

ZONING

320 Attachment 3

Town of Ayer

Size of Signs

(§ 320-9.5.5)

[Amended 6-10-2019 STM by Art. 2]

PART 1. PERMANENT SIGNS						
		Residential Districts	Downtown Ayer/Park Street FBC District	General Business and Health Care Services¹	Industrial Districts	Mixed Use Transitional
Residential Identification Sign						
		Y	Y	Y	Y	Y
Regulation Sign Use per District						
For buildings with one-to four-family dwelling units:	Maximum sign area	1 square foot	1 square foot	1 square foot	1 square foot	1 square foot
	Maximum height	12 feet	12 feet	12 feet	12 feet	12 feet
	Number per dwelling unit	1	1	1	1	1
For buildings with five or more family dwelling units:	Maximum sign area	10 square feet	10 square feet	10 square feet	10 square feet	10 square feet
	Maximum height	6 feet	6 feet	6 feet	6 feet	6 feet
	Number per development	1	1	1	1	1
	Additional condition	Free-standing sign only	Free-standing sign only	Free-standing sign only	Free-standing sign only	Free-standing sign only
Residential Accessory Use Sign						
		Y	Y	Y	Y	Y
Regulation Sign Use per District						
Maximum sign area		2 square feet	2 square feet	2 square feet	2 square feet	2 square feet
Maximum height		4 feet	4 feet	4 feet	4 feet	4 feet
Number per dwelling unit		1	1	1	1	1

AYER BYLAWS AND REGULATIONS

PART 1. PERMANENT SIGNS					
	Residential Districts	Downtown Ayer/Park Street FBC District	General Business and Health Care Services¹	Industrial Districts	Mixed Use Transitional
Community Facility Sign					
	Y	Y	Y	Y	Y
Regulation Sign Use per District					
Maximum sign area	10 square feet	10 square feet	10 square feet	10 square feet	10 square feet
Maximum height	6 feet	6 feet	6 feet	6 feet	6 feet
Number per dwelling unit	1	1	1	1	1
Agricultural Sign					
	Y	Y	Y	Y	Y
Regulation Sign Use per District					
Maximum sign area	10 square feet	10 square feet	10 square feet	10 square feet	10 square feet
Maximum height	6 feet	6 feet	6 feet	6 feet	6 feet
Number per dwelling unit	1	1	1	1	1
Signs for Nonconforming Uses					
	Y	Y	Y	Y	Y
Regulation Sign Use per District					
Signs for nonconforming uses must conform to the sign standards for the conforming sign use.					
Signs for Commercial Uses					
	N	Y	Y	Y	Y
Regulation Sign Use per District					
Maximum sign area	—	1 square foot per lineal foot of primary building frontage	1.5 square feet per lineal foot of primary building frontage	2 square feet per lineal foot of primary building frontage	1 square foot per lineal foot of primary building frontage
Maximum height	—	5 feet	5 feet	5 feet	5 feet
Maximum height for freestanding sign	—	10 feet	15 feet	15 feet	15 feet
Maximum height for other sign types	—	15 feet	15 feet	15 feet	15 feet

ZONING

PART 1. PERMANENT SIGNS						
		Residential Districts	Downtown Ayer/Park Street FBC District	General Business and Health Care Services¹	Industrial Districts	Mixed Use Transitional
Minimum setback from lot line		—	None	10 feet	10 feet	10 feet
Number per single-use building		—	2	2	2	2
Number per multi-use building	Per business use	—	1	1	1	1
	Per development	—	1	1	1	1
Signs in Industrial and Other Uses						
		N	N	N	Y	Y
Regulation Sign Use per District						
Maximum sign area		—	—	—	2 square feet per lineal foot of primary building frontage	1 square foot per lineal foot of primary building frontage
Maximum height for freestanding sign		—	—	—	15 feet	15 feet
Maximum height for other sign types		—	—	—	20 feet	15 feet
Minimum setback from lot line		—	—	—	25 feet	10 feet
Number per single-use building		—	—	—	2	2
Number per multi-use building	Per business use	—	—	—	1	1
	Per development	—	—	—	1	1
Traffic or Directional Signs of Government Body						
		Y	Y	Y	Y	Y
Incidental Signs						
		N	N	N	N	N

AYER BYLAWS AND REGULATIONS

PART 2. TEMPORARY USE SIGNS						
	All Residential Districts	Downtown Business	General Business and Health Care Services	Industrial Districts	Mixed Use Transitional	
Real Estate Signs, Special Events, Other Temporary Signs, Except Signs During Construction (Below)						
	Y	Y	Y	Y	Y	
Regulation Sign Use per District						
Maximum sign area	4 square feet	4 square feet	4 square feet	4 square feet	4 square feet	
Maximum height	6 feet	6 feet	6 feet	6 feet	6 feet	
Number per dwelling unit	1	1	1	1	1	
Signs During Construction						
	Y	Y	Y	Y	Y	
Regulation Sign Use per District						
Maximum sign area	4 square feet	4 square feet	4 square feet	4 square feet	4 square feet	
Maximum height	6 feet	6 feet	6 feet	6 feet	6 feet	
Maximum number per lot	1	1	1	1	1	
Minimum setback from lot line	10 feet	10 feet	10 feet	10 feet	10 feet	
Per subdivision	Maximum number	1	N/A	N/A	N/A	N/A
	Minimum setback from lot line	10 feet	N/A	N/A	N/A	N/A
Additional Requirements for Special Events						
Regulation Sign Use per District						
Conditions:						
(1) Sign must be removed within 72 hours of completion of the event.						

¹ Note: Some uses listed as “Y” for General Business are not permitted in the Health Care Services District. See Appendix A, Table of Use Regulations, for further guidance.