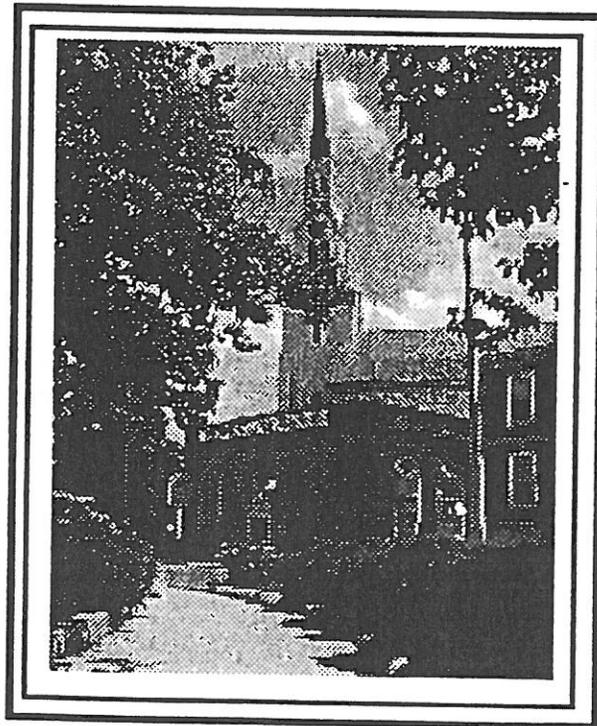


# The Downtown and Business Neighborhood Sign Handbook



A guide for erecting and maintaining signs in the Downtown and Business  
Neighborhood Zoning Districts, Woburn, Massachusetts.

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## ***Signage in Downtown Business (B-D) and Business Neighborhood (B-N) Zoning Districts***

The City of Woburn requires a permit, through the City Department of Inspection Services for all signs and outdoor display structures erected, constructed or altered in the B-D and B-N Zoning Districts. The permit application must first be reviewed by the Sign Review Board (SRB) and then approved by the Building Commissioner. All signs erected in said districts are required to comply with the City's 1985 Zoning Ordinance, as amended, Section 13 - Sign Ordinances. The Building Commissioner is designated and authorized as the enforcement agent of the Sign Ordinance.

### ***Permit Application and Review Process***

**STEP ONE:** To secure a permit and a sign review by the SRB, first obtain a copy of the Downtown and Business Neighborhood Sign Handbook and a Sign Permit Application from the Department of Inspection Services (DIS). Any questions regarding these materials may be directed to the Building Commissioner.

Department of Inspection Services  
City Hall  
10 Common Street  
Woburn, Massachusetts 01801  
(617) 932-4440

**STEP TWO:** Design your sign to meet the standards set forth in the Sign Handbook.

**STEP THREE:** Prepare the submittal materials on the next page. Completely fill out the sign application. Incomplete applications will not be considered for review by the SRB. Submit the permit fee and bring or send nine (9) copies to the DIS. The DIS will keep one (1) copy on record and transmit five (5) copies to the SRB, one (1) copy of the Downtown Committee (or its successor) and one (1) copy each to the Planning Board and the City Clerk.

The SRB will review the sign application material(s). Allow at least two (2) weeks, but not more than twenty-eight (28) days for the SRB to approve, modify or deny your application. The application is then forwarded to the Building Commissioner, with comments, for final approval. Note: Please read attached Section 13.11 of the 1985 Woburn Zoning Ordinance, as amended, for complete details concerning the SRB's sign review process.

### ***Sign Review Requirements***

The following information must be received prior to a sign review by the SRB:

1. A completed sign permit application. This is a city form available through the DIS.

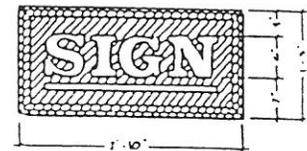
2 A scale drawing of the proposed sign. The drawing must clearly indicate the following information.

- a) The type of proposed sign (wall hanging, awning, etc)
- b) Dimensions of the proposed sign, with a calculation of the allowable sign area as outlined by the Sign Ordinances
- c) All designs or lettering.
- d) Colors: The drawing may be black and white, but color chips must be attached for any colors other than black, white or gold leaf.
- e) Materials: What the proposed sign is to be constructed of, i.e., mahogany, bronze, etc.

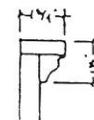
SIGN SPECIFICATIONS:

- D SIGN TYPE:  
WALL MOUNTED
- D MATERIALS:  
1" CLEARANCE FROM WALL
- D COLOR:  

	SIGN COLOR		LETTERING COLOR
--	------------	--	-----------------
- D ELEVATION:



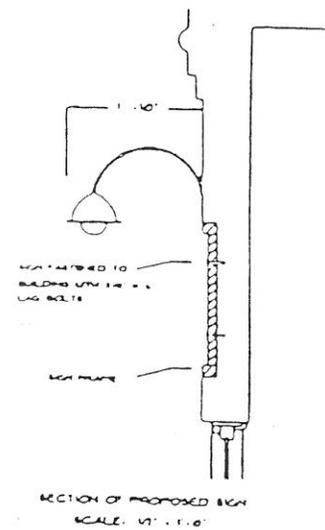
D MOUNTING DETAIL:



3 A scale drawing of the installation. This drawing should indicate dimensions, materials, hardware and method of affixing the sign to the building. Also include method of illumination and drawings or photos of proposed fixtures

4 A scale drawing of the building showing location of proposed sign. This drawing may be a simple one, but it must accurately indicate doors, windows, lineal frontage, height above grade and any other necessary dimensions or design features. A photograph may be submitted in addition to, or instead of, the building drawing, but it must show the information required on the drawing.

Appropriate scales should be used and noted, such as one (1) inch equals one (1) foot. Notations should be made on any special design features or construction details.



5 Schedule to attend a Sign Review Board meeting. At this time your sign proposal will be reviewed.

It is our recommendation that someone attend the meeting when your sign is discussed. Usually it is best for you to attend and represent yourself. After all, you are the applicant and have the greatest interest and responsibility in your application. It is often helpful to have your sign maker also in attendance. If need be, your sign maker can substitute for you at the meeting.

### *If Approved*

Permits shall be issued only if the sign complies with or will comply with all applicable provisions of the Sign Ordinances. Fees for such permits shall be determined by the City Council. In the event that the erection of the proposed sign will require the use of staging or ladders on public property, the applicant will be required to secure a Staging Permit from the Department of Public Works (DPW). A copy of the Staging Permit Policy is available from the DPW Office at City Hall.

Approval of the sign proposal will require a majority vote of the sitting quorum from the SRB. Upon approval of the sign application by the SRB, the applicant must next obtain a building permit from the DIS before proceeding with the sign.

### *If Not Approved*

You will be notified of the SRB's decision. You will be given any and all reasons for disapproval. Recommendations to assist you in resubmitting your application will be made or you may proceed with the appeal process prescribed in Section 13.

### *A Reminder*

Awnings are subject to review by the Building Commissioner. Any sign attached to or on any awning is subject to review by the SRB. Approvals will be granted on an individual basis, following review of the entire building facade and any other signs proposed or existing in the same location.

All proposed signs will be considered in relation to the architecture of the building on which they are located and should be compatible in terms of the appropriateness of the size, color, shape, material and design. Proposed signs that obscure significant architectural details will not be approved.

### *Sign Design Recommendations*

#### *Materials*

Traditional materials such as wood, brass or bronze are most appropriate. Wooden signs should be constructed of dense, clear hardwood that will accept paint readily. Ordinary plywood will not withstand exposure, therefore, if plywood is considered, exterior or marine plywood (MDO) must be chosen.

Use materials that require low maintenance and hold up to exterior exposure. Quality applications of oil primers, stains and latex paints should be used to seal wood signs from the elements. Hand lettered sign blanks should be lettered with high quality lettering enamels. Sign

blanks with vinyl graphics should only use High Performance (HP) vinyl for exterior applications. Gold leaf lettering is the most attractive lettering option and requires no maintenance.

We do not recommend clear polyurethane finishes on wood sign blanks. Pine and bass wood are not recommended for exterior carved signs. MDG or brand name MEDEX (medium density fiber board) is not recommended as a substrate. Plexi-glass and Lexan are not recommended backgrounds.

### *Sign Styles*

The following list is composed of sign styles and materials that will be appropriate in achieving a traditional look for signage in the B-D and B-N Zoning Districts.

- Framed MDO Plywood
- Framed .040 aluminum sign blanks
- Raised plastic formed letters
- Hand carved hardwood blanks (such as mahogany or redwood) with painted or gilded letters
- Hard carved sign foam
- Sandblasted redwood with painted or gilded letters
- Hand painted framed MDO plywood or .040 aluminum with tasteful layouts and color selections, using lettering enamels
- Individual cut out letters

### *Defining Design Standards*

Attractive coordinating signs have the most positive impact on both local businesses and the community. The Woburn community is striving for a traditional Colonial concept.

Items to consider when designing your sign:

1. New signs must conform to requirements of Section 13.7.
2. Signs should express the special character of your business, as you will project the "image" of your business.

3. Your sign should respect and enhance the architecture of your building; not obscure it. Look at your building from different angles at different times of the day.
4. Keep the message simple. The sign should be easy to spot, easy to read and easy to maintain. Colors and letter styles should be appropriate to the businesses they identify, to their building and community context.
5. Give three dimensional (3D) character to your sign by having the letters of your sign either raised or carved; you will be increasing readability and attractiveness.

### ***Prohibited Signs***

- All billboards.
- All signs on utility poles, trees, fences and off premises signs.
- Flashing and/or revolving signs, signs containing movable parts, signs containing reflective elements, ribbons, streamers, spinners, searchlights, animated signs or signs that make noise (excluding barber poles and Time/Temperature signs).
- Luminescent, phosphorescent, "Day-glow" or equivalent paints, dyes or other materials used on the sign.
- Movable chassis mounted signs.
- Internally illuminated letters or signs and substructures of such signs (service stations shall be exempt).
- Signs that advertise an activity, business, product or service no longer produced or conducted on premise (longer than 60 days from the date of vacancy).
- Signs illuminated by other than a stationary white or off-white steady light.
- Signs containing specific brand name products and phone numbers.
- Holiday lights and decorations not in season.
- Any sign not specifically permitted in the ordinance.

**ALLOWABLE SIGN AREA:** The total sign area of all signs on 1 lot / business shall not exceed 1.25 square foot for each lineal foot of building frontage.  
Maximum 1 primary sign per building.

## 1. PRIMARY SIGNS

### A. WALL SIGNS

**Area**-1 sq. ft. for each lineal foot of building frontage

Maximum 50 sq. ft. Maximum sign height 36"

**Number of Signs**- Three - One primary, two secondary

**Height of Sign** -25 ft. from ground provided it is below the sill line of the second floor windows or the lowest point of the roof, whichever is less.

**Illumination** : External

## 2. SPECIAL USE SIGNS

**A. SECONDARY SIGNS**- If a business has a secondary frontage (example: corner lot) on a street or parking lot it will be permitted to affix a secondary wall sign to that frontage. That area shall be in addition to the total sign area for primary signs

**Area**- 1/2 sq ft. for each lineal foot of secondary building frontage

**Number of signs**- Two

**Height**- Same as primary wall sign

**Illumination**- External

### B. FREESTANDING SIGNS

**Building Set Back**- 20' or more

**Area**- 1/2 square ft. per lineal foot of building frontage

Maximum 30sq. ft. per side on a double faced sign

**Number of Signs**- One

**Height of Sign**- 15' to top

**Illumination**- External

**C. AWNINGS**- Fixed or retractable, canvas fabric. Awnings projecting from the building for the purpose of shielding the doorway or the windows from elements.

**Area**- Above windows and doors only.

**Height of Awning**- 8ft. to bottom of awning from ground

**Projection**-Maximum 3ft. from wall. Maximum 4ft. height.

**Illumination**- None

\*\*Awnings may include signage on valance and will not be included in total calculation of sign area, provided lettering or graphics do not exceed 6" in height

#### **D. DIRECTORIES**

Area- 1 sq.ft. per occupant / tenant including header panel

Number of signs- 1 per entrance

#### **E. WINDOW SIGNS**

Area- 25% of window area

Number of signs - A.Upper floors-2 maximum

B. Street level no limit

Temporary window signs- Temporary signs placed in windows pertaining to special sales or events are permitted, provided that the signs do not exceed 25% of the window area, inclusive of permanent window signs.

#### **F. For Lease/ Rent / Sale Signs**

Area- 16 sq. ft.

Number of signs- 1 per street fronting business.

#### **Special Considerations**

##### **Gasoline Stations**

Area- 1 sq. ft. per each lineal foot of building frontage

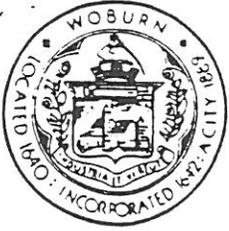
Gasoline service stations may, if they elect to do so, divide the one permitted exterior sign affixed to the front of the building into separate signs, affixed to and parallel to such wall, indicating the separate operations of departments of the business. The total area of the separate signs however, shall not exceed the maximum area permitted under this bylaw.

Internal illumination is allowed.

**Time-temperature signs:** See wall, free standing area requirements. The sign must solely contain time and or temperature. Internal illumination is allowed.

##### **Non.Conforming Signs**

Immediate implementation of new ordinance on gross violations see section 13.5 of sign ordinance



Building

## ORDERED

**ORDERED:** Be it ordained by the City Council of the City of Woburn that the 1985 Zoning Ordinance of the City of Woburn, as amended, be further amended by deleting the following sections from Section 13-Sign Regulations-and replacing new language for Sub-sections 13.1, 13.2, 13.3, 13.4, 13.5, 13.7, 13.11 and 13.12 to establish requirements for the Business Downtown (B-D) and Business Neighborhood (B-N) zoning districts.

### **SECTION 13 SIGN REGULATION:**

#### **13.1 Procedures**

1. No sign shall be erected, constructed or altered except in conformance with the requirements of this ordinance, unless a variance is granted by the Board of Appeals. For signs erected, constructed or altered in Downtown Business (B-D) and Business Neighborhood (B-N) zoning districts the applicant will comply with the sign application requirements set forth in section 13.7 through 13.12 of this ordinance. The Downtown and Business Neighborhood Sign Handbook can be used to assist the applicant in this process but is not to be used as a substitute for this ordinance. The handbook can be obtained in the Department of Inspection Services in City Hall.
2. No sign except identification signs not exceeding one (1) square foot in area and attached to a residence or located in the front yard of a residence, shall be erected, constructed or altered without a Building Permit.
3. Applications for a building permit to erect, construct or alter a sign shall be filed with the Building Commissioner. The Building Commissioner may require that additional information be submitted as to the method of construction, installation or location and inform applicants about the sign application requirements in the B-D and B-N zoning districts.
4. Persons seeking a variance from the requirements of this section may apply to the Board of Appeals as set forth in Section 11.
5. Persons aggrieved by the refusal of the Building Commissioner to issue a building permit to erect a sign may appeal to the Board of Appeals as set forth in Section 11. Applicants seeking redress of grievances of decisions and modifications made by the Sign Review Board may appeal to the Planning Board, as indicated in section 13.11 of this ordinance.

#### **13.2 Signs Permitted in all Districts**

In addition to signs permitted under Sec. 13.5 through 13.10 of this ordinance, and other lawfully permitted signs, the following

signs are permitted in all districts.

1. Signs erected by or on the order of a governmental agency when limited to governmental purposes and excluding any advertising.
2. Names of buildings, date of erection, monumental citations and commemorative tablets when made a permanent and integral part of a building, not to exceed ten (10) square feet.
3. Banners or flags emblematic of or issued by national, state or local governments.
4. Signs indicating the name and address of the occupant of a dwelling, within a residential structure housing no more than two (2) families, not to exceed one square foot in area. Where a permitted accessory use or occupation exists, such sign shall not exceed two (2) square feet.
5. Clocks and thermometers displaying no information other than the time and temperature.
6. Signs not to exceed two (2) square feet which indicate warnings, hazards or public conveniences such as "no trespass", "beware of dog" or rest room signs.
7. Two (2) signs identifying churches, schools and other institutional uses on each street frontage, one of which may not exceed (20) square feet in area and one of which may not exceed ten (10) square feet in area. One sign per each street frontage may be free-standing and may be used for notices and announcements of services and events.
8. Signs necessary to give clear directions to a parking lot or building entrance on the premises. Such signs shall not exceed four (4) square feet in area, nor shall they stand more than four (4) feet high. Such signs may be located within required yard areas but not closer than five (5) feet from streets or driveways.
9. Customary signs on gasoline pumps indicating in usual form the name, type and price of the gasoline.
10. Temporary Signs as follows:
  - a. Temporary identification signs: One temporary identification sign to identify a property or use during the period from the submission of a sign application to the Building Commissioners to the decision, provided that in the event of an unfavorable decision such temporary sign shall be removed forthwith, and provided that the temporary sign conforms with all applicable dimensional regulations of this section.
  - b. Construction signs: One or more signs on the site during the construction or alteration of a building identifying the building, owner, contractor, architects and engineers and the business to be conducted therein. Such signs shall not exceed in the aggregated thirty-two (32) square feet and shall be removed within forty-eight (48) hours after completion of the construction or alteration.
  - c. Real estate signs: One unlit sign, not exceeding twelve (12) square feet in residential and mixed use districts and thirty-two (32) square feet in business and industrial districts advertising the sale, rental or lease of the premises or part of the premises or the willingness to build on the premises on which the sign is displayed. Such signs

shall be removed within forty-eight (48) hours after the sale, rental or lease. Excluding residential property, any other signs used in connection with the sale, rental or lease of a particular premises, including but not limited to "Open House" special events or directory-type signs, shall be of a carry-away design only, not affixed in any permanent manner and shall be in place for a duration of not greater than forty-eight (48) hours per week.

d. Event signs: Signs not exceeding thirty (30) square feet announcing a fund raising event of a civic, philanthropic, educational or religious organization, displayed on the site of the event or the property of the sponsoring agency and limited to one per each lot, except that if a lot has frontage on more than one street, there may be a free-standing sign for each street frontage. Such signs shall not be erected before fourteen (14) days preceding the event and shall be removed within forty-eight (48) hours after the event.

e. Yard or garage sale signs: Signs not exceeding five (5) square feet announcing a yard or garage sale which are displayed on private property and limited to one per each premises. Such signs shall not be erected before fourteen (14) days preceding the event and shall be removed within forty-eight (48) hours after the event.

f. Signs to be used for charitable or public purposes but which do not comply with the requirements of this ordinance may be authorized by the Building Commissioner for a period not to exceed thirty (30) days.

11. Signs permitted in this section will be superseded by District Specific restrictions as established in this ordinance.

### 13.3 Signs prohibited in all districts:

1. All non-necessary signs including billboards.
2. Signs which extend more than four (4) feet above the main roof line of the buildings to which they are attached.
3. String lights used in connection with commercial premises with the exception of temporary lighting for holiday decorations.
4. Signs or other advertising devices with visible moving or movable parts or with flashing animated or intermittent illumination. An exception shall be made for time and temperature signs, but only that part of the sign displaying the time and temperature may have visible moving or intermittent flashing parts.
5. Portable or movable signs such as those used in connection with gas filling stations, automobile dealers and garages including trailer signs and signs affixed to or painted on a vehicle permanently parked on the premises so as to serve as a sign. An exception shall be made for signs painted or affixed to vehicles temporarily parked on the premises.
6. No signs shall be affixed in a permanent manner to any utility pole or poles located along a way in the City of Woburn in connection with the private activity, business, enterprise or event such as, but not limited to, the sale, rental or lease of a premises directory to a private business operation or any other

private activity.

#### **13.4 General Requirements for Signs**

1. Required setbacks for signs shall be as specified in Sec. 6 except as provided in Sec. 13.2, 13.7.2 and 13.10.1.2.
2. All signs and the immediate area surrounding free standing and ground signs must be maintained in good repair and free of rubbish and weeds.
3. The Building Commissioner is authorized to order the repair or removal of any sign and its supporting structure that in the judgment of the Building Commissioner is dangerous, or in disrepair or which is erected or maintained contrary to this by-law. Such repair or removal shall be the responsibility of the building owner and must be completed within thirty (30) days of notification by the Building Commissioner. Appeals from the Building Commissioner's order shall be held by the Board of Appeals.
4. No sign shall be placed in a way that casts reflection upon any dwelling.
5. All sign illumination shall be interior, non-exposed or shielded exterior illumination directed solely at the sign. Illumination shall be steady and stationary.
6. No sign or its illuminator shall by reason of its location, shape, size or color create, in the opinion of the Chief of Police, a driving hazard to vehicles or obstruct the effectiveness of any official traffic sign, traffic signal or traffic marking.
7. No free-standing pole or pylon sign, nor any ground sign greater than three (3) feet and less than ten (10) feet in height shall be located within a triangular area formed in the following manner: by a front lot line or railroad track, a street intersecting such front lot line or track and a straight line which connects points along the aforesaid lines thirty five (35) feet from their intersection.
8. No sign shall be maintained which advertises a product no longer sold or a commercial enterprise no longer in operation on the premises upon which the sign is located. Except for allowed real estate "For Sale" or "For Lease" signs, no sign shall remain in place in or on the vacated premises for more than thirty (30) days from the day of vacancy. No holiday signs or decoration shall be posted more than sixty (60) days prior to any holiday or remain posted more than sixty (60) days after any holiday.
9. On signs which contain a registered trademark or portray a specific commodity for sale, said trademark or portrayal may not occupy more than ten (10) percent of the sign area unless sale or production of the commodity is the principal activity conducted therein.
10. Any requirement set forth in this section will be superseded by District Specific requirements as established in this ordinance.

#### **13.5 Non-Conforming Signs:**

Signs erected prior to the adoption of this ordinance may continue to be maintained provided that no such sign is enlarged, redesigned or altered in any way except to conform to the requirements of this ordinance or by finding in accordance with Section 7.3 of this ordinance.

The exemption from the requirements of this ordinance noted in the previous paragraph shall terminate with respect to any sign which:

1. Advertised products or activities no longer sold or carried on at the premises.
2. Is not repaired within thirty (30) days of notice of required repairs as ordered by the Building Commissioner.
3. Is a temporary sign or temporary window sign existing more than ninety (90) days from the expiration of the appeal period established by the adoption of the B-D and B-N Sign Ordinance amendments by the Woburn City Council on June 25, 1997.
4. Exists in the B-D and B-N districts five years from the expiration of the appeal period established by the adoption of the B-D and B-N Sign Ordinance amendments by the Woburn City Council on June 25, 1997 that do not comply to those amendments.

### **13.7 Sign Regulations in Downtown Business (B-D) and Neighborhood Business (B-N) Districts.**

The purpose of the regulations in the B-D and B-N Districts is to instill and preserve the traditional New England style of architecture present in these areas and enhance the quality and value of these districts for all the citizens of Woburn.

#### **1. Permitted Signs:**

1. One primary wall sign for each establishment in the structure.
2. One secondary wall sign for each separate entrance to the structure or frontage on a street or parking area, except there shall be no more than two (2) secondary signs for each structure. Secondary signs may not be erected on the same wall containing the principal sign.
3. One directory sign for each separate entrance.
4. Awning signs.
5. Window signs.

#### **2. Dimensional regulations:**

1. Primary wall signs: One (1) permanent wall sign not to exceed one (1) square foot for each lineal foot of sign frontage and not to exceed thirty-six (36) inches in height. The maximum allowable size is fifty (50) square feet. The sign must be placed in the building's sign band, if one exists, and the sign must be placed so it does not obscure architectural detail of the building and that the top of such sign be placed no higher than whichever of the following is lowest: twenty (20) feet above grade, bottom of the sills of the first level of windows above the first story or the height of the building line. The sign shall project no more than twelve (12) inches out from the building and letters in the sign shall not be larger than two and one-half (2 1/2) feet high. Mounting

hardware shall be placed to minimize its view from the sidewalk. If architectural detail of the building necessitates the sign may be broken up into two (2) sections, provided that the sign is still within the sign band and the total area of both sections does not exceed one (1) square foot for each lineal foot of sign frontage and not to exceed thirty (36) inches in height. The maximum allowable size is fifty (50) square feet. Signs not overhanging a Public Way may project thirty-six (36) inches out from a building.

2. Free standing sign: One (1) free standing sign is allowed when the building has a set back of twenty (20) feet or more. This sign will not exceed one half (1/2) of a square foot for each lineal foot of building frontage and not to exceed fifteen (15) feet in height. The maximum allowable size is thirty (30) square feet per side of a double faced sign. A free standing sign post must be a minimum of five (5) feet away from the lot line and/or driveway.

3. Secondary wall signs: One per secondary wall. Area of each secondary wall sign shall be no greater than one half (1/2) the area permissible for the primary wall sign or it will not exceed one half (1/2) of a square foot for each lineal foot of secondary building frontage and not to exceed thirty-six (36) inches in height. The maximum allowable size is twenty-five (25) square feet.

4. Directory signs: Area shall be no greater than one (1) square foot per occupant. One (1) sign per entrance.

5. Awning signs: One (1) awning sign is permitted per ground floor use provided it is located on the valance of the awning that letters are in a maximum of one (1) line and are no larger than six (6) inches in height. Awnings will not exceed four (4) feet in height from the bottom of awning and will not project more than three (3) feet from the wall. Signage on valance of awning will not be included in total calculation of sign area. The minimum allowable height will be eight (8) feet from bottom of awning to ground.

6. Permanent window signs:

1. Upper floor uses: One (1) sign is permitted per window and a maximum of two (2) window signs per use for businesses on upper floors provided that the sign (s) does not exceed twenty-five (25) percent of the area of any window. Lettering on the glass is preferred.

2. Ground floor uses: Any number of window signs are permitted for the ground floor provided they do not cover more than twenty-five (25) percent of any window. Lettering on the glass is preferred.

7. Temporary window signs and real estate signs: Temporary signs, placed in windows pertaining to special sales or events, are permitted provided that the signs do not exceed twenty-five (25) percent of the total window area inclusive of permanent window signs. Not to exceed fifty (50) percent of the allowed primary sign area. Real estate advertisement signs are not to exceed sixteen (16) square feet and only one is allowed per establishment. These signs are not subject to Sign Review Board Approval.

3. Prohibited Signs:
  - a. Luminescent, phosphorescent, "Day-Glow" or equivalent paints, dyes or other material used on signs.
  - b. Roof Signs.
  - c. Marquee Signs.
  - d. Movable chassis mounted signs.
  - e. Internally illuminated letters or signs and framing substructures of such signs, except for time and temperature signs and service stations.
  - f. Signs illuminated by other than a stationary white or off white steady light.
  - g. Signs containing specific brand names or trademarks unless it is the principle commodity for sale at the location being marked.
  - h. Projecting signs over a public right of way.
  - i. Illuminated awning lettering and awnings not made from a canvas fabric.
  - j. Signs made of plywood (except framed MDO plywood), signs not made from a substantial product, anything lesser than a hard wood (example: Pine or Bass)
  11. Signs prohibited by section 13.3 of this ordinance and any other sign not specifically permitted by this ordinance.

#### **13.11 Sign Review Board (SRB) for Downtown and Business Neighborhood Zoning Districts**

In keeping with the declaration of policy herein, and in recognition of the difficulty in regulating the use of signs in the Downtown Business (B-D) and Business Neighborhood (B-N) zoning districts, there is hereby created a Sign Review Board whose duties under this Ordinance are as follows:

1. Within the B-D and B-N zoning districts the Sign Review Board shall approve or disapprove all signs now or hereinafter erected, constructed or altered in accordance with this ordinance, except any temporary signs allowed by this ordinance will not be subject to Sign Review Board approval.
2. The Sign Review Board shall not approve the erection or continued existence of any sign in said districts which are expressly prohibited by this ordinance or the city's Building Code.
3. In approving or disapproving any particular sign not expressly allowed without a permit by this ordinance, the Sign Review Board (SRB) shall take into consideration the following:
  - a. The Zoning District, the use existing in the area, and the general character of the area.
  - b. The economic and business interests of the party having erected or proposing to erect the sign.
  - c. The aesthetic appearance of the sign and its overall affect on the surrounding area and insuring that the sign is consistent with the dimensional regulations set forth in Section 13.7 of this ordinance. The design guidelines indicated in the Downtown and Business Neighborhood Sign Handbook may be used for reference purposes.
  - d. The purpose for which the sign had been or is to be

erected.

4. The Sign Review Board shall be composed of five (5) members, appointed by the Mayor, and confirmed by a majority of the City Council. Three (3) members shall be residents of the City of Woburn and two (2) shall be members of the downtown business community. In addition, a resident of the City of Woburn be appointed by the Mayor and confirmed by the City Council for a two (2) year term to serve as an associate member of the Sign Review Board. The associate shall sit in place of any member incapacitated by personal interest, illness or absence. Within seven (7) days after the appointment and confirmation of the initial Board as fore said, the Board shall meet and elect one of its members as Chairman, a Vice-Chairman and a Secretary and within thirty (30) days after, shall promulgate rules and regulations for the conduct of its business. Such rules and regulations shall be made available in printed form through the Planning Board of the City of Woburn. Said rules and regulations shall contain the following:

1. The (SRB) shall hold open public meetings at regularly scheduled times, notice by mail shall be given to all parties of interest and the agenda of said meeting shall be published in a regular local newspaper not less than twenty-four (24) hours prior to said meeting and the (SRB) shall not delay taking action on any application for a particular sign in accordance with its rules and regulations.

2. Any action taken by the (SRB) shall require a majority of the sitting quorum thereof. The term of each appointment shall be five (5) years from the date thereof, except of the original members, one shall serve for a period of one (1) year, a second member shall serve for a period of two (2) years; a third member shall serve for a period of three (3) years; a fourth member shall serve for a period of four years; a fifth member shall serve for a period of five (5) years. Should any vacancy occur in membership, the member appointed to fill said vacancy shall serve for the remaining portion of the term of the member creating the vacancy.

5. In disapproving a sign application the (SRB) shall so inform the owner thereof by regular mail and include in the decision any and all reasons for disapproval. In the case of disapproval, the applicant may appeal to the Planning Board, who shall conduct a public hearing at a regularly scheduled meeting. Within thirty (30) days of receipt of the written appeal request to the Planning Board, the Board shall conduct a public hearing, at the applicant's expense, notice of which shall indicate time, place and the subject matter, sufficient for identification, and it shall be published in a newspaper of general circulation in the city, with the first publication being not less than fourteen (14) days before the day of such hearing. The Planning Board shall also send by regular mail, at the applicant's expense, a copy of the public hearing notice to the applicant and to all owners of land abutting upon the land included in such sign permit application, as

appearing on the most recent tax list.

**13.12 Permit Requirements and Sign Review Process for the  
Downtown Business (B-D) and Business Neighborhood (B-N)  
Zoning Districts**

Except as otherwise provided in this ordinance, no sign shall be erected, constructed or existing sign altered in any way, in the Downtown Business (B-D) and Business Neighborhood (B-N) zoning districts, without review and approval by the Sign Review Board (SRB) and without issuance of a Building Permit as required by the Building Commissioner. All such signs shall be subject to the following review process:

1. Application: The applicant shall submit to the Building Commissioner nine (9) copies of the application form describing the design of the proposed sign. Said design will include types of materials used, types of lettering and lighting if present, a scale drawing and a legend showing maximum dimensions and proposed dimensions, along with a building elevation, cross-section, site-plan, if applicable, and photograph showing the existing building or site, and such other materials as may be required by the Sign Review Board.
2. Sign Application Fee: The applicant shall submit to the Building Commissioner a sign application fee, along with the application form and other required materials. Fees for the sign application shall be set by the City Council.
3. Distribution of Sign Application: The Building Commissioner shall file one (1) copy in the City Clerk's Office and forward the application and all required materials as follows:
  - a. Five (5) copies to the Sign Review Board.
  - b. One (1) copy to the Downtown Committee or future Downtown Coordinator.
  - c. One (1) copy to the Planning Board.
  - d. One (1) copy to be retained by the Building Commissioner.
4. Sign Review Board Decision: Within twenty-one (21) days of the receipt of the application, including all required materials, the (SRB) shall meet and review said materials. This review process shall be open to the public, including the applicant and/or his/her representative (s). The sign review meeting (s) shall not require the publishing of public hearing notices nor notification of abutters. Should the (SRB) fail to take action to approve or amend/modify with approval or deny the sign application within twenty-eight (28) days from the application submission date, the requested (SRB) decision shall be deemed favorable.
5. Building Permit: Upon approval by the (SRB), the plan or modified plan will be forwarded to the Department of Inspection Services for final approval and issuance of a Building Permit.
6. Maintenance and Enforcement:
  1. All signs and their devices supporting them shall be kept in good repair and safe condition. This shall mean the absence of existing rust, of broken or dangling parts, and

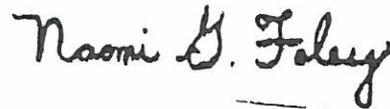
of cracked, peeling and flaking paint, the replacement of defective parts, and clean copy that is not obscured.  
2. The Building Commissioner or his authorized designate is authorized to order the repair or removal of any sign and its supporting structure which, in the judgement of the Building Commissioner, is deemed unsafe, in disrepair or which is erected or maintained contrary to this ordinance.  
3. Any person, firm or corporation violating any section or provision of this ordinance which pertains to signage shall be issued a warning and be given seven (7) days to comply. If violation continues unabated past such time, a ticket with a fine of twenty-five dollars (\$25.00) shall be issued for each day willful violation continues. The Building Commissioner or his authorized designate shall be responsible for issuing such warnings and tickets for such violations to the sign provision of this ordinance.

IN CITY COUNCIL JUNE 3, 1997  
READ ONCE: REFERRED TO PLANNING BOARD FOR RECOMMENDATION  
AND TO PUBLIC HEARING

IN CITY COUNCIL JUNE 25, 1997  
PUBLIC HEARING HELD  
GIVEN SECOND READING AND PASSED TO BE ORDAINED, AS AMENDED

YEAS: 9            NAYS: 0

Presented to Mayor    June 27, 1997  
Mayor's Office        June 27, 1997  
Approved: s/Robert M. Dever



Naomi G. Foley  
City Clerk and Clerk of City Council

A TRUE COPY:            ATTEST: