displays and national flags. "Signs" shall also include all sign structures.

SIGN STRUCTURE -- Any structure which supports, has supported or is capable of supporting a sign, including the decorative cover.

SPECIAL SIGN PERMIT -- Special Sign Permits are a type of permit that is required under this Section for certain applications the Zoning Board of Appeals

SUBSIDIARY SIGN -- A sign text that advertises goods and services available on the premises and is in addition to the primary sign.

TEMPORARY OUTDOOR DISPLAY -- The temporary arrangement of merchandise customarily sold on the premises outdoors for the specific purpose of advertising. Outdoor display can include, but are not limited to the following: motorized vehicles, lawn and garden equipment, large recreational equipment, and outdoor furniture.

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TEMPORARY SIGN – A sign displayed for a fixed period of time and which is to be removed after the temporary purpose has been served. Included are for sale, lease or rent signs, political signs, service signs, special-event signs, construction signs, directional signs to special or temporary events and signs of a similar nature.

WALL -- Any building surface whose slope is two vertical to one horizontal or steeper.

WALL SIGN -- A sign fastened to, painted on, or applied in any other manner on the wall of a building or structure in such a manner that the wall becomes the supporting structure for, or forms the background surface of, the sign and which does not project more than 18 inches from such building or structure.

WINDOW SIGN -- A sign that is applied or attached to the interior of a window or located within three feet of the interior of the window and which can be seen from the exterior of the structure. Window signs shall be considered temporary signs unless they are permanently painted or affixed to the window or electronic signs.

III. Administration and Enforcement

A. Applicability

This bylaw shall apply to all exterior signs currently existing and those that are to come into existence and are visible from a public way unless otherwise exempted in this bylaw. No sign shall be erected, altered, or relocated without a permit issued by the Building Commissioner, except as provided herein.

B. Application Procedures

1. An applicant seeking to erect, alter, or relocate a sign shall submit to the Building Commissioner a completed sign permit application, together with the required application fee and all supporting materials as required by the Building Commissioner. The application materials shall specify the building and sign dimensions, colors, attachment methods, location of the sign, method of illumination, and any other pertinent information the Building Commissioner may require. A permit shall be issued only if the sign conforms to this bylaw and other applicable laws which may include the Building Code, Department of Transportation Regulations, or other regulations. A pre-application conference with the Building Commissioner and/or Town Planner is strongly recommended to ensure complete application submissions.
2. A permit application shall be acted upon within thirty (30) days upon the receipt of a complete application. A permit application may be approved, denied, or referred to the Board of Appeals. Permit applications may only be referred to the Board of Appeals if a Special Sign Permit is required under this bylaw.

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3. Application approvals shall expire six (6) months after the issuance of a permit if construction or installation has not commenced within that time period. A new application must be submitted if the permit expires.

C. Special Sign Permits

1. The following sign applications require a Special Sign Permit:
 - a) Billboards, as defined in this bylaw
 - b) Off-premises signs
 - c) Any sign that exceeds allowed dimensional requirements but can demonstrate exceptional adherence to the design guidelines may be considered for a special sign permit.
2. The following factors will be considered in the granting of a Special Sign Permit:
 - a) The impact the proposal will have on neighboring properties, the character of the area, and the general purposes of this bylaw.
 - b) The nature and condition of adjacent structures or land uses on the proposed site as well as neighboring sites.
 - c) Safety.
 - d) Unique economic considerations.
 - e) The proposed illumination of the sign, its size, location, color(s) and other aesthetic considerations.

D. Special Sign Permit Process

1. Applications to the Board of Appeals shall be filed with the Building Commissioner. Ten (10) copies of the application and supporting materials shall be submitted and forwarded to members of the Board of Appeals, the Town Clerk, and the Town Planner.
2. A complete application shall include sign plans as described under application procedures including scaled drawings, renderings, or other depictions of the proposal; a special permit application for the Board of Appeals; all required fees; and a certified list of all abutters within 300' of the property lines of the subject lot where the sign is to be installed.
3. A public hearing shall be opened at the Board of Appeals within sixty-five (65) days from the date of submission of an application to the town clerk. Notice for the hearing shall be conducted in conformance with the standards established under M.G.L. c. 30A, §§ 18-25 (Open Meeting Law).

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4. A decision of the Board shall be filed in the office of the Town Clerk within forty-five (45) days of the close of the public hearing. Duplicate originals of the decision shall be sent by mail to the applicant, the Planning Board, and any other parties appearing at a hearing requesting a copy.
5. A twenty (20) day appeal period will commence upon the filing of a decision in the office of the Town Clerk. A decision will take effect when the appeal period has lapsed and any appeals, if taken, have been dismissed or denied.
6. Special Sign Permits granted by the Board of Appeals for signs shall be valid for one year from the date a decision is filed in the office of the Town Clerk. Special Sign Permits may be renewed for a one-year time period twice before a new application must be filed.

E. Appeals

1. Appeals of the Building Commissioner's decision to Approve or Deny a Sign Permit Application
 - a) An appeal of the issuance or denial of a permit to install signage may be filed by an applicant or other interested party with the Board of Appeals.
 - b) The Board of Appeals may review the decision of the Building Commissioner only for conformance with this and other applicable regulations.
 - c) A public hearing shall be opened at the Board of Appeals within sixty-five (65) days from the date of submission of an application to the town clerk. Notice for the hearing shall be conducted in conformance with the standards established under M.G.L. c. 30A, §§ 18-25 (Open Meeting Law).
 - d) A decision of the board shall be filed in the office of the Town Clerk within thirty (30) days of the close of the public hearing. A duplicate original of the decision shall be sent by mail to the appellant and any other parties appearing at a hearing requesting a copy.
 - e) A thirty (30) day appeal period will commence upon the filing of a decision in the office of the Town Clerk. If no further appeal is taken, the appeal shall be dismissed and the decision shall take effect.

F. Fees

Fees for sign permits, Special Sign Permits, appeals, and any other fees shall be imposed in accordance with the schedule of permit fees set forth by the Board of Selectmen.

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G. Enforcement

1. The Building Commissioner shall enforce the provisions of this bylaw.
2. Any sign may be inspected by the Building Commissioner for compliance with this bylaw and other applicable requirements of law.
3. The Building Commissioner may order the removal of any sign erected or maintained in violation of this bylaw, by giving written notice to the owner of the non-complying sign or owner of the property on which a sign is located. Within thirty (30) days of any such order the offending sign shall be removed or brought into compliance with this bylaw.
4. Any sign owner and/or owner of property on which a sign is located, who violates or permits a violation of this bylaw, shall be subject to fines as established under the “non-criminal disposition” bylaw. The fine shall take effect upon failure to act within thirty (30) days from the date of the issuance of a written notice of violation given by the Building Commissioner, or the date of conclusion of any appeal therefrom. Each day the violation occurs shall constitute a separate offense.

IV. General Regulations

A. Permitted Signs

Table 15-1: Permitted Signs					
Zoning District	S-1	GB	NB	HB/GI/LI	R
Type of Sign					
Awning	Y	Y	Y	Y	N
Banner	Y	Y	Y	N	N
Billboard	SSP	N	N	N	N
Combination	Y	N	Y	Y	N
Electronic	Y	N	N	Y	N
Directory or Identification	Y	Y	Y	Y	N
Freestanding	Y	N	Y	Y	Y
General Advertising	Y	N	N	N	N
Marquee	Y	Y	Y	Y	N
Message Board	Y	Y	Y	Y	N
Off-Premises	SSP	SSP	SSP	SSP	SSP
Portable	N	Y	Y	N	Y
Projecting	Y	Y	N	N	N
Temporary	Y	Y	Y	Y	Y
Wall	Y	Y	Y	Y	Y

Y – Allowed w/ Sign Permit

N – Prohibited

SSP – Special Sign Permit

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B. Prohibited Signs

Any sign not listed as a permitted sign in this Section and any sign specifically designated in this section is considered a prohibited sign. Specifically prohibited signs are as follows:

1. Flashing, moving, rotating or revolving signs or lights, with the exception of barber poles and holiday decorations
2. Any sign or its illuminator that is erected or maintained which might be confused with, or obstruct the view of any official traffic sign, signal, or traffic marking due to the location, size, shape or color of the sign.
3. Any sign or its illuminator, whether internal or external, which by reason of its size, location, shape, or color that causes glare on any portion of a public way or lot upon which the sign or illuminator is not located.
4. Pennants, ribbons, streamers, spinners, balloons, strings of lights not associated with a specific holiday or religious event, and flags other than those identifying a nation, state, city, town, or institutional organization.
5. Roof signs.
6. Political signs exceeding one sign per candidate per road frontage, or within ten (10) feet of the street line.
7. Illegal and abandoned signs.

C. Exempt Signs

The following types of signs do not require a permit under this section but must be in conformance with all other requirements of this bylaw and any other applicable regulations:

1. Identification signs not exceeding four (4) square feet in area.
2. Street identification, traffic and governmental signs and control devices required by law, ordinance or regulation.
3. Directional signs on the interior of private property provided such signs do not exceed six (6) square feet if they are visible from a public way.
4. Accessory signs identifying such use as parking, no parking or office, which do not exceed two square feet each.
5. Open/closed business signs not exceeding two (2) square feet in area.

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6. Handicap parking and access signs.
7. Construction signs not exceeding thirty-two (32) square feet on any one lot. In the case of construction of a house on a lot not part of subdivision or other larger development, a temporary construction sign may not be larger than six (6) square feet. All construction signs shall be removed within thirty (30) days of the completion of construction.
8. Real estate signs not exceeding six (6) square feet in area.
9. Any Massachusetts state inspection station identification sign provided the sign is at a height that does not exceed ten (10) feet and is located on the building façade of the motor vehicle service station.
10. Holiday or special events decorations for and during the particular holiday or event they relate to or symbolize and not otherwise prohibited.
11. Temporary signs other than those otherwise regulated.
12. Security or warning signs.
13. Official permanent public information signs, memorial signs, building names, erection dates or similar information.
14. Historic site plaques and markers.
15. Signs and markers in cemeteries designating graves and memorials.

D. Signs in all districts:

1. Temporary signs, exclusive of real estate, political and construction signs shall be visible for a time not to exceed a total of thirty (30) days in a twelve (12) month time period unless otherwise regulated in this section.
2. Farm stands may have one free-standing sign and one wall sign on each side of the structure facing a public way, provided that no sign is used for general advertising.
3. Gas stations and automobile service facilities shall be subject to the following sign regulations:
 - a) In addition to signs allowed within each zoning district, gasoline sales and service facilities may maintain two (2) product identification signs to be placed or mounted only on the wall(s) of the building. Each sign shall not exceed eight (8) square feet.

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- b) One free standing sign bearing the service station name and gasoline prices, not to exceed twenty (20) feet in height and forty (40) square feet in area is allowed. Price signs may be electronic.
- c) One sign bearing the service station name may be allowed on each face of the service area canopy. Signs shall not exceed twenty (20) percent of the surface area the canopy face.
- d) The standard type gasoline pump bearing the name or type of gasoline, the price, and safety precautions shall not be considered signs.

V. District Regulations and Dimensional Requirements

A. The following district regulations and dimensional requirements apply to all signs. Where applicable, the provisions set forth above in this Section shall also apply.

1. Residential Districts (R-15 & R-40)

- a) One (1) identification sign per dwelling unit is allowed provided these signs do not exceed four (4) square feet. These signs may be illuminated indirectly by an outdoor light affixed to the structure of a type and intensity customary to residential structures.
- b) One (1) freestanding sign not larger than eight (8) square feet or exceeding six (6) feet in height, indicating the location of a permitted home occupation, or other permitted use. Freestanding signs shall be set back at least ten (10) feet from the lot line and may not be internally or externally illuminated.
- c) One (1) temporary sign, which shall not exceed six (6) feet in height and six (6) square feet in area. Corner lots shall be permitted two (2) such signs. All temporary signs must be set back at least ten (10) feet from the lot line and may not be internally or externally illuminated. All temporary signs must be removed within forty-five (45) days of their installation.
- d) One (1) freestanding sign or monument sign not exceeding fifteen (15) square feet may be allowed at the entrance of a residential subdivision or multifamily housing complex. These signs may be externally illuminated by spot lights, and shall be set back at least 10' from the street line.
- e) Legally existing non-residential uses may install one (1) freestanding sign not larger than fifteen (15) square feet and one (1) wall sign not larger than ten (10) square feet.

2. Neighborhood Business (NB)

- a) One (1) freestanding sign, including directory signs, not larger than thirty-five (35) square feet in area or taller than sixteen (16) feet in height is allowed.
- b) Freestanding signs may be combination signs, including message boards with automatic or manual changeable copy. Message boards are allowed as public service information signs, but not as advertising signs.
- c) One (1) wall sign on each wall of a building facing a public way is allowed. For buildings with multiple tenants, each first floor tenant may have a wall sign provided the sign is affixed to the exterior of the unit they occupy. Each wall sign shall identify the business use and shall not be larger than ten (10) percent of the wall area up to, but not exceeding a maximum of one hundred (100) square feet of the wall on which the sign is located. For buildings with multiple tenants, this regulation shall be interpreted to allow wall signs not larger than ten (10) percent of the wall area of their individual unit. Wall signs may be internally or externally illuminated.
- d) Awning signs shall be allowed as either the primary signage or for subsidiary signage. Awnings serving as the primary signage, where there is no wall sign, may have signage installed on the awning face as well as the awning valance provided the signage does not exceed ten (10) percent of the wall area up to, but not exceeding a maximum of fifty (50) square feet. Awnings installed in addition to wall signs may only have subsidiary messages on the awning valance, provided the signage does not exceed fifteen (15) square feet. All awnings must have at least 7'6" clearance in height from ground level. Awnings may be externally illuminated or internally illuminated.
- e) One (1) temporary sign, exclusive of temporary window signage, is allowed per building. Buildings with multiple tenants will be allowed one temporary sign per each first floor unit. In no case, shall a temporary sign exceed twenty (20) square feet. Temporary signs shall be removed within forty-five (45) days of their installation.
- f) Permanent banner signs are allowed provided they do not exceed fifteen (15) square feet in area per banner face. There shall be no more than five banners installed on any single lot at any given time.
- g) Window signs are allowed provided they do not conceal more than twenty-five (25) percent of the window.

3. Highway Business, Limited Industrial, and General Industrial (HB, LI, GI)

- a) One (1) freestanding sign, including directory signs, which do not exceed twenty-six (26) feet in height and one hundred (100) square feet in area, is allowed. Businesses located in the HB zoning district on Washington Street (Route 1) may have larger signs provided: they do not exceed thirty (30) feet in height and two hundred (200) square feet in sign area. Freestanding signs may be internally or externally illuminated.
- b) One (1) additional freestanding sign, subject to the same dimensional requirements as established above (in Section 15b.V.a.3.a), may be allowed on lots that have frontage on more than one public way.
- c) Freestanding signs may be combination signs, including message boards with automatic or manual changeable copy. Freestanding signs including electronic signs may be public service information signs or advertising signs.
- d) One (1) freestanding sign or monument sign not exceeding thirty (30) square feet may be allowed at the entrance of an office or industrial park identifying the name of the complex. These signs may be externally illuminated internally or externally, and shall be set back at least 10' from the street line.
- e) One (1) wall sign per each wall of a building facing a public way is allowed, provided the sign does not exceed twenty (20) percent of the wall area of that face of the building, to a maximum of two hundred (200) square feet of the wall on which it is located. For buildings with multiple tenants, this regulation shall be interpreted to allow wall signs not larger than twenty (20) percent of the wall area of their individual unit, to a maximum of fifty (50) square feet. Wall signs may be internally or externally illuminated.
- f) Interior signs including but not limited to wall signs, awnings, projecting signs, portable signs, and directional signs that are not visible from the public way are exempt from this bylaw.
- g) One (1) temporary sign, exclusive of temporary window signage, is allowed per building. Buildings with multiple tenants will be allowed one temporary sign per each first floor unit. In no case, shall a temporary sign exceed twenty (20) square feet. Temporary signs shall be removed within forty-five (45) days of their installation.
- h) Window signs are allowed provided they do not conceal more than twenty-five (25) percent of the window.

4. General Business (GB)

a) One (1) wall sign on each wall of a building facing a public way is allowed. For buildings with multiple tenants, each first floor tenant may have a wall sign provided the sign is affixed to the exterior of the unit they occupy. Each wall sign shall identify the business use and shall not be larger than ten (10) percent of the wall area up to, but not exceeding a maximum of one hundred (100) square feet of the wall on which the sign is located. For buildings with multiple tenants, this regulation shall be interpreted to allow wall signs not larger than ten (10) percent of the wall area of their individual unit. In no case shall a wall sign be installed higher than twenty (20) feet above ground level. Wall signs may be internally or externally illuminated.

b) One (1) projecting sign, not exceeding twelve (12) square feet in area and installed at a minimum height of 7'6", shall be allowed per building. For buildings with multiple tenants, one (1) projecting sign may be allowed per first floor tenant on the exterior wall of that unit. In no case shall a projecting sign be installed higher than twenty (20) feet above ground level. Projecting signs may not be illuminated if there is an illuminated wall sign associated with the same commercial use.

c) Freestanding signs are not allowed, unless the sign is used as a directory sign for a building with multiple tenants and one or more tenant does not have access to a wall sign. One (1) directory sign, whether freestanding or a wall sign, may be installed on a lot. In no case shall a directory sign exceed ten (10) feet in height and twenty (20) square feet in area.

d) Awning signs shall be allowed as either the primary signage or for subsidiary signage. Awnings serving as the primary signage, where there is no wall sign, may have signage installed on the awning face as well as the awning valance provided the signage does not exceed ten (10) percent of the wall area up to, but not exceeding a maximum of twenty-five (25) square feet. Awnings installed in addition to wall signs may only have subsidiary messages on the awning valance, provided the signage does not exceed fifteen (15) square feet. All awnings must have at least 7'6" clearance in height from ground level. Awnings may be externally illuminated, but in no case shall they be internally illuminated or back-lit. Signs suspended from awnings are not allowed.

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- e) Permanent banner signs are allowed provided they do not exceed ten (10) square feet in area per banner face. There shall be no more than three banners installed on any single lot at any given time.
- f) Window signs are allowed provided they do not conceal more than twenty-five (25) percent of the window. There shall be no more than one (1) illuminated window sign per unit.
- g) One (1) temporary signs, exclusive of temporary window signage, is allowed per building. Buildings with multiple tenants will be allowed one temporary sign per each first floor unit. In no case, shall a temporary sign exceed ten (10) square feet in area. Temporary signs shall be removed within forty-five (45) days of their installation.
- h) One (1) public service information sign, with automatic or changeable copy is allowed per lot, with exception to the Foxborough Town Common, which may have two (2) changeable copy signs.

5. Special Use District (S-1)

- a) The following regulations shall apply to lots with buildings containing less than 250,000 square feet of gross floor area:
 - (1) One (1) billboard not exceeding 700 square feet in sign area and a maximum height of fifty (50) feet is allowed per lot provided that no electronic or static billboard is placed within a 1,000' radius of another electronic billboard, or within 500' radius of a static billboard. Billboards must be set back at least ten (10) feet from the Washington Street (Route 1) street line is allowed by Special Sign Permit. Billboards set back at least one hundred (100) feet from the street line may be twenty-five (25) percent taller and larger. Billboards set back three hundred fifty (350) feet from the street line may be fifty (50) percent larger and taller. Billboards may not be installed on any other frontage than Washington Street.
 - (2) Billboards shall not contain moving content or video, and shall not contain more than six images and shall not change images more than once every two minutes. Billboards may be used as general advertising signs, but not as advertising, identification, or public service information signs.

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(3) One (1) freestanding sign is allowed per each structure on a lot. Freestanding signs shall not exceed thirty (30) feet in height or two hundred (200) square feet in area. An additional freestanding sign may be installed on lots that have frontage on more than one public way. Freestanding signs may be internally illuminated.

(4) Freestanding signs may be combination signs, including message boards with automatic or manual changeable copy. Freestanding signs including electronic signs may be public service information signs or advertising signs.

(5) One (1) wall sign for each wall of a building facing a public way which shall not be larger than twenty (20) percent of the area of the wall on which it is located, or two hundred (200) square feet in area, whichever is smaller. For buildings or structures of over 100,000 square feet of gross floor area, the area of the sign may be increased to four hundred (400) square feet or twenty (20) percent of the area of the wall, whichever is smaller. Wall signs may be internally or externally illuminated.

(6) Window signs are allowed provided they do not conceal more than twenty-five (25) percent of the window.

(7) Interior signs including but not limited to wall signs, awnings, projecting signs, portable signs, and directional signs that are not visible from the public way are exempt from this bylaw.

(8) Two (2) temporary signs, exclusive of temporary window signage, are allowed per building. Buildings with multiple tenants will be allowed one temporary signs per tenant. In no case, shall a temporary sign exceed fifty (50) square feet in area. Temporary signs shall be removed within forty-five (45) days or their installation.

(9) Temporary outdoor displays are allowed, provided they are set back at least fifty (50) feet from the front lot line and are removed after forty-five (45) days.

b) The following regulations shall apply to lots with buildings containing more than 250,000 square feet of gross floor area:

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(1) An Applicant may elect, for projects in excess of 250,000 square feet of gross floor area, to submit an annual comprehensive signage program developed by the applicant, for review and approval of the Board of Appeals. The comprehensive sign program review shall be inclusive of any and all signs requiring Special Sign Permits, and shall control for all purposes, provided that it is not inconsistent with the architectural quality of the underlying project or the character of the streetscape.

(2) One freestanding marquee sign, not to exceed 3,000 square feet in sign area per side or seventy-five (75) feet in height shall be allowed. A portion of the sign may include an electronic sign, not to exceed forty (40) percent of the sign area.

(3) Two (2) free-standing signs shall be allowed for each main entryway, whether for vehicles or pedestrians, or both. Such signs shall no exceed sixty (60) feet in height, or exceed five hundred (500) square feet in area. A portion of the sign may include an electronic sign, not to exceed forty (40) percent of the sign area.

(4) Additional freestanding signs may be allowed on the interior of the site, provided they are installed at least five hundred (500) feet away from any other freestanding sign (including billboards) and do not exceed forty-five (45) feet in height and five hundred (500) square feet of sign area by Special Sign Permit.

(5) Billboards not exceeding 700 square feet in sign area and a maximum height of fifty (50) feet are allowed provided that no electronic or static billboard is placed within a 1,000' radius of another electronic billboard, or within 500' radius of a static billboard is allowed by Special Sign Permit. Billboards must be set back at least ten (10) feet from the Washington Street (Route 1) line. Billboards set back at least one hundred (100) feet from the street line may be twenty-five (25) percent taller and larger. Billboards set back three hundred fifty (350) feet from the street line may be fifty (50) percent larger and taller. Billboards may not be installed on any other frontage than Washington Street.

(6) Billboards may be used as advertising signs but not as general advertising signs or public service information signs.

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(7) Multisided kiosk signs shall be allowed on the interior of sites without limitation as to number, provided that no such sign shall be installed within one hundred (100) feet of the Washington Street (Route 1) line. Signs located within 100'-350' of Washington Street shall be no larger than twenty-six (26) feet in height and 100 square feet in sign area per side. Signs set back more than 350 feet from Washington Street may not exceed forty (40) in height and 400 square feet in sign area per side. In addition, freestanding three-dimensional signs, including cylindrical signs, shall be allowed, provided no such sign is within two hundred fifty (250) feet of Washington Street and shall not exceed forty (40) feet in height.

(8) Wall signs are allowed on all buildings or permanent structures provided the buildings or structures are not less than seventy-five (75) feet from Washington Street (Route 1) and satisfies the following requirements: a) Any wall sign located on the stadium shall not be in the aggregate greater than forty (40) percent of the total wall area of the stadium and any structures attached to the stadium. These wall signs, identifying the building name, may project twenty (20) feet above the roof of the stadium, training or retail buildings; however their area shall be aggregated with all other wall signs and shall be subject to the maximum sign area as established above in Section 15.V.a.5.b.6; b) Such wall signs attached to any other building shall not be greater than twenty (20) percent of the wall area, unless the building is located at least three hundred (300) feet away from Washington Street, in which case the sign area may not be greater than thirty (30) percent of the wall area.

(9) Any existing water tower signage may be maintained, however, no new water tower signage may be installed on any water tower in this district.

(10) Privately owned directional or traffic control signs shall be allowed, including freestanding message board directional signs and streets signs identifying the names of private access ways, driveways, and roadways.

(11) Interior signs including but not limited to wall signs, awnings, projecting signs, portable signs, and directional signs that are not visible from the public way are exempt from this bylaw.

(12) Temporary signs may be allowed for a period no longer than forty-five (45) days.

VI. Design Guidelines

The following guidelines should be considered in the design of all signs. A sign permit application may be denied for failure to meet any or all of these guidelines:

1. Signs shall be consolidated and limited in number to the greatest extent possible to minimize visual clutter.
2. Signs shall be constructed of high quality materials and utilize energy efficient illumination.
3. Signs shall not obscure architectural features and shall be constructed of substantial materials that are compatible with the material of the surface to which they are affixed.
4. The color(s) and illumination of signs shall be of appropriate intensity to the use and location of the site.
5. Signs and sign content shall be appropriately sized, scaled, located, and oriented to the use and structure to which they are appurtenant.

VII. Nonconformities

A. Subject to the provisions of this Section, any sign legally in existence one day prior to the enactment of this Section [insert date], shall be considered a nonconforming sign and may be continued and maintained.

B. Any sign existing at the time this Section is enacted which is altered in any way, form or fashion shall be considered a new sign and shall be required to conform to the requirements contained herein, except that the original registrant may be allowed to alter the message of the sign, provided that the person, place, establishment, business and service identified by the sign remains the same, but may not alter its structure.

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C. A sign legally existing at the time this Section was enacted which, through no responsibility or control of said sign's owner or user or that of the landowner on which this sign is located, becomes damaged or destroyed shall be permitted to be repaired or replaced, provided that said repair or replacement is to the identical specifications, location and appearance as existed immediately prior to its destruction or damage.

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