



**TOWN OF HULL
COMMONWEALTH OF MASSACHUSETTS**

2025 ANNUAL TOWN MEETING

CERTIFIED VOTE OF ARTICLE 29

To Whom It May Concern:

I hereby certify the following action taken under Article 29 of the Warrant for the Annual Town Meeting held on May 5, 2025 and adjourned on May 8, 2025

ARTICLE 29: To see if the Town vote to amend the Zoning Bylaw §410-7.1 Signs, billboards and other projections as follows:

(Strikeout to be removed / Underlined to be added)

§ 410-7.1. Signs, billboards and other projections.

The term sign as used in this article shall be held to include signs, outdoor advertising, billboards, poster boards, letters, words, models, devices, symbols, trade-marks and shall include every kind of structure that is arranged, designed or used as an advertisement, announcement, or for direction. See Article II, § 410-2.2 for definitions.

- A. Permits. Signs, ground signs, roof signs, wall signs, pole signs, projecting signs, marquee signs, electric signs, grouping of letter or words, poster boards, ~~billboards~~, when exceeding an area of 3 1/2 square feet face surface of the sign, shall not be erected, constructed or altered, except as provided by this code, and until a permit is obtained from the Building Commissioner. No permit shall be granted until an application has been properly presented with plans and specifications accompanying the application, showing the intended location, dimensions, materials to be used, weight, details of the sign construction, all of which shall have been approved by the Building Commissioner. No portable or temporary sign shall be placed upon any property unless a permit is first obtained and must be removed by the applicant within the time limit set forth in the permit.
- B. Exemptions.
- (1) Real estate signs not exceeding eight square feet in area, advertising real estate for sale or for rent when placed upon the property to be sold or rented may be erected without a permit from the Building Commissioner, provided that only one such sign is placed upon the property to be sold or rented.
 - (2) No permits are required for signs on a public carrier or for municipal, state or federal buildings, nor for construction signs and similar signs used in connection with and during construction operations, or any temporary signs used for public fund-raising or political purposes when removed within 30 days.
 - (3) Portable signs set up for warning the public of a dangerous condition shall not require a permit, however, such a sign shall be removed as soon as the conditions have been remedied.
 - (a) No more than one sign shall be displayed on any property.

- (b) The size of said sign shall not exceed eight square feet.
 - (c) Said sign may be displayed up to a maximum of 30 consecutive days.
- C. Public Ways. Signs and advertising devices to be erected over a public way shall first have the approval of the Select Board Members before a permit for the erection of such sign is granted. **[Amended 5-8-2021ATM by Art. 6C]**
- D. Locations
 - (1) Logo type, trade-marks or other distinctive arrangements of a trade name may be constructed upon parapets without spacing the letters if the area occupied on the parapet does not extend over 50% of the length of the side of the building upon which it is placed.
 - (2) A sign, no more than one square foot gross area, may be displayed in a single family area.
 - (3) Illumination of all signs shall be controlled so as not to shine upon the window of any residence within 100 feet distance of such sign. Where business zones abut a residential zone, the location of any sign shall be at least 10 feet away from such boundary line of any residential zone.
- E. Non-Conforming. Signs that are abandoned, dilapidated or illegible, or do not indicate the current use or service provided shall be prohibited and shall be removed by the property owner within one-year from the date of the issuance of the violation.
- F. Highly Illuminated, Moving, and Excessive Business Signs
Prohibited business signs whether exterior to a building or designed to be visible through a door or window: Illumination Intensity: The light from any sign shall be so shaded, shielded or directed or shall be maintained at a sufficiently low level of intensity and brightness that it shall not adversely affect neighboring premises. During daylight hours between sunrise and sunset, luminance shall be no greater than five thousand (5,000) nits or forty-six (46) foot candles at 1 foot away. At all other times, luminance shall be no greater than five hundred (500) nits or four hundred sixty-five (465) foot candles at 1 foot away.
 - (1) Flashing and Blinking Signs: Signs with blinking, flashing, or fluttering lights or other illuminating devices with changing light intensity, brightness, or color are prohibited.
 - (2) Illumination Timing: Illumination of window signs on nonresidential premises is limited to the hours between 6:00 a.m. and 10:00 p.m., provided that a sign for a business, facility, or office that is open to the public after 10:00 p.m. may be illuminated until closing.
 - (3) Moving Signs: Except for digital displays of time, temperature, or fuel prices, mechanical signs, signs with moving parts, changing or scrolling images or parts, and signs which create the illusion of movement are prohibited.
 - (4) Window Sign Coverage: Window signs covering more than 30% of the window area are not permitted.
 - (5) Permitting Exemption: Window signs are EXEMPT from requiring a Town permit and Design Review Board review.

Exception: Signs with approved permits prior to February 1, 2025

G. Electronic Community Message Boards

- (1) Electronic Community Message Board Definition and Purpose:
An electronic display used to convey information to the public about community

events, notices, and other public interest information to facilitate information sharing and foster community engagement in a welcoming manner.

(2) Regulations:

The Town of Hull shall be restricted to a maximum of two (2) electronic community message boards operational at any given time.

- (a) Content Limitations: The content displayed on the electronic community message boards shall be limited to welcome messages, town-related information, including public meetings, community events, emergency notifications, and other public service announcements for recent changes or temporary conditions and not otherwise posted via permanent signage. Message boards shall be turned off when not needed. Commercial advertising is prohibited.
- (b) Illumination Timing: Illumination of electronic community message boards is limited to the hours between 6:00 a.m. and 9:00 p.m.
- (c) Compliance Responsibility: The Town Manager or assignee will be responsible for coordinating with other organizations (e.g., DCR) using electronic signage in town to ensure compliance.

(3) Exceptions:

- (a) The electronic message board at Hull High School is exempt.
- (b) This bylaw does not apply to the following situations, however such messages shall be removed as soon as the conditions are remedied:
 - [1] Active traffic management activities.
 - [2] Construction signs used in connection with and during construction operations.
 - [3] Warning the public of dangerous conditions.

H. Billboards

- (1) Billboard Definition: An outdoor advertising structure, typically large and freestanding, that is designed to display commercial messages, advertisements, or other promotional content. Billboards are usually located off-premises, meaning they advertise products, services, or businesses that are not available on the property where the sign is situated. This definition includes static messages and digital billboards, which use electronic displays to show changing messages.
- (2) Prohibition of New Billboards: The construction of new billboards is prohibited. No permits shall be issued for the construction of new billboards.
- (3) Existing Billboards: Existing permitted billboards may be maintained but shall not be expanded or modified in a manner that increases their size or visibility.

I. General

- (1) Any person or entity who is found in violation of this article shall be liable for a penalty of \$25 a day and/or a civil fine as set forth in G.L.c.40. §21D. Each day, and each violation, shall constitute a separate violation.
- (2) Section I shall not be effective until 60 days after the approval of this article by the Attorney General.
- (3) Severability Clause: If any section, subsection, sentence, clause, or phrase of this bylaw is for any reason held to be invalid or unconstitutional by the decision of any court or competent jurisdiction, or disapproved by the state, such decision or disapproval shall not affect the validity of the remaining portions of this bylaw. The Town of Hull hereby declares that it would have passed this bylaw and each section, subsection, sentence, clause, or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared invalid or disapproved.

Or take any other action relative thereto. (Inserted at the request of the Select Board)

Motion: That the Town vote to amend the Zoning Bylaw, Sec. 410-7.1 Signs, billboards and other projections in the words of Article 29 as written in the warrant with numbering as indicated or to be done by the Town Clerk as necessary.

VOTED: The motion passed by a 2/3 vote of 130 to 14 on May 7, 2025.

Witness my hand and seal of the Town of Hull on this 13th day of May, 2025.

Attest:

Lori West
Town of Hull Town Clerk