



Office of the Town Clerk

TOWN OF NORWELL

Norwell Town Offices
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The following is a “True Copy Attest” of the “doings” of Article 32 of the Annual Town Meeting, which was convened on Monday, May 4, 2026, at 7:00pm at the Norwell Middle School and was dissolved at 10:29pm on the same date:

Article 32: Amendments to Zoning Bylaws – Changes to Certain Bylaw Provisions

To see if the Town will vote to amend the Norwell Town Code, Division 3: Zoning Bylaw, Part 3, General Regulations, Article 14 Signs, §201-14.6 Permitted signs by type and district, as follows:

(1) By deleting §201-14.06 Permitted signs by type and district, §201-14.6.(A) Business District A and §201-14.6.(B) Business Districts B and C, in their entirety and replacing it with a new §201-14.6.(A) Business District A and §201-14.6.(B) Business Districts B and C as follows:

B. Business District A.

(1) Freestanding

(a) One freestanding sign per lot not to exceed 24 square feet which shall identify the business or businesses located on the lot.

(b) The portion of the sign identifying the name and address of the site shall be excluded from the total area calculation, but shall not exceed 25% of said total area calculation. The sign may also dedicate a portion identifying tenant space as for sale or rent, or available vacancy. This portion of the sign shall be excluded from the total area calculation, but shall not exceed 20% of said total area calculation.

(c) Where more than one business establishment is located on a lot, the freestanding sign shall serve as a coordinated directory that clearly identifies each tenant within a single unified and cohesive sign structure. In such cases where there are multiple businesses within a single lot, separate freestanding signs for individual business establishments shall not be permitted. For lots or buildings containing multiple tenants, an anchor tenant, if present, may be allocated more prominent placement

on the freestanding sign than that provided for other tenants.

- (2) Awning: One awning sign per business establishment, not to exceed 1/2 square foot per linear foot of storefront or building upon which the awning is attached, or ten square feet, whichever is less, with letter height not to exceed 14 inches.
- (3) Directory: One directory sign per shared public entrance to a building occupied by more than one business establishment, not to exceed one square foot per business establishment occupying the building, or six square feet, whichever is less.
- (4) Hanging: One hanging sign per business establishment, not to exceed eight square feet, with letter height not to exceed 14 inches, and shall not project more than 4 feet from the building
- (5) Wall: One wall sign per business establishment not to exceed 10% of the area of the wall or façade upon which the sign is located, or 16 square feet, whichever is less. Any such sign shall be flat against the wall of the building.
- (6) Window: Window signs either painted on or attached to the inside of a window, provided such signs do not cover more than 25% of the window glass.
Signs placed in a window to advertise sales or promotions may cover no more than 20% of the window glass but may not be posted for longer than 30 days. No window signs shall be illuminated or lighted.
- (7) Accessory: Accessory signs or devices of similar intent that advertise the property or any part thereof as for sale or rent, or available vacancy, shall be incorporated into the allotted signage area for the property or part thereof as advertised as for sale or rent, or available vacancy.

C. Business Districts B. and C.

- (1) Awning: One awning sign per business establishment, not to exceed 1/2 square foot per linear foot of storefront or building upon which the awning is attached, or twelve square feet, whichever is less, with letter height not to exceed 14 inches.
- (2) Directory: One directory sign per shared public entrance to a building occupied by more than one business establishment, not to exceed one square foot per business establishment occupying the building, or six square feet, whichever is less.
- (3) Freestanding:
 - (a) One freestanding sign per lot not to exceed 50 square feet which shall identify the business or businesses located on the lot.

- (b) The portion of the sign identifying the name and address of the site shall be excluded from the total area calculation, but shall not exceed 25% of said total area calculation. The sign may also dedicate a portion of space identifying tenant space as for sale or rent or available vacancy. This portion of the sign shall be excluded from the total area calculation, but shall not exceed 20% of said total area calculation.
- (c) Where more than one business establishment is located on a lot, the freestanding sign shall serve as a coordinated directory that clearly identifies each tenant within a single unified and cohesive sign structure. In such cases where there are multiple businesses within a single lot, separate freestanding signs for individual business establishments shall not be permitted. For lots or buildings containing multiple tenants, an anchor tenant, if present, may be allocated more prominent placement on the freestanding sign than that provided for other tenants.
- (4) One freestanding directional sign per lot at the location of the curb cut, not to exceed four square feet and six feet in height.
- (5) Wall: One wall sign per business establishment not to exceed 10% of the area of the wall or facade upon which the sign is to be located. Any such sign shall be flat against the wall of the building.
- (6) Window: Window signs either painted on or attached to the inside of a window, provided such signs do not cover more than 25% of the window glass.
Signs placed in a window to advertise sales or promotions may cover no more than 50% of the window glass and may not be posted for longer than 30 days. No window signs shall be illuminated or lighted.
- (7) Accessory: Accessory signs or devices of similar intent that advertise the property or any part thereof as for sale or rent, or available vacancy, shall be incorporated into the allotted signage area for the property or part thereof as advertised as for sale or rent, or available vacancy.

and further, that the Town Clerk be authorized to make such formatting and other non-substantive changes needed to incorporate said amendments into the Norwell Zoning Bylaw, or take any other action relative thereto.

Requested by the Planning Board

The Advisory Board recommended this Article.

MOTION: A motion was made by Nick Giaquinto, Director of Planning & Community Development, and seconded, that the Town vote to approve the amendment to the Norwell Town Code, Division 3: Zoning Bylaw as set forth in Article 32 of the May 4, 2026 Annual Town Meeting Warrant.

TWO-THIRDS (2/3rds) MAJORITY VOTE REQUIRED

ACTION: On Article 32 of the Annual Town Meeting, the motion passed by a unanimous voice vote. Declared by the Moderator. May 4, 2026 at 9:55pm.

A True Copy Attest,

Dannielle C. Shepherd
Town Clerk