

ZONING

155 Attachment 5

Town of Marlborough

Table 3
Signs Requiring a Permit in the Approved BC District, HD District and I Districts

Sign Type	Maximum Area	Maximum Height¹	Minimum Setback from Property Line	Other Requirements
A-frame, easel or sandwich board	15 square feet	5 feet	Established by Planning Board	Permitted at lawful business establishment only while the business in front of which it is located is open and permitted
Awning sign	Lettering may cover maximum of 50% of valance width	N/A	N/A	Maximum projection over sidewalk: 7 feet Location of lettering: valance only Maximum height of lettering: 12 inches
Directional sign	4 square feet	5 feet	N/A	Directional signs shall be allowed in addition to other signage allowed for business establishments. The number of allowed directional signs shall be determined by the planning board during site plan approval
Ladder sign	64 square feet	20 feet	Established by Planning Board	Permitted only with Planning Board and Building Inspector/code enforcer approval
Monument sign	56 square feet	12 feet	Established by Planning Board	Permitted only with Planning Board and Building Inspector/code enforcer approval
Multiple-dwelling sign	18 square feet	6 feet	Established by Planning Board	Permitted only with Planning Board and Building Inspector/code enforcer approval 1 per building Freestanding or wall sign only
Pole sign	32 square feet	15 feet	Established by Planning Board	Permitted only with Planning Board and Building Inspector/code enforcer approval
Post-and-arm sign	48 square feet	15 feet	Established by Planning Board	Permitted only with Planning Board and Building Inspector/code enforcer approval
Projecting sign	12 square feet	N/A	N/A	Maximum projection from building face: 4 feet Minimum clearance: 8 feet Sign shall not extend over a public street or a public sidewalk
Wall sign	32 square feet	N/A	N/A	The number of allowed wall signs shall be determined by the planning board during site plan approval

MARLBOROUGH CODE

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Window sign	12 square feet	N/A	N/A	Maximum height of lettering: 10 inches

NOTES:

1. In addition to the one common freestanding sign, each business establishment shall be permitted additional signs that are approved by the Planning Board. The combined maximum total area of these additional signs shall not exceed 64 square feet. Directional signs shall not be included in calculating the combined maximum total square feet of these additional signs.
2. The one common freestanding sign shall incorporate the street number(s) at the top center of the sign.
3. For freestanding signs, height is measured from the ground to the top of the sign.
4. For two-sided freestanding signs, the area shall be determined by the measurement of only one side, provided that the faces are either back to back or are attached at least on one side and the angle of the attachment does not exceed 30°. Both sides shall not be accumulated for purposes of measurement of size.
5. For single-sided signs, area shall be determined by the measurement of the entire area of the sign with a single continuous perimeter enclosing the extreme limits of the actual sign surface, not including structural supports.
6. Notwithstanding other provisions of this chapter and this table, A-frame, easel or sandwich boards shall be permitted in addition to other permitted signs on the site.