

Final Language for Proposed Changes
Section 305-22 M. Downtown Revitalization District - Signage

305-22 Downtown Revitalization District

M. Signage

- (1) Per the Franklin Heritage Commission's Regulations, internally lit signs such as neon, electronic, LED signs, are prohibited; any signage that features strobing or flashing lights is also prohibited.
 - a. Exception: One (1) internally lit "OPEN" sign is permitted by right within or inside of each façade (i.e., a glass storefront window) of the business abutting a public street in addition to any other permitted signs, provided it complies with the following restrictions:
 - i. any such sign must conform with the restrictions contained in **§ 305-24 Signs**, and may not be illuminated in any manner which causes a measurable adverse effect to abutting properties or an undue distraction, confusion, or hazard to vehicular traffic. The illumination may be from an internal source. Strobing or flashing illumination is prohibited; neon or LED is allowed.
 - ii. the area of the illuminated portion of the sign shall not exceed two (2) square feet. Illumination shall not spill over onto any abutting property.
 - iii. Internally lit "OPEN" sign must be turned off during hours when business is not open to the public.
- (2) All other requirements, including, but not limited to, size, number of signs, locations, and height, of **§ 305-24, Signs**, of the Franklin Zoning Ordinance, shall apply. The Planning Board reserves the right to deviate from the requirements in the Zoning Chapter for Signs based on a review of the proposed project through the site plan or SUP process. The purpose of such a deviation would be to create signage that better reflects the historical nature of the area, reduce clutter created by too many signs or too large signs, or to create different types of signage (a directory type of sign, for example) that is more appropriate for the proposed use of a building or joint project.
 - a. Exception: Window signs are permitted provided they do not exceed twenty percent (20%) of the window area. Such signs can only display products and services offered on-site at that business. Window signage counts towards total signage allowed for each business present.
 - i. In the instance that a building may contain multiple businesses that share a common glass window façade, signage for each business present is allowed provided the total signage does not occupy more than 20% of the total window area for the building.

- (3) The City may participate in the placement, on City property, of directional or directory sign(s) for the purposes of identifying businesses, commercial or residential uses located in buildings not easily visible from Central Street; i.e., a directory sign located on the intersection of Central Street and Smith Road. The City reserves the right to condition the size, color, and design of the proposed signage.